

Dr.MARAN LIST OF PAPERS / ARTICLES PUBLISHED

1. Published a Research paper titled “ Employee motivational factors and its impact on employee retention in beverage industry located in Chennai" in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp89-93
2. Published a Research paper titled “A study on dealers requirements towards two wheeler financing with reference to Chennai customers" in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp341-351
3. Published a Research paper titled “Impact of faculty involvement in self financing institutions towards job satisfaction " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp351-359
4. Published a Research paper titled “Impact of advertising on consumer purchase decision with reference to shri harini media ltd Chennai " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp525-535
5. Published a Research paper titled “ An empirical study on supplier relationship using vendor analysis with special reference to it infrastructure service sector, Chennai, India " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp536-542
6. Published a Research paper titled “Marketing strategies and customer satisfaction a study with reference to auto component vendors in Chennai " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp574-585
7. Published a Research paper titled “"An Empirical Study on Factors Influence on Two Wheeler Customer Satisfaction With Reference To Chennai" in conference proceedings of Emerging Management & Technology for Economic Sustainability (Emtes’17) on 22-

23 April 2017 Held at ALHOSN University, Abu Dhabi, UAE. ISBN – 978-93-5228-080-3 pp661-675

8. Published a Research paper titled ““Analysis of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education in India" SCOPUS INDEX JOURNAL titled International Journal of Economic Research (IJER), Vol.14 April (2017). (ISSN: 0972-9380)
9. Published a Research paper titled ““A Study On Branded Apparels Customers Purchase Behavior With Reference To India" SCOPUS INDEX JOURNAL titled "International Journal of Applied Business and Economic Research, Vo15 April (2017). ISSN : 0972-7302
10. Published a Research paper titled "The Factors Influencing Customer Satisfaction on Branded Laptops through E-Commerce in Chennai"" SCOPUS INDEX JOURNAL titled "International Journal of Applied Business and Economic Research, Vo15 April (2017). ISSN : 0972-7302
11. Published a Research paper titled "A Study on Employee Perception of Retention Strategies With Reference To Software Industry in India"" SCOPUS INDEX JOURNAL titled Man In India Vol.97 April (2017). ISSN : 0025-1569.
12. Published a Research paper titled " Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India" SCOPUS INDEX JOURNAL titled "International Journal of Control Theory and Applications Vol.10 April (2017) ISSN : 0974-5572.
13. Published a Research paper titled “Role of micro finance in the growth of SHG – A recent literature review in India” in Intercontinental journal of finance research review Vol.4, Issue 4 pp.92-100 , ISSN 2347-1654 Sep 2016
14. Published a Research paper titled “Post purchase behavior of two wheelers with respect to 100cc motorcycles” in Annamalai business review Vol.10, pp. 7-12, ISSN 0974-1690 Jan- Jun 2016
15. Published a Research paper titled “ Monetary policies and the Indian stock market” in International Journal of Trade and global business perspectives Vol. 3, pp. 2706-2713, ISSN 2319-9059 July- Sep 2016
16. Published a Research paper titled “Customer Perception about branding and purchase intention : A study of FMCG in and emerging market ” in International Journal of entrepreneurship and business environment perspectives Vol.5(3), pp. 2608-2615, ISSN 2279-0918 July- Sep 2016

17. Published a Research paper titled “ An analysis of work life balance of women employees & the quality of worklife in manufacturing sector” in International Journal of entrepreneurship and business environment perspectives Vol.5(3), pp. 2608-2615, ISSN 2279-0918 July- Sep 2016
18. Published a Research paper titled “A Study On Employees’ Perception On Retention Strategy Based On Present Working Environment In Beverage Industry In Chennai” in International Journal of Recent Scientific Research Vol. 7, Issue, 7, pp. 12536-12540, July, 2016 ISSN: 0976-3031
19. Published a Research paper titled “ Analysis of Generation Y’s Perception on Leadership Factors Affecting Retention in the Beverage Industry” in Prabandhan : Indian Journal of Management ,Vol 9 Issue 8 ISSN 0975-2854 (Scopus listed)August 2016 P.no 41-49
20. Published a Research paper titled “A Study on Factors Determining Social Media onCosmetic Products” in Journal Of Pharmaceutical Science And Research , Vol. 8(1), 2016, 1-5 ISSN- 0975-1459
21. Published a Research paper titled “A Study on Factors Determining Social Media on Cosmetic Products” in International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 20 (2015) pp 41629-41635
22. Published a Research paper titled “Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in proceeding of International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali
23. Published a Research paper titled “A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India ” in proceeding of International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali
24. Published a Research paper titled “A Study On Buyers Perception Of Online Marketing With Reference To Consumer Durable Product” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October 2015
25. Published a Research paper titled” A Study On Day Of The Week Affects On Share Price Volatility For Select Companies Listed In NSE ” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October 2015
26. Published a Research paper titled “Study On Employees’ Retention Rate In Sriperumbudur Industrial Area” in Annamalai Business Review, Special Issue, October 2015 –ISSN 0974-1690

27. Published a Research paper titled “A Study On Employee Engagement In Ashok Leyland Limited, Chennai” in International Journal of Business Intelligence & Innovation, Special Volume ISSN 2348 4705
28. Published a Research paper titled” An Comparative Study Of Work life Balance In Various Industrial Sectors In Chennai” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October 2015
29. Published a Research paper titled” Faculty Perception Towards Institutional Climate With Respect To Self Financing Engineering Colleges” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October 2015
30. Published a Research paper titled “A Study On Managing Employee Retention In It Industries, Chennai” in Annamalai International Journal of Business Studies and Research, Special Issue, October 2015-ISSN- 0975-749X
31. Published a Research paper titled “Work life Balance Of Women Employees In Banking Sector With Special Reference To Chennai City” in Annamalai Journal of Management” A Journal of Virtu”, Special Issue, October 2015 – ISSN -0974-0406
32. Published a Research paper titled” Impact Of Online Advertising And Sales Promotion In Revenue: An Empirical Study With Reference To FMCG” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October 2015
33. Published a Research paper titled “A Study On The Impact Of As-Built Documentation In The Management Of Brown- Field EPC Projects” in Vels Management Journal A Half Yearly Journal Of Management And Research-Volume: 3 Issue No.: 2 June 2015 ISSN: 2250-123
34. Published a Research paper titled “. Innovative Strategic Issues Social Media Networking” in Impact International Journal of Advance Research, Vol.7, Issue 1, October 2015- ISSN 2347-8446
35. Published a Research paper titled” The Fertilizer Scenario And Need For Joint Ventures Abroad” in International Journal Of Commerce,Vol.2 Issue No.3 July-December 2015 ISSN :2394-9597
36. Published a Research paper titled” A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with reference to Chennai” in Impact International Journal Of Management Science Volume – 7 Issue – 1 October (2015)- ISSN 2347 – 856

37. Published a Research paper titled “Performance evaluation of selected leading public sector banks in India ” in International journal of management and behavioral sciences (IJMBS) ISSN -2278-5671, Vol ,6-7,June 2015
38. Published a Research paper titled “ A Study on institutional influence on effectiveness of entrepreneurial development program me with reference to engineering students “ in International journal of management and behavioral sciences (IJMBS) ISSN -2278-5671, Vol ,6-7,June 2015
39. Published a Research paper titled “ A work life balance of women employees – a study with reference to banking sector in Chennai ” in Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, April 2015
40. Published a Research paper titled “Entrepreneurial climate for the development of entrepreneurs in Tamilnadu” in Annamalai Business Review , ISSN -0974-1690 Special Issue, April 2015.
41. Published a Research paper titled “ Futures and option (F& o) Market in India ” in Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, April 2015
42. Published a Research paper titled “A Study on Impact of Stress on Job Satisfaction with reference to BPO Employees in Chennai” in **TIJ's Research Journal of Social Science & Management [RJSSM]** ISSN 2251-1571- Volume 5 NO, 2015.
43. Published a Research paper titled “ The impact of macroeconomic factors on Indian stock market ” in Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, April 2015
44. Published a Research paper titled “ Impact of infrastructure in self financing institutes towards job satisfaction ” in M-Infiniti Journal of Management, ISSN -0973-7197,Special Issue, April 2015
45. Published a Research paper titled “A Study on factors influences Consumers Durable users with reference to Refrigerator in Chennai” in International Research Journal of Business and Management [IRJBM] ISSN: 2322 – 083X, **Impact Factor: 2.93**, Volume 8 Issue 6, 2015.
46. Published a Research paper titled “A Study On Students Perception Of Employability Skills With Respect To Engineering Institution” in International Journal of Research in Engineering, Social Sciences ((ISSN 2249-9482), **Impact Factor: 4.16**, Volume 5 Issue 3, March 2015.

47. Published a Research paper titled “A Study On Factors Influence On Two Wheeler Customer Satisfaction With Reference to Chennai” in International Journal of Management And Social Science Research Review - IJMSRR (**Impact Factor 0.348** E-ISSN - 2349-6746 , ISSN -2349-6738 PP- 13-148
48. Published a Research paper titled “Work Life Balance Of Women Employee As Study With Reference To IT Sector In Chennai” in MANAGEMENT TODAY , ISBN-9789384389048, PP-9-12
49. Published a Research paper titled “ Study on SCM on inventory control with reference to automobile industry “ in MANAGEMENT TODAY , ISBN-9789384389048, PP-43-48
50. Published a Research paper titled “A Study On Employee Perception On Attrition With Reference To BPO In India ” in MANAGEMENT TODAY , ISBN-9789384389048, PP-93-96
51. Published a Research paper titled “ A study on BPO employees stress on balancing the job with reference to Bangalore city” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 (2015) pp. 5-13
52. Published a Research paper titled “ A Study On Engineering Students Employability Skills For Excellence In Career With Reference To India” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 (2015) pp. 79-84
53. Published a Research paper titled “Analysis Of Personal , Social & Professional Wellbeing Of Women Employees: An Empirical Study With Reference To Indian BPO Sector, in International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 2 (2015) pp. 2749-2759 ,Research India Publications(SCOPUS LISTED)
54. Published a Research paper titled “ A Study On consumer durables users satisfaction and preference with reference to refrigerator in Chennai” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 (2015) pp. 58-63
55. Published a Research paper titled “A Study On Factors Influence On Two Wheeler Users Satisfaction With Reference To Chennai” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 (2015) pp. 58-63
56. Published a Research paper titled Professional Student’s Perception on Effectiveness of Entrepreneurship Development in “Twelfth AIMS International Conference on Management (AIMS-12) January 2-5, 2015 IIM Kozhikode”

57. Published a Research paper titled "Niche Areas of improvement in Banking education" in International conference on Biggest challenge facing education today organized by Department of Indian studies, University of Malaya, on December 13th&14th, 2014 (ISBN 978-93-83869-11-4)
58. Published a Research paper titled "Impact of infrastructure in self financing institutes towards job satisfaction" in International conference on Biggest challenge facing education today organized by Department of Indian studies, University of Malaya, on December 13th&14th, 2014 (ISBN 978-93-83869-11-4)
59. Published a Research paper titled "Quality of engineering and management education – A key factor for sustainable education in India" in International conference on Biggest challenge facing education today organized by Department of Indian studies, University of Malaya, on December 13th&14th, 2014 (ISBN 978-93-83869-11-4)
60. Published a Research paper titled "Relationship between Transformational Leadership And Organizational Citizenship Behaviour In Indian Banking Sector" in International Journal of world Research Vol: I Issue VIII, August 2014, Print ISSN: 2347-937X
61. Published a Research paper titled "Work Life Balance Of Women Employees Satisfaction – A Study With Reference To IT Sector In India" in Asia Pacific Journal of Research Vol: I Issue XV, July 2014, ISSN: 2320-5504, E-ISSN-2347-4793
62. Published a Research paper titled "A Consumer perception towards white goods study reference to washing machines in Chennai" in International Journal of Economic Research, vol: 11/Jan-Dec 2014 ISSN 0972 – 9380. (Page No: 549-553)
63. Published a Research paper titled "A study on consumer's possession, purchase and usage of washing machines in Chennai" in International Journal of scientific research Indexed with international ISSN Directory, Paris. Vol: 3 Issue 4, April 2014, Print ISSN: 2277-8179
64. Published a Research paper titled "Teaching Professional Stress: An Empirical Study With Reference to Women in India" in International Journal Of Innovative Research & Development, vol: 3/ issue: 7/July 2014 ISSN 2278 – 0211 (Online)
65. Published a article titled "Value added courses for engineering students" in Aval vikatan Tamil magazine, in May 2014 edition
66. Published a Research paper titled "Employee stress in Teaching Professional: An empirical study with reference to women in India "in Mc Stanford Journal of International Management, vol: 1/ issue: 10/. ISSN –2321-1652,pp1-6

67. Published a Research paper titled "Impact of demographic factors on employee morale and attrition – An empirical analysis" "EP journal of Human Resource vol: 1/ issue: 1/. ISSN –2348-5970,pp13-21
68. Published a Research paper titled "Employee perception on two critical components of HRD Practices with reference to cement company in Chennai city" "EP journal of Human Resource vol: 1/ issue: 1/. ISSN –2348-5970,pp 23-35
69. Published a Research paper titled "Engineering students perceptions on employability skills with reference to engineering graduates in India in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp383-391
70. Published a Research paper titled "Organizational commitment among IT professionals the effect of transformational leadership in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp392-398
71. Published a Research paper titled "A study on performance evaluation of selected cement and steel companies listed in NSE, India" in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp399-403
72. Published a Research paper titled "Analysis of employees stress on performance of job with reference to BPO" in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,404-412
73. Published a Research paper titled "A study on performance evaluation of select banks in India in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp413-419
74. Published a Research paper titled "A study on faculty job satisfaction and its impact on students satisfaction with reference to management institutes in Chennai" "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp 420-424
75. Published a Research paper titled "analysis of users satisfaction on two wheeler segment performance with reference to Chennai in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp 499-509
76. Published a Research paper titled "Dimensions of store loyalty towards supermarkets in Chennai" in "ICCM -2014proceedings" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp511-517
77. Published a Research paper titled "Market trading in India – customer perception in international journal of exclusive management research vol: 3/ issue: 1 / March 2013. ISSN – 2249-8672,pp 3
78. Published a Research paper titled "A preliminary study on stress overcome factors among women medical practitioners in Chennai in Annamalai journal of management vol: 6/ issue: 2 / December 2013. ISSN – 0974-0406,pp20

79. Published a Research paper titled “Employability skills: Need of the hour of fresh engineering graduates in India in Global journal of Business and management Research vol: 1/ issue: 1 / December 2013. ISSN – 2347-7814pp38
80. Published a Research paper titled “Study on perception of employee towards quality of work life with respect to granite industries in krishnagiri district “in Annamalai journal of management vol: 6/ issue: 1 / November 2013. ISSN – 0974-0406pp57
81. Published a Research paper titled “Impact of age on the perception about quality of work life in Sankhya- International journal of management and technology; vol: 3 / issue: 2 / December 2013. ISSN – 0975-3915 ,pp 74
82. Published a Research paper titled “The impact of situational factors on purchasing in departmental store “in Annamalai Business Review vol: 4/ issue: 2 /July- December 2013. ISSN – 0974-1690,pp17
83. Published a Research paper titled “An Empirical analysis of work life balance of women employees in banking sector with reference to Chennai “in Annamalai journal of management vol: 6/ issue :2 / December 2013. ISSN – 0974-0406,pp76
84. Published a Research paper titled “Training and development in banking sector in International journal of management science; vol: 3 / issue: 4 / December 2013. ISSN - 2347 – 856,pp 31
85. Published a Research paper titled “Exploring the Factors Influencing Retail and Bazaar Trade for Promoting Two Wheeler Lubricants “in Global journal of Business and management Research vol: 1/ issue: 1 / December 2013. ISSN – 2347-7814pp101
86. Published a Research paper titled “Level of Emotional Intelligence among Ites Employees in Chennai City “in Annamalai Business Review vol: 4/ issue: 1 /July- December 2013. ISSN – 0974-1690,pp1-3
87. Published a Research paper titled “perceptive online shopping buying behaviour “in Annamalai journal of management vol: 6/ issue: 2 / December 2013. ISSN – 0974-0406,pp40
88. Published a Research paper titled “An impact of demographic variables on consumer preference with reference to Air - conditioner” in PARIPEX - Indian Journal of Research; vol: 2 / issue: 7 / July 2013. ISSN - 2250 – 1991.
89. Published a Research paper titled “Study on consumer’s expectation, satisfaction and preference towards Refrigerator” in ICMIS - International conference on management and information system, Bangkok. Sep 22 - 24, 2013. ISBN - 978 -81-924713-4-1

90. Published a article titled “Indraya Ilangargalin Kaiyal Ethirkala India” in Puthiya Tharisanam Tamil magazine, in June 2013 edition pp 26-27
91. Published a Research paper titled “Succession Planning Avoids Inevitable Attrition – A Empirical Insight ” in GITAM, Journal Of Management , Volume 1, Issue 1,July – Sep2013 ISSN :0972740X
92. Published a Research paper titled “Customer Satisfaction and Loyalty on Departmental Stores” in Business confluence, Loyala Journal Of Commerce, Volume 1, Issue 1, march (2013), pp. 43-52
93. Published a Research paper titled “Employee Attitude Towards Organization Culture With Special Reference to Automobile Industry” In International Journal of contemporary commerce, Volume 1, Issue 1, sep(2012), pp. 43-47 ISSN : 2319-958X
94. Published a Research paper titled “An Empirical Study Of The Stress Management Of Women Faculty ” In Social Glance – Journal Of Social Science And Humanities, Volume 1, Issue 1, October – December (2012), pp. 29-39 ISSN :2319-3654
95. Published a Research paper titled “Effect Of Demographic Variables In Selecting Retail Outlet With Reference To Durable Goods in Chennai” in IJM- International Journal Of Management, Volume 3, Issue 2, May- August (2012), pp. 186-191, ISSN :0976 6367
96. Published a Research paper titled “Analysis of FDI in service sector with reference to India” Learning And Application University Of Malaya, Anuragam Publications First Edition 2012.Pp514
97. Published a Research paper titled “The role of reference group in buying decision of micro wave oven with reference to Chennai city” Learning and Application University of Malaya, Anuragam Publications First Edition 2012.Pp622.
98. Published a Research paper titled “Innovation in Management of Stress for Women Faculty With reference to Educational Institution” at 24th AIMS – Annual Management Education Convention 2012.
99. Employee engagements job satisfaction – An empirical study (Human Resource Management in the Knowledge economics) (p-No-45) July 2012.
100. Retailing and consumer Behavior Linkages to Branding at women apparel(Pg.No-38)(IJRCM)(July – IssueNo-2/2012)International Journal of research in commerce, IT Management)
101. Work life Balance – A dilemma for Modern Society (P-No-11) in Research Paradigms in management – 2012.

102. Job satisfaction among Teaching professionals in self financing Engineering Colleges, Chennai, India.(P-No-44) in Research Paradigms in Management
103. A study on Job Stress in IT industry with reference to south India (P-No-154) in Research Paradigms in management)
104. “Retailing and consumer behavior linkages to branding of women apparel”, international journal of research and commerce, IT & management, July 2012
105. Published a Research paper titled “Succession Planning Avoids Inevitable Attrition- An Empirical Analysis” In AMET International Journal of Management–, Volume 3, Issue 2,Jan - June (2012), pp. 55-58ISSN :2231-6779
106. Published a Research paper titled “Emotional Intelligence : A Key Factor For Solving Social Issues of Employees with Reference to BPO” In GYAN MANAGEMENT– International Refereed Journal Of Management & Technology, Volume 6, Issue 1, Jan - June (2012), pp. 18-22, ISSN 0974-7621
107. Employees of Job Stress in IT Industry”, Emerging Trends In Business Research, IESA Publications, Feb 2012
108. Bio fuel : As an alternative and its feasibilities” Putra Intelek International college, Malaysia, ISBN -978-81-921764-4-4, Dec 2011,
109. Employees attitude towards organization culture with reference to automobile industry in India” Putra Intelek International college, Malaysia, ISBN -978-81-921764-4-4, Dec 2011
110. “Advertising targeted towards children –A Critical analysis” Innovative Business & Technology Strategies For Developing Countries” M P Publications, ISBN -978-81-921764-4-4, 2011, Dec 2011
111. Analysis of stakeholders perception on corporate governance: An Empirical study with reference to software in India, Innovative Business & Technology Strategies For Developing Countries” M P Publications, ISBN -978-81-921764-4-4, 2011, Dec 2011
112. Financial performance Of Software Companies in the Global recession With reference to India”, Finance India, Vol XXV No2,June 2011,pp 461-475
113. Comprehensive Financial Analysis of Aqua Culture feed Industries in South India, International Journal of Research in commerce and Management, Vol No:2,Issue No 4, April pp35-38
114. Recent trends in FDI, International Journal of Research in commerce and Management,Vol2 ,Issue No5

115. Analysis of women Entrepreneur's Evils: An empirical study with reference to India International Journal of Research Journal of Social Sciences & Management, Singapore Vol1, No5, Sep2011
116. Work life Balance of women employees: An empirical study with reference to BPO sector, International Journal of Information technology and Management sciences"
117. Measuring the level of Emotional Intelligence of women employees an empirical study with reference to BPO sector, Annamalai Business Review, Vol 5, Issue 1, ISSN-0974-1690, and July December 2011.
118. Innovative strategies for Work life balance of women employees: A study with reference to BPO in India, Kalignan publication, Vol 1.
119. "Analysis of stakeholders perception on corporate governance: An Empirical study with reference to software industry in India", Asian Management science association and Putra Inteltek International College, Malaysia.
120. Employees attitude towards organization culture with reference to automobile industry in India". Asian Management science association and Putra Inteltek International College, Malaysia.
121. Advertising targeted at children- a critical analysis, Asian Management science association and Putra Inteltek International College, Malaysia.
122. Bio-Fuel: as advertising and its Feasibility, Asian Management science association and Putra Inteltek International College, Malaysia.
123. Evaluating the performance of Equity Mutual Funds with Reference to India, International Journal of Information Technology and Management studies
124. Job stress of IT employees" International Journal Of Management, International Association of Engineering Management Education
125. A study on stress management in IT industry, Journal of Management research & Development, PRJ publication.
126. Improved Total Productive Maintenance using Lean Principles in Aircraft manufacturing and Maintenance", International Journal on Information Sciences and Computing, Satyabama University.
127. Lean Practices in Aircraft Maintenance", International Journal of Software and Technology, Coimbatore Institute of Information and Technology

128. Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP
129. Analysis of Financial performance of Indian Software Industries: Analytical study with reference to Global Meltdown in Journal of Pacific Management Review USA, Vol.: 1, spring 2010, Pg. 31 – 47.
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131. Risk and Returns on Security and Investment of Indian Banks. Quarterly Journal of Business and Economics, University of Nebraska, Lincoln U.S.2009
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136. Lean Practices in Aircraft Maintenance, International Journal of Software and Technology, Coimbatore Institute of Information and Technology, November ISSN-0974-9748
137. Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance", Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP, November ISSN 0973-4503
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139. The Impact of E-CRM", the HRD Times, Chennai, Oct. 2001.
140. Growing Scenario of Retail Marketing in India", The Indian Journal of Marketing, New Delhi, May – June 2002.
141. Technology Management in Automobile Industry", The Mandate,(MMA) Chennai,

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142. Passenger Car Market in India”, the Motor India, the Industrial Herald, Gopali & Co Dec. 2001.
143. Enormous scope for small Car in India”, The Motor India, The Industrial Herald, Gopali & Co August 2002
144. FDI’s in India”, The HRD Times, Oct.2002.
145. Change in work environment and why employees resist change, Excellence in Supervision, Productive Council Chennai July – August 2002.
146. Change and Resistance to Change: How to Manage? Indian Journal of Training and Development, October 2002.
147. Customers Perception on Telephone: A Study with special reference to Chennai city.

The ICFAI Journal of Marketing, Feb 2004

148. Global business opportunists and challenges, The Industrial Herald, Gopali.Co. June 2004
149. Study on Working Capital Management with reference to Ramco Industries Ltd., The Journal of SCMS - Nov’ 2004
150. User’s Perception on Small Car Segment. The Journal of North – West Management, Bangladesh.
151. Innovative Management Education in Global Context. Journal of Management Insight, Department of Management Studies, DG.Vaishnav College. Vol I Feb’2005 P4.
152. A Study on Working Capital Management with reference to Ramco Industries Ltd, The Management Trend, University of Sourashtra, Rajcot. Oct’2004 – Mar’2005 P14 – 21.
153. User’s opinion on small cars in Chennai, Journal of Management Matters,LIBA,Chennai,Volume-1,Issue 6, March 2006, PP 100.
154. Current Scenario of Stress Management Training (SMT) at IT Firms, Review of Professional Management, A journal of New Delhi Institute of Management, New Delhi, Volume - 5, PP 50
155. Human Stress Management is Traditional or Modern Management, The new teaching techniques, First Edition, 2007. Kalaignan pathippagam, Chennai. PP 71 – 76
156. Epitome of Imparting Managerial Qualities in Tamil Literatures First Edition, 2007. Kalaignan pathippagam, Chennai. PP 77 – 84.

157. Indian software industry in global economy, Global Business Strategy in Competitive Environment, Kalaignan Publications, First Edition -2007.PP 143
158. Organizational Climate – Paradigm Shift In Software Company In South India, Global Business Strategy in Competitive Environment, Kalaignan Publications, Chennai, First Edition - 2007.PP 305
159. Portrayal of Women In Advertisements – Dignity And Decency?, Global Business Strategy in Competitive Environment, Kalaignan Publications, Chennai, First Edition - 2007.PP 143
160. Quality of Work Life Balance , HR Practices, Excel Publications, First Edition – 2006
161. Development of Location value Index based on Geographic and Demographic Factors with Reference to New York city, Journal of Business Studies, Faculty of Management Studies & commerce, University Of Jaffna, Srilanka, Volume III December 2006. PP 64-77
162. Human Resource Management Strategic in 21st Century, Management Strategic and Policies in the 21ST Century, Allied Publishers (p) Ltd, New Delhi,2007 PP262-265
163. Users perception on small car segment-Study with reference to Chennai, International Journal of Information sciences and computing-Sathayabama University, Vol 2, Number1
164. Quality of work life of BPO employee, SMART Journal of Business, Published by commerce wing of Bharathidasan University
165. Competency Based Employee Development, International Journal ,Advances in Management Vol.2(6),June2009.PP 33-39
166. A study on Job stress of software employees, M-Infiniti Journal of Management,Vol3 Issue1, March 2009.PP 112-190
167. A Study on mapping core competency and development of employees, International Journal Of development Studies
168. Linkage between Work life balance And stress levels: A study of women employees in Chennai, ANVESHANA, A journal of IES Management College & Research Centre
169. Study on physical health and mental health of BPO employee published by Macmillan publishers
170. Capitalization of software development cost : a survey of accounting standard practices in the software industry” Published by Anuragam publications

171. Employee turnover in small scale industries” Published by Anuragam publications
172. Leadership competency today’s requirement or future challenges Published by Anuragam publications
173. Financial performance of Banking sector: An analytical study with reference to India Published by Anuragam publications
174. Impact of Globalisation in women working environment –A study with reference to BPO industry” Published by Anuragam publications
175. A study on software employee stress with reference to south India, Published by Anuragam publications
176. A study on mapping core competency and development of employees”, International Journal of Development Studies, Banaras Hindu University, Varnasi, India
177. A study on lifestyle disorder of BPO employee” Annamalai Business Review ,Annamalai University
178. A study on mapping core competencies and development of Employees for excellence with reference to HCL technologies” in Journal of Contemporary Research in Management, published by PSG college of Management, Vol.: 4, Pg. 53 – 59.
179. A study on competencies of the employees of 21st century in Management Prudence, Vol. – I, Dec. 2009, Pg. 50 – 61
180. Published a paper titled, “Human Stress a study with reference to working women in Chennai”, Samridhi, Velammal Journal of Management and IT research
181. Published a paper titled“ Capitalization of software development cost : a survey of accounting standard practices in the software industry” Published by Anuragam publications
182. Published a paper titled “Employee turnover in small scale industries” Published by Anuragam publications
183. Published a paper titled “Leadership competency today’s requirement for future challenges Published by Anuragam publication
184. Published a paper titled “ A study on stress management in teaching profession ” Published by Anuragam publications
185. Published a paper titled “ A study on software employee stress with reference to south India”, Published by Anuragam publications

186. Published a paper titled “ A study on the cross cultural issues of BPO employee
“Published by Anuragam publications
187. Published a paper titled “Capitalization of software development cost: A survey of
accounting standard practices in the software industry” Published by Anuragam
publications
188. Published a paper titled “The influence of FDI in Global Business Scenario” Published
by Anuragam publications
189. Published a paper titled “Stress management and the sandwich generation- A study of
women employees in Chennai”, Published by Anuragam publications
190. Published a paper titled “Financial performance of banking sector, An analytical study
with reference to India”
191. Published a paper titled “Emotional Intelligence :A key factor for effective leadership
“published by Anuragam publications
192. “Potrayal of women in Women’s era advertisements-An empirical analysis with
reference to body image & beauty “ Published by Anuragam publishers
193. Attrition and its repercussions with special reference to Indian IT industry” Published
by Anuragam publishers
194. Impact of transformational leadership on organizational climate” Published by
Anuragam publishers
195. Online marketing trends of Indian car dealers” Published by Anuragam publishers
196. The influence of FDI in global business scenario” Published by Anuragam publishers
197. Job stress in IT industry ‘’ Published by Anuragam publications
198. Financial performance of software industry::An empirical analysis with reference to
India Published by Anuragam publications
199. Indian Durable Indian Durable Industry perspective for growing economy for
International conference on “ Leading Beyond Horizon: Engaging future, Published in
proceedings of Annamalai University, July 2011.

PAPERS PRESENTED IN INTERNATIONAL CONFERENCE / SEMINAR

1. Presented Research paper titled "Employee motivational factors and its impact on employee retention in beverage industry located in Chennai" in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
2. Presented a Research paper titled "A study on dealers requirements towards two wheeler financing with reference to Chennai customers" in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
3. Presented a Research paper titled "Impact of faculty involvement in self financing institutions towards job satisfaction " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
4. Presented a Research paper titled "Impact of advertising on consumer purchase decision with reference to shri harini media ltd Chennai " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
5. Presented a Research paper titled " An empirical study on supplier relationship using vendor analysis with special reference to it infrastructure service sector, Chennai, India " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
6. Presented a Research paper titled "Marketing strategies and customer satisfaction a study with reference to auto component vendors in Chennai " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka
7. Presented a Research paper titled "An Empirical Study on Factors Influence on Two Wheeler Customer Satisfaction With Reference To Chennai" in conference proceedings of Emerging Management & Technology for Economic Sustainability (Emtes'17) on 22-23 April 2017 Held at ALHOSN University, Abu Dhabi, UAE.

8. Presented a Research paper titled “A Study on Consumer’s Perception on Brand Loyalty with Reference to Fast Moving Consumer Goods (FMCG) in India” in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
9. Presented a Research paper titled “A Study on Consumer Behavior of Junk Food with Reference to School Children’s in Kerala” in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
10. Presented a Research paper titled “A Study on Factors Influence a Purchase Intention with Reference to Indian Apparel Brand” in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
11. Presented a Research paper titled “A Study on Engineering Students Perception of Entrepreneurship Education and Development in Transformative Education Scenario With Reference to India” in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by Kathmandu university school of education
12. Presented a Research paper titled “Analysis Of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education In India” in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by Kathmandu university school of education
13. Presented a Research paper titled “Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali
14. Presented a Research paper titled “A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India ”in International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali

15. Presented a Research paper titled "A Study On Buyers Perception Of Online Marketing With Reference To Consumer Durable Product" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
16. Presented a Research paper titled "A Study On Day Of The Week Affects On Share Price Volatility For Select Companies Listed In NSE" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
17. Presented a Research paper titled "An Comparative Study Of Worklife Balance In Various Industrial Sectors In Chennai" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
18. Presented a Research paper titled "Faculty Perception Towards Institutional Climate With Respect To Self Financing Engineering Colleges" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
19. Presented a Research paper titled "Impact Of Online Advertising And Sales Promotion In Revenue: An Empirical Study With Reference To FMCG" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
20. Presented a Research paper titled "Macroeconomic Variables And Stock Market Volatility In China - A Study With Reference To Shanghai Stock Exchange Composite Index" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
21. Presented a Research paper titled "Study On Employees' Retention Rate In Sriperumbudur Industrial Area" in International Conference on "Banking, Finance, Business & Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015

22. Presented a Research paper titled "A Study On Employee Engagement In Ashok Leyland Limited, Chennai" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
23. Presented a Research paper titled "A Study On Managing Employee Retention In It Industries, Chennai" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
24. Presented a Research paper titled "Worklife Balance Of Women Employees In Banking Sector With Special Reference To Chennai City" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
25. Presented a Research paper titled "A Study On The Impact Of As-Built Documentation In The Management Of Brown- Field EPC Projects" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
26. Presented a Research paper titled ". Innovative Strategic Issues Social Media Networking" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
27. Presented a Research paper titled" The Fertiliser Scenario And Need For Joint Ventures Abroad" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
28. Presented a Research paper titled" A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with reference to Chennai" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015

29. Presented a Research paper titled "Performance evaluation of selected leading public sector banks in India" in Indo- Canadian International conference of business and behavioral sciences on 3rd & 4th July, 2015 at Taj hotel, Panaji,Goa, India
30. Presented a Research paper titled "A Study on institutional influence on effectiveness of entrepreneurial development program me with reference to engineering students "Indo-Canadian International conference of business and behavioral sciences on 3rd & 4th July, 2015 at Taj hotel, Panaji,Goa, India
31. Presented a Research paper titled "The Impact of Internship Experiences on the Engineering students Behavioural Intentions with Reference to India Universities "in The Third International Conference on Advancement of Development Administration 2014— Social Sciences and Interdisciplinary Studies (the 3rd ICADA 2014—SSIS)Held on 9th October 2014.
32. Presented a Research paper titled "A Study on Teaching Professionals satisfaction With Reference To Self supporting Institution in India "in 7th International Conference on Innovation and Knowledge Management in Asia Pacific (IKMAP 2014) organized by the Knowledge Management and Innovation Research Centre of The Hong Kong Polytechnic University and Bangkok University. Held on 10th October 2014.
33. Presented a Research paper titled "Engineering students perceptions on employability skills with reference to engineering graduates in India in "ICCM -2014
34. Presented a Research paper titled "Organizational commitment among IT professionals the effect of transformational leadership in "ICCM -2014
35. Presented a Research paper titled "A study on performance evaluation of selected cement and steel companies listed in NSE, India" in "ICCM -2014
36. Presented a Research paper titled "Analysis of employees stress on performance of job with reference to BPO" in "ICCM -2014
37. Presented a Research paper titled "A study on performance evaluation of select banks in India in "ICCM -2014
38. Presented Research paper titled "A study on faculty job satisfaction and its impact on students satisfaction with reference to management institutes in chennai "ICCM -2014
39. Presented a Research paper titled "analysis of users satisfaction on two wheeler segment performance with reference to Chennai " in "ICCM -2014
40. Presented a Research paper titled "Dimensions of story loyalty towards supermarkets in Chennai " in "ICCM -2014

41. Presented a paper titled “A study on performance evaluation of selected cement & steel companies listed in NSE, India.” in International conference on contemporary management (ICCM)-2014 on 14th march , 2014, organized by , faculty of management studies & commerce , university of Jaffna , Srilanka.
42. Presented a paper titled “Impact of FDI in housing and real estate with reference to India .” in International conference on "Contemporary Issues In Business Management And Finance - 2013" - September 28th & 29th 2013 –organized by Department of Business Management and Finance , University of Kashmir, Srinagar.
43. Presented a paper titled “Title - "Customers perception on Durable goods with reference to Big Bazaar, Chennai.” in Two day National conference on "Sustainable development and planning - 2013" - September 6th & 7th 2013 - Organized by Central University of Karnataka.
44. Presented a paper titled “An Analysis of women employees stress: An Empirical study with reference to teaching professional in India” in the “ Annual Conference on Global Economics, Business, and Finance (GEBF)-2012” ,Hong honk, on 15-17th December 2012
45. Presented a paper titled “An Analysis of FDI on service sector : A study with reference to in India” in the “ Annual Conference on Global Economics, Business, and Finance (GEBF)-2012” ,Hong honk, on 15-17th December 2012
46. Presented a paper titled “Islamic Entrepreneurship Risk An Empirical Study With Reference To India” in International Conference on “ Intellectuality and Leadership of Muslim Scholars In Research, Innovation and Creativity” organized by INTERNATIONAL CONFERENCE ON ISLAMIC LEADERSHIP, Malaysia, on 26th September 2012
47. Presented a paper titled “A profitability analysis of selected Steel companies in India” in International Conference on “Business Innovations in Global” organized by AVVMS PUSHPAM College, Thanjavur, 22nd September 2012
48. Presented a paper titled “A job satisfaction among teaching professionals in self financing arts and science college with reference to Chennai ” in International Conference on “Business Innovations in Global” organized by AVVMS PUSHPAM College, Thanjavur, 22nd September 2012
49. Presented a paper titled “Job Stress of Employee in IT Industry” in International Conference on Emerging Market and Issues in Management” organized by VIT university, Vellore, 16th March 2012

50. Presented a paper titled “Analysis of stakeholders perception on Corporate Governance: An Empirical study with reference to Software industry in India” in International conference organized by Asian Management Science Association and Putra Intelek International college, Malaysia held on 2011.
51. Presented a paper titled ““A comprehensive Financial analysis of Aqua culture feed Industries in South India” for International conference organized by **RBAC University, Bangkok, Thailand** on 3rd and 4th March, 2011
52. Presented a paper titled “Employees attitude towards Organisation Culture with reference to automobile industry in India” in International conference organized by Asian Management Science Association and Putra Intelek International College, Malaysia held on 2011.
53. Presented a paper titled “Recent trends in foreign direct investment’ for International conference organized by **RBAC University, Bangkok, Thailand** on 3 rd and 4th March, 2011
54. Presented a paper titled “Advertising Targeted at children – A critical Analysis” in International conference organized by Asian Management Science Association and Putra Intelek International College, Malaysia held on 2011.
55. Presented a paper titled “Bio-Fuel: as an alternative and its feasibility”” in International conference organized by Asian Management Science Association and PutraIntelek International college, Malaysia held on 2011.
56. Presented on “Evolving organized food and grocery retail in In India ”Presented for Third International conference on Management Research, 14th &15th February ‘09
57. Presented on “Capitalization of software development cost : a survey of accounting standard practices in the software industry” for International conference -Impact of economic crisis on global business scenario, September 23&24,2009
58. Presented on “Employee turnover in small scale industries” for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
59. Paper presented on “Leadership competency today’s requirement or future challenges” For International conference on Impact of economic crisis on global business scenario, September 23&24,2009
60. A paper presented on “A study on stress management in teaching profession” for International conference on Impact of economic crisis on global business scenario, 23&24,2009

61. A paper presented on “A study on software employee stress with reference to south India”, for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
62. Paper presented on “Study on the cross cultural issues of BPO employee “for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
63. Presented a paper titled“ Capitalization of software development cost : a survey of accounting standard practices in the software industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
64. Presented a paper titled “Stress management and the sandwich generation- A study of women employees in Chennai” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
65. Presented a paper titled “Financial performance of Banking sector: An analytical study with reference to India” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
66. Presented a paper titled “Emotional Intelligence: A key factor for effective leadership” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
67. Presented a paper titled “Emotional Intelligence: A key factor for effective leadership” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
68. Presented a paper titled “Impact of Globalization in women working environment: A study with reference to BPO industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
69. Presented a paper titled “Job stress in IT industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
70. Presented a paper titled “Financial Performance of Software industry: An empirical analysis with reference to India” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010

71. A paper presented on “A study on financial performance of software companies with reference to India” for **Annual International conference on Global Business , Dubai ,2009**
72. A paper presented on “ Indian SME’s – The Key Competitive Factors for Success in Growing Economy” for International Conference on Entrepreneurship organized by Faculty of Management and Muamalah, **Selangor International Islamic University College, Malaysia, 27th – 28th May, 2008**
73. A paper presented on “Human Stress Management is Traditional or Modern Management”, for International conference on “The new teaching techniques”, organized by **University of Malaysia, Kuala Lumpur, May 9-11, 2007**
74. A paper presented on “ Epitome of Imparting Managerial Qualities in Tamil Literatures” for International conference on “The new teaching techniques”, organized by university of Malaysia, Kuala Lumpur May 9-11 ,2007
75. A paper presented on “Lean management of Aircraft Maintenance” in the International conference International conference on “Trends in information Sciences and Computing” organized by sathyabama University on 12th -14th December, 2007
76. A paper presented on “Bridging the skill gap through quality training” in the International conference International conference on “Trends in information Sciences and Computing” organized by sathyabama University on 12th -14th December, 2007
77. A paper presented on “ Promotional strategy – A key element in emerging business scenario” in the International conference organized by Indian Institute of Management – Kozhikode on “ Marketing in the age of convergence “ on 7th and 8th January 2006
78. A paper presented on “ Social relevance in management education – paradigm perspectives” in an International Conference organized by Cardamom planter Association college, Bodinayakanur on 21st, 22nd and 23rd, Feb 2006
79. A paper presented on “ Emotional Intelligence – A key to success in Global HR – practice” in the International Conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd Sep, 2006
80. A paper presented on “ Working women and stress global environment” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
81. A paper presented on “ Role of HR in Work Life Balance” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006

82. A paper presented on “ Raising level of Indian Car performance in Global Scenario” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
83. A paper presented on “ Growth and constraints of Women Entrepreneurship in India” in the International conference organized by Department of Commerce, Loyola College, Chennai 15th and 16th , Feb 2007
84. A paper presented on “ Human Resource Management strategies in 21st century” in the International Conference organized by Jansons School of Business, Karumathampatti, Coimbatore, May 20-21, 2005.
85. A paper presented on “ E-CRM – A paradigm shift in hospitality services” in the International Seminar conducted by Muthayammal Engineering College, Rasipuram on 2nd Nov, 2006
86. A paper presented on “ Small Car Segment – Global Competitive Strategies” in the International conference organized by Department of Commerce, Loyola College, Chennai 15th and 16th , Feb 2007
87. A paper presented on “ Reshaping management education in the Global context” in the International conference organized by Devi Ahilya Vishwavidyaya, Indore on 15th & 16th Nov,2003
88. A paper presented on “Emerging trends in global business Challenges and Opportunities” in the International seminar on P.R.Institute of management, Thanjavur on 6th & 7th Feb, 2004
89. A paper presented on “ Portrayal of women in advertisements – Dignity and decency” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
90. A paper presented on “A study on corporate governance Practices existing in software industry in India” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
91. A paper presented on “An analysis of employee attitude on pay and performance appraisal with reference to self financing engineering colleges” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
92. A paper presented on “Customer retention and brand loyalty in Car Industry” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007

93. A paper presented on “The impact of stress among software Professionals” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
94. A paper presented on “LCD effectiveness in training – Global scenario” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
95. A paper presented on “Organizational climate paradigm shift in software company in south India” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
96. A paper presented on “Strategy on training development on IT industry in global scenario” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
97. A paper presented on “Stress management strategy in global competitive environment” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
98. A paper presented on “Work life balance” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st & 22nd Sep,2007
99. A paper presented on “ Car Driving – A symbol of women empowerment” in the International seminar organized by Mother Teresa University on 8th & 9th Mar, 2006
100. A paper presented on “Indian entrepreneur competitive strategy in global environment” in the 9th International conference, Professional Institute of Management, New Delhi. 3rd-5th Jan 2008
101. A paper presented on “SME competitive strategy in global environment” on 22nd & 23rd Dec., 2008. SRM University, Chennai.
102. Bridging the skill gap through Quality Training on 12 – 14th December 2007, International Conference organized by Sathyabama University, Chennai.
103. Lean Management of Aircraft Maintenance on 12 – 14th December 2007, International Conference organized by Sathyabama University, Chennai

PAPERS PRESENTED IN NATIONAL CONFERENCE / SEMINAR

1. Presented a Research paper titled “ An Effectiveness of supply chain management on Inventory control with reference to automobile industry “in National Conference on emerging trends in Engineering Management (NCETEM -2014) Held on 6th and 7th November 2014
2. A paper titled “A Key Factor Determinant of Attrition With Reference To BPO Industry in India” presented on UGC sponsored National conference on “Human Resource Development perspective and challenges” organized by Department of economics , St.Marys college , Tirunelveli on 20th February 2014
3. A paper presented on “Entrepreneurship opportunities and Challenges” in the National Level Seminar organized by Rajalakshmi Engineering College, Chennai on July 25 -27, 2005.
4. A paper presented on “ Global Advertising Strategies – Opportunities and Challenges” organized by SRM Institute of Science and Technology, Deemed University – National Conference, Feb 23rd and 24th on “ Indian MNC`s Opportunities and Challenges”
5. A paper presented on “ Emerging trend in business research – Marketing and social sciences” organized by SRM Eswari Engineering college on 31st March 2006
6. A paper presented on “ Role of women Entrepreneur in Global Scenario” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
7. A paper presented on “ Global Industry Brand Extension Bench Marking Quality” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
8. A paper presented on“ Indian Small Car – Challenges in Global Competitiveness “in the National conference organized by MNM Jain Engineering College, 8th March,2007
9. A paper presented on“ Secondary education system in India – strategy to march towards leadership” in the National Seminar organized by University of Madras,3rd and 4th March,2005
10. A paper presented on “ Current scenario and issues of NBFC in India in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
11. A paper presented on “ Regulations and operational problems of NBFC in India” in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
12. A paper presented on “ Entrepreneurs : Challenges and Opportunities” in the National seminar organized by Annamalai University,29th & 30th Mar,2001

13. A paper presented on “ Strengthening of the Non – Banking Finance Companies” in the State level UGC sponsored seminar organized by D.G. Vaishnav College on 16th Mar,2001
14. A paper presented on “Impact of E-CRM” in the State level seminar organized by Kongu Engineering College, Erode on 4th Sep,2001
15. A paper presented on “ Revitalizing the Indian Capital Market” in the national seminar organized by University of Madras, Chennai on 20th and 21st Feb,2003
16. A paper presented on “ Recent trends in Foreign Direct Investment” in the national level conference organized by St. Joseph`s College of Engineering, Chennai on 27th and 28th Feb,2004
17. A paper presented on “ Role of FDI’S in multinational companies” in the National seminar organized by Annamalai University on 27th Mar 2002
18. A paper presented on “ Marketing is the key to success in automobile industries” in the seminar organized by FASOHD, Karaikudi on 26th & 27th July,2003
19. A paper presented on “ CRM in pharmaceutical Industry” in the National seminar organized by Annamalai University on 12th & 13th Mar,2003.