

Publication - Conferences

2017-18

S.N O	FACULTY NAME	Title Of The Article	Journal Name/ Proceeding Name	VOL.NO(ISS UE NO.)	ISS N/ ISB N	MONTH/YE AR OF PUBLICATION	PG. NO
1	DR.K.MARAN	Effectiveness Of Print Advertising Among Parenting Magazines- A Study With Reference To Parent Circle, The Child And Mother And Baby”	Annamalai International Journal Of Business Studies And Research,	8(2)		SEP/2017	65-71
2		Potential Market For Petroleum Coke In South India	M-Infiniti Journal Of Management	12(3)		MARCH/2018	198-205
3		Impact Of Various Financial Indicators On Profitability Of Selected Steel Companies In India	M-Infiniti Journal Of Management	12(3)		MARCH/2018	73-79

4	DR.V.SASIREKHA	Impact Of E- Service Quality On Customer Satisfaction With Special Reference To E-Tailers In India	Shanlax International Journal Of Managem ent	5(3)	2321 – 46 43	AUG 2017	11 - 17
5	DR.V.HEMAN TH KUMAR	A Study On Job-Hopping Among Working Professionals In Chennai				DECEMBER,201 7	
6		Mediation Of Attitude Towards Advertisements In The Relationship Between Advertisements And Purchase Intention				DECEMBER, 2017	
7		Customer Perception Towards Call-Taxi Services : A Study With Reference To Chennai				MARCH, 2018	
8		Influence Of Celebrity Endorsement On Consumer Buying Behaviour – A Study With Reference To Chennai				MARCH, 2018	

9		A Study On Emotional Stability At Workplace Among I.T. Employees In Chennai				MARCH, 2018	
10	DR.R.SURESH	An Empirical Study On Effectiveness Of Employee Welfare Measures With Special Reference To Automobile Industry	Shanlax International Journal Of Management	5(1)	2321 - 4643	APRIL, 2018	154-159
11		An Evaluation Of Effectiveness Of Training And Development In Select Small Scale Software Companies	M-Infiniti Journal Of Management	12(3)	0973 - 7197	MARCH, 2018	178-182
12		An Empirical Study On Effectiveness Of Employee Welfare Measures With Special Reference To Automobile Industry	Shanlax International Journal Of Management				

14	DR.B.VENKTESWARA PRASAD	An Evaluation Of Effectiveness Of Training And Development In Select Small Scale Software Companies	M-Infiniti Journal Of Management				
15	DR.V.DHAYALAN	Impact Of Career Development In Self Financing Institute Towards Job Satisfaction	Aims Regional Conference On Management Practices For Sustainable Development			MAY 2018	
			International Conference On Contemporary Management, Faculty Of Management Studies & Commerce, University Of Jaffna, Sri Lanka				
16		Impact Of Faculty Involvement In Self Financing Institutions Towards Job Satisfaction				AUGUST 2017	

17	MR.K.MURUGAN	An Evaluation Of Clearing And Forwarding Process In Perspective Of Customs House Agent With Special Reference To Selected Freight Forwarders	Annamalai International Journal Of Business Studies And Research (Aijbsr)	8(2)	0975 - 749 X	SEPTEMBER 2017	65-71
18	MR.K.S.USM AN MOHIDEEN	A Comparative Analysis Of Loss Prevention & Shrinkage With Reference To Retail Outlets In India And Selected Developed Countries	Proceeding of Fourth International Conference on Contemporary Management (ICCM- 2017)	4 (1)	2448 - 9883	SEPTEMBER, 2018	516-524
19		An Evaluation Of Clearing And Forwarding Process In	Annamalai International Journal of Business Studies and Research (AIJBSR)	8(2)	0975 - 749 X	MARCH, 2017	65-71
		Perspective Of Customs House Agent With Special Reference To Selected Freight Forwarders					

20		An Empirical Strategy To Scale The Mediating Effect Of Organizational Commitment Between Talent Management System And Sustainability Of Talent With Special Reference To Indian Information Technology Industry		SPECIAL ISSUE	2320 - 3951	APRIL, 2017	95-100
21		An Empirical Study On Effectiveness Of Employee Welfare Measures With Special Reference To Automobile Industry		5(1)	2321 - 4643	MARCH, 2017	154-159
22		An Evaluation Of Effectiveness Of Training And Development In Select Small Scale Software Companies		12(3)	0973 - 7197	MARCH, 2017	178-182
23		A Measure Of Customer Satisfaction Through Application Of Servqual With		12(2)	0973 - 7197	MARCH, 2017	104-112

--	--	--	--	--	--	--	--

		Special Reference To Public Banks					
24		An Overview Of Online Sales Promotion Techniques In E-Marketing Era – An Indian Perspective		12(3)	0973 - 7197	MARCH, 2017	65-68
25		An Empirical Study On Retailer's Perception Towards Bath Soaps – An Insight With Special Reference To Chennai City		12(1)	0973 - 7197	MARCH, 2017	68-75
26		Effectiveness Of Print Advertising Among Parenting Magazines- A Study With Reference To Parent Circle, The Child And Mother And Baby”	Annamalai International Journal Of Business Studies And Research,	8(2)	0975 - 749 X	SEPTEMBER, 2017	65-71

27	MS.R.JEYALAKSHMI	Potential Market For Petroleum Coke In South India	M-Infiniti Journal Of Management	12(3)	0973 - 7197	MARCH, 2018	198-205
----	------------------	--	-------------------------------------	-------	-------------------	-------------	---------