

VENUE: D2102- PETER DRUCKER HALL MBA BLOCK)

DATE: 20/9/2017 TIME: 2.30 P.M

TRACK: HUMAN RESOURCE MANAGEMENT

CHAIR PERSON: Prof. SURYANARAYANA – Department of Business Management (Retd.)Osmania University

Dr.A.CHANDRA MOHAN- Registrar, Rajiv Gandhi National Institute Of Youth Development

RAPPORTEUR: Mr. S. VASANTHA KUMAR

S.No	Author	Co-Author	Paper Title
1	Priyanga.P		An Empirical Study On Stress Management Among College Teachers In Chennai City
2	Dr. M. B. M. Ismail	G. M. R. Galuge	Correlational Study Between Human Resource Management Practices And Employee Turnover Intention
3	Dr. M. B. M. Ismail	G. M. R. Galuge	Multiple- Regression Analytical Study Between Human Resource Management Practices And Employee Turnover Intention
4	Dr. M. B. M. Ismail	J. Mohamed Salsafeel	Preliminary Analysis Of Psychological Capital And Employee Job Performance
5	Dr. M. B. M. Ismail	J. Mohamed Salsafeel	Psychological Capital And Employee Job Performance: Multivariate Analysis
6	R.Anuja	G.T. Madagamage	The Relationship Between Transfer Of Training And Three Predictors: Training Design, Trainee Characteristics And Work Environment In Trincomalee District In Sri Lanka
7	J. Annie Velma		Sustaining High Performance Women Employees Through Organizational Commitment
8	Dr.D.Anand	S.Rajyalakshmi	A Study On Quality Of Work Life Of Teachers On Job Satisfaction In Vellore City
9	Keerthana R	Ramya K	Challenges For Hr
10	Dr.D.Anand	S.Rajyalakshmi	A Study On Quality Of Work Life Of Teachers On Job Satisfaction In Vellore City
11	V.Nishanthi		Worklife Balance
12	S.Guruvignesh		A Study On Worklife Balance Of Executives With Special Reference To I.T Sectors Of Chennai
13	R. V. Snigdha Preethi	Dr. M. Valliyappan	A Study On Balancing The Work And Life Among Women Employees
14	Sugapriya.P		A Study On Importance Of Intrinsic Motivation For Employees
15	Siji Jose	Dr. A. Vickram	A Study On Emotional Intelligence In Relation To Work Life Balance Among It Professionals
16	R.Shanmugapriya	Dr.C.Madhavi	Display Of Organizational Citizenship Behaviour By Temporary Workers
17	S. Deborah Sharon		Building High-Performance Teams

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
7th International Conference
on

SOCIAL SCIENCE RESEARCH FOR SUSTAINING BUSINESS & ECONOMY IN GLOBAL MARKET (ICSRSBEGM-17)

VENUE: D2103-F.W.TAYLOR HALL (MBA BLOCK)
TRACK: MARKETING MANAGEMENT

DATE: 20/9/2017 TIME: 2.30 P.M

CHAIR PERSONS: Prof. Rajini – Head, Dept of Management Studies, VELS University, Chennai
Prof. Manorselvi – Dept of Management Studies, St. Peters College of Engg., Chennai

RAPPORTEUR: Dr. R. SURESH

S.No	Author	Co-Author	Paper Title
1	C. David	Alma. Shameem	The Marketing Environment And Intention To Adoption Of Green Banking: Does It Have A Relationships?
2	Deepa V	Stephen Paulraj J, Suresh R	Online Marketing
3	Mageswaran	Aznad	Digital Marketing
4	Yazhini.S	Subhiksha.S	Green Marketing And Advertising
5	Soundarya.R	Boobalakrishnan.S	Customer Relationship Management
6	B. Bharathi	Dr. B. Devamaindhan	Consumer Buying Behaviour Towards Private Label Brands In Apparel Retail With Reference To Chenna
7	Akshayaa.K.R		Customer Relationship Management
8	Rajapriya. N	Jayashree.B, Dr. L. Aravindh Kumaran	Impact Of Employer Branding On Nurses Retention: An Empirical Analysis
9	Arunpalanisam yy		A Study On Consumers Perception Towards Use Of Mobile Payment Systems
10	Dr. B. Devamaindhan		A Study On Customer Relationship Management Services Towards Tata Consultancy Services Limited
11	C. Revathy	Jamal Mohamed Zubair	Social Networking Sites (Sns) And Its Impact On Exploratory Buying Behavior Of Sports Utility Vehicle (Suv)– A Recent Study
12	Dr. K. Karthik Subramanian		Role Of Media In Influencing Consumer Behaviour
13	N.Divyadharsh ini	A. Jacklin Sheela	An Impact Online Marketing Through Consumer Behavior
14	Anagha Nadarajan		Green Marketing And Advertising
15	K.Rajath	Dr.N.Santhoshkumar	Marketing Problems Of Neera Tappers In Kerala State – A Study
16	M.Nandhini	Dr.N.Santhoshkumar	A Study On Marketing Problems Of Micro, Small And Medium Enterprises In Thanjavur District

17	Dr.D.Gomathy	Mrs.D.Charumathi	Consumers Perception On Online Shopping: An Analysis
18	Merlin.A	Deepika.C, Mohamed Marzooth.I	Digital India, Skill India

VENUE: D2104-PHILIP KOTLER HALL (MBA BLOCK)

DATE: 20/9/2017 TIME: 2.30P.M

TRACK: GENERAL MANAGEMENT

CHAIR PERSONS: Prof. B. DEVAMAINDHAN – Dept of Management Studies, University of Madras, Chennai

Prof. K. RAJA – Principal - Dhaanish Ahmed College of Engineering, Chennai

RAPPORTEUR: Mr.V.SELVAKUMAR

S.No	Author	Co-Author	Paper Title
1	Mallikarjun M. Maradi	Dr. R. M. Patil	Tourism Development With Reference To Tourists Dynamism: A Study Of Vijayapur
2	Karthikeyan N	Dr. Saravanaa Kumar N M, Dr. Mugunthan S R	Comparative Study Of Lossy And Lossless Image Compression Techniques
3	Dr. K. Hari Hara Raju	Dr. G.Henry James, Dr. K. Satyanarayana	Impact Of Chinese Products On Indian Business Environment
4	Amitha Babu	Dr. Haider Yasmeen	Critical Analysis Of Mandatory Corporate Social Responsibility In India
5	D. Fredrick Johnson		Sustaining Business In Tourism Industry.
6	A.Victor		Assertiveness As A Competence For Entrepreneurs
7	Idaya Chandana	Dr.J.M.Arul Kamaraj	Health Challenges Of Young Mothers In Resettlement Colonies In Suburban Chennai
8	Janani Sriram		Entrepreurial Education As A Toolfor Reducingunemployment Inindia.
9	Mythili Ramachandran	Dr.S.Vijayakumar	Factors Influencing On Students' Education Of Plantation Sectors: Special Reference To Balangoda Plantation Sector
10	S.Peter Emil Jebakumar	Dr.C.Thilakam	Upliftment Of Rural Women Through Mgnregs In Southern Districts Of Tamilnadu
11	B.R.Sekar	Dr. K. Maran	Youth Empowerment And Democratic Governance
12	A.P.S.M.Wijesuriya	Shivany, S	Reasons For Low Sales Of Nutri Plus Of Nutriline Product Range In Cbl Food's (Pvt) Ltd: An Applied Marketing Research
13	B.R.Sekar	Dr. K. Maran	Transformative Change Championedby Youth In India

VENUE: SSR HALL – LEO MUTHU AUDITORIUM

DATE: 20/9/2017 TIME: 2.30 P.M

TRACK: OPERATIONS

CHAIR PERSONS: Prof. Vijanth Sagayan Asirvadam – Universiti Teknologi PETRONAS, Malaysia

Prof. Vijayaramnath – Dept of Mechanical Engg. SSEC, Chennai

RAPPORTEUR: Dr. C. R. SENTHILNATHAN

S.No	Author	Co-Author	Paper Title
1	Yogesh.V	Prasannakumar.R , Rathika.S	Reverse Logistics Implication In Supply Chain Management
2	Dr.A.Chandrasekaran		A Study On Usage Of Technology In Banking Sector
3	Roshan Johnny.R	Rathika.S	Implications Of Cost Cutting Strategies In Operations Management
4	Dr. K. Hari Hara Raju	Dr. K. Satyanarayana	Sustainable Progressionof Micro, Small And Medium Enterprises (Msmes) In India
5	Dr.K.Venkataraman	Mr. G. Mohan Raj, Mr. S.Hariharasubramanian, Mr.V.Siva, Mr.Yeswanth Ram	Lean New Product Development Of Parabolic Leaf Spring-A Case Study
6	Dr. Juno Jasmine. J	Miss. Rosy. V	A Study On Inventory Management Practices In Fair Seal Packaging Industries At Puducherry
7	Dr.S.Ramachandran	Thileepan,Mrs.Deepa.S.R	Food Supply Chain Ecosystem In India
8	Dr. M.Rajesh	R.Sudhakar,Dr. Anu Baisel,Dr. T Nv R L Swamy	E-Paymenttechnology As An Interface Between Bank And The Enduser
9	Sivagowry, K	Shivany, S	Analysis Of Supply Chain Problems In Fish Processing Sector: Two Case Studies From Jaffna District
10	M.Vignesh		Agri Logistics In India
11	Dr K .Uma Maheswari	Dr A Nagaraju, P.Raveendra Nath	Heat Source Effect On Hydromagnetic Convective Heat Transfer Through A Porous Medium In A Vertical Channel With Radiation Effect
12	R.Saikiran	Dr.B.Chandramohan Reddy, Dr.A.Nagaraju	Enhancement Of Heat Transfer In Solar Air Heater With Artificial Roughness
13	B.Vijayaramnath	K.Venkataraman, K.Maran, V.Siva, S.Hariharasubramanian	Reduction Of Setup Time In Wheel Cylinder Body Machining For Implementation Of Lean Production System
14	K.Venkataraman	B.Vijaya Ramnath, K.Maran, J.Yeswanth Ram,	Cycle Time Reduction In Assembly Line Of Brake Master Cylinder

		V.Siva	
15	B.Vijaya Ramnath	K.Venkataraman, K.Maran, Mr. G. Mohan Raj, S.Hariharasubramanian	Implementation Of Kanban System- A Case Study
16	Fredrick A		A Study On Effective Multi Modal Logistics
17	K.Bhuvaneswari	Dr.D.Rajasekar	A Study On The Transportation Modulation Towards The Role Of Chain In Logistics
18	G Sridhar	Dr K Maran	A Study On The Effectiveness Of Historic Data In Optimizing The Efforts And Resource Allocation For Design And Engineering Activities Of An Epc Project
19	Saravanan Rajendran	Dr.Priyadarshini	Software Quality – Metrics Based Framework
20	P. Adichiappan	Dr. B. Devamaindhan	Low Embodied Energy Management Using Cost Effective Building Materials
21	Usman Mohideen K S	K Murugan	An Evaluation Of Clearing And Forwarding Process In Perspective Of Customs House Agent With Special Reference To Selectfreight Forwarders
22	K Uma Maheswari	A.Nagaraju,P.Raveendra Nath	Heat Source Effect On Hydromagnetic Convective Heat Transfer Through A Porous Medium In A Vertical Channel With Radiation Effect

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES

7th International Conference

on

SOCIAL SCIENCE RESEARCH FOR SUSTAINING BUSINESS & ECONOMY IN GLOBAL MARKET (ICSRSBEGM-17)

VENUE: D2101-ELTON MAYO HALL (MBA BLOCK)

DATE: 21/9/2017 TIME: 9.30 A.M

TRACK: GENERAL MANAGEMENT

CHAIR PERSONS: Prof. K. HARI HARA RAJU – PYDAH College of Engineering & Technology.

Prof. Arul Kamaraj – Dept of Social Work, Loyola College, Chennai

RAPPORTEUR: Mr.P. VENKATESH

1	Ms. K. MANISHA	Dr. P. PRAVEEN KUMAR	Flat Organisation And Its Impact: A Systematic Review
2	Dr.N.Kengatharan		Does He Or She Make A Difference? Social Network Usage Among Employees
3	Mrs.Shobhini.S	Dr. C. Esther Buvana	Role Of Transparency In Corporate Governance – Impact On Employees
4	Dr.D.Shanthi Revathi		Problems And Prospects Of Women Entrepreneurs In India In The Era Of Globalization
5	K. Subathra	Dr. S.Senthil Kumar, Dr. T.Ramachandran	International Tourist’s Typology And Benefits Sought From Their Wellness Tourism Experience In India
6	A.S. Kalaivani	Dr. M. Ramesh	Impact Of Irrigation On Groundnut Yield In Cuddalore District
7	Ms. Aswini V	Ms. Sowmya D	A Study On Impact Of Installing Growth Mindset Ideas In The Physical Surrounding For Instilling Passion And Perseverance As Part Of Education Among Students In Chennai City, From Academicians’ Perspective
8	A.S. Princy	Dr. M. Rajeswari	Competencies Of Physician Assistant Interns’
9	Arun Kumar	G.Sudha	Gender Sensitivity Among Advocates – A Conceptual Study
10	Ms.L.Saraswathy	Dr.C.V.Vethirajan	Corporate Social Responsibility In India – A Review Of Literature Of The History And Context
11	Mrs.S.Thilagavathy	Dr.S.Panboli	A Study On Identifying Individual’s Ability To Balance Work And Life
12	Ms.S.Inthusha	Dr. (Mrs).S.Shivany	Factors Influencing The Students’ Adoption Of E Learning Among Commerce And Management Undergraduates: Evidence From University Of Jaffna

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
7th International Conference

on
SOCIAL SCIENCE RESEARCH FOR SUSTAINING BUSINESS & ECONOMY IN GLOBAL MARKET (ICSRSBEGM-17)

VENUE: D2102-PETER DRUCKER HALL (MBA BLOCK)
TRACK: ECONOMICS & LEGAL

DATE: 21/9/2017 TIME: 9.30 A.M

CHAIR PERSONS: Prof. D. AYUB KHAN DAWOOD – Dean Research, The Quaide Milleth College for Men, Chennai
Prof. Lingesiya Kengatharan – Dept of Financial Management, University of Jaffna, Srilanka

RAPPORTEUR: Dr. A. KRISHNA SUDHEER

S.No	Author	Co-Author	Paper Title
1	Prof.C.Vethirajan	K.Banupriya	Impact Of Goods And Services Tax On Startup India
2	S.Suresh	E.Niraimathi , A.Sowmya	Impact Of Demonetization Of Indian Currency On Indian Securities Market
3	S.Mano M.L		A Study On The Legal Impact Of The Child Labour (Prohibition And Regulation) Amendment Act,2015 In The Total Prohibition Of Child Labourers In India
4	S.Krishnaraj	G.M.Gayathri	Child Abuse In Zelda Lockhart's Fifth Born
5	Meena V	Dr.J.M.Arul Kamaraj	Socialwork Interventions To Prevent Girl Child Abuse In India
6	R.Nandhini	Dr.V.Rathnamani	A Study On The Review Of Companies Act, 2013 With Special Reference To Nidhi Copanies
7	Dr. J. Vijayalakshmi		A Study On The Need Of An Enhanced Legal Framework In The Medical & Technical Education Related Laws In India
8	Indumathi.V		Cyber Law
9	Ronald Sujeevan P	Dr. J. M. Arul Kamaraj	Child Trafficking In India: Its Challenges And Social Work Interventions
10	B.R.Sekar	Dr. K. Maran	Dispute Resolution Under The Companies Act, 2013
11	Ms.Sowmya D,	Ms. Aswini V	A Study On Assessing The Popularity Of One Person Company (Opc) And Its Impact Among Entrepreneurs At Chennai City, Tamilnadu
12	Prof. (Dr.) C. Vethirajan	Mr. L.Dhanasekar	Analysis Of Return Forms Under Goods And Services Tax In India
13	Fathima Zarin.M	Dr.Haider Yasmeen	Predictive Policing In Tamil Nadu Using R Analytics
14	Mrs. S. Kalpana		A Study On Impact Of Gst Analysis On Various Sectors
15	Dr.K.Angamuthu	Dr.K.Venkatachalam	Social And Economic Development Through Sports In India
16	S.Baranidharan		Influence Of Macroeconomic Variables On Exchange Rate Volatility By Using Structural Equation Model (Sem)

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
7th International Conference

on
SOCIAL SCIENCE RESEARCH FOR SUSTAINING BUSINESS & ECONOMY IN GLOBAL MARKET (ICSRSBEGM-17)

VENUE: D2103-F.W.TAYLOR HALL (MBA BLOCK)
TRACK: FINANCE

DATE: 21/9/2017 TIME: 9.30 A.M

CHAIR PERSONS: Prof. M. B. M. Ismail – Eastern University of Srilanka
Prof. Rathirane Yagendrarajah – Dept of Financial Management, University of Jaffna

RAPPORTEUR: Dr. K. BHARANIDARAN

S.No	Author	Co-Author	Paper Title
1	Kengatharan, L	Pushpakaran, S	Board Structure And Cash Holding: A Study On Listed Manufacturing Companies In Sri Lanka
2	S. Jeyan Suganya		Debt Capital And Firm's Growth Of Domestic Licensed Commercial Banks Listed In Sri Lanka
3	Dr.S.Vijayakumar		The Trend And Impact Of Foreign Direct Investment On Economic Growth In Sri Lanka: An Empirical Study
4	Soundararajan Lakshminarayanan,	Dr.L.Aravindh Kumaran	A Conceptual Review Of Stakeholder Management In Information And Technology Projects
5	Dr.S.Sendil Kumar	Mr.Ananthababu.V	The Impact Of Tourism On Balance Of Payments (Bop) In India
6	Kengatharan.L		Factors Influencing On Effectiveness Of Individual Investors' Decision Making: A Study On Individual Investors In Jaffna District
7	Ms. S. Revathy		Assesment Of Risk Tolerance Level With The Stimulating Effect Of Financial Advisors In Investment Decision Making Process Of Salaried Employees.
8	Dr. K. Hari Hara Raju	Dr. K. Satyanarayana	Pros And Cons Of Gst On Msme Sector
9	P.Suganthi	Dr.K.Sadasivan	The Service Quality Of Financial Services Sector In Urban And Rural Areas Of Tamilnadu
10	Dr.M.Sangeetha		A Study On Preferred Investment Pattern Among Salaried Women
11	Tom Antony	Dr.D.Rajasekar	Promotion Of Corporate Governance Under The Companies Act, 2013 – An Analysis Of The Provisions Incorporated Under The Companies Act, 2013 In Relation To Corporate Governance.
12	R. Senthil Raja Prabha	Dr. C. Thilakam	Some Critiques On Npa In Indian Scheduled Commercial Banks
13	D.Sathya Prasad		An Empirical Study: Performance Evaluation Of Selected Diversified Equity Mutual Fund Schemes
14	.M.Krishnamoorthi	P.Venkatesh,	A Descriptive Analysis Of Short Term Solvency And Profitability Of Selected Pharmaceutical Companies In India
15	Dr. D. Rajasekar	R. K. Siranjeevi Raman	Analysis On Financial Statements With Reference Of Shipping Corporation Of India
16	Motchrakkini.A	Dr. J.M.Arul Kamaraj	Sustainability And Environment Protection Through Non-Government Organisations

SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES
7th International Conference

on
SOCIAL SCIENCE RESEARCH FOR SUSTAINING BUSINESS & ECONOMY IN GLOBAL MARKET (ICSRSBEGM-17)

VENUE: D2104-PHILIP KOTLER HALL (MBA BLOCK)
TRACK: HUMAN RESOURCE MANAGEMENT

DATE: 21/9/2017 TIME: 9.30 A.M

CHAIR PERSONS: Prof. Panboli – Dept of Management Studies, B.S.Abdur Rahman Crescent University, Chennai
Prof. Jeyakrishnan – Dept of Business Administration, Annamalai University.

RAPPORTEUR: Mr. K. MURUGAN

S.No	Author	Co-Author	Paper Title
1	Kanchana Arun	Dr. S.Sudha	Explorating Employee Creativity As A Driver To Empower Employees In Hospitality Sector`
2	Thaneswary Raveendran		Perceived Leadership Styles And Their Impact On Employees' Performance/ Commitment: Study Of School Teachers In Jaffna District
3	Faizal Antanat Shamila	Dr.T.Prabaharan	Level Of Psychological Contract Fulfillment And Its Association With Demographic Variables In Selected Banks In Batticaloa District
4	Angel Jenita	Dr.C.Thilakam	Impact Of Work Life Balance And Employee Job Satisfaction In Private Banks Of Tirunelveli
5	Takhellambam Rocky Devi	Dr. L. Aravindh Kumaran	Academicians Job Burnout At Private University: An Empirical Study
6	Dr. Beulah Suresh	Cyril R. Fernandez	Assessment / Validation Of Instrument Designed To Measure Work-Life Balance In Indian Context
7	Abdul Kader Nazmul	Md. Minhaj Hossain	Link Between Performance Management And Reward System - A Study On Brac
8	Mrs. M. Uma		A Study On Change Management in Software Industry With Reference To Chennai.
9	Usha Tamilselvi		Impact Of Stress In Work Life And Work Performance Of Women Executives In Banking Sector
10	Nelson F	Dr. A. Vickram	A Study Of Employee Satisfaction And Its Impact On Employee Retention In Retail Sector
11	Mahisha Dinesh		A Study On Employee's Attrition And Employee's Retention With Special Reference To Manufacturing Industries In Chennai
12	S.Jeyadavyson Immanuel	Dr.N.Rajalingam	A Study On Work-Life Balance Of Nursing Staff Working In Private Hospitals In Palayamkottai
13	S. Deepa	Prof. Dr. G. Veeramani	Work And Organisation Culture – Impact On The Employees
14	P.S.Immaculate	Dr.K.Maran	An Conceptual Study Of Worklife Balance & Organisation's Policies Among Employees In Various Industrial Sectors In Chennai
15	M.Durga	Dr.N.Santhoshkumar/K.Saravanan	A Study On Performance Appraisal System With Special Reference Tokothari Sugars And Chemicals Limited, Tiruchirappalli
16	P.Subramanian	C.H.Shalilal/Dr.N. Santhoshkumar	Employee Job Satisfaction: A Sustainable Competitive Advantage To The Organization

17	Suki Ramasamy	Dr.Priyadarshini	Organizational Transformations
18	Ms. C. Deepasri	Dr. A. Vickram	Recent Trends In Talent Management

VENUE: SSR HALL-LEO MUTHU AUDITORIUM

DATE: 21/9/2017 TIME: 9.30 A.M

TRACK: MARKETING MANAGEMENT

CHAIR PERSONS: Prof. S.Shivany – Dept of Management Studies, University of Jaffna, Sri Lanka

Prof. L.Aravindh Kumaran, B.S.Abdur Rahman Crescent University, Chennai

RAPPORTEUR: Ms. R. JEYALAKSHMI

S.No	Author	Co-Author	Paper Title
1	S.Ramya	Dr. M. Ramesh	Trust And Attitude Towards Organ Donation: A Social Marketing Perspective
2	Mr. P. Venkatasubbaiah	Dr. A.S Sathish	Challenges And Strategies Of Rural Marketing In India
3	Mr Tamil Say G	Mr P Arul, Mr Udhayan S J	Guerrilla Marketing- Challenges And Strategies
4	E.Ramya Jayalakshmi		A Study On Impact Of Celebrity Branding On Students Buying Behavior
5	Rhytheema Dulloo	Rishabh Dulloo	E-Retailing : A Paradigm Shift
6	Ragavi Palanichamy		Cyberloafing - Impact On The Gen Y Millennials
7	Praveen B	Mukhesh N V	Agricultural Marketing
8	Mrs.H.Mickle Aancy		Tv Viewing Habits Of School Students In Chennai
9	N.Soruba Rajan	R.Uthara	A Study On Agriculture Marketing – Issues And Challenges In India
10	Suntu Kumar Ghosh	Dr. Nazrul Islam,Amitava Bose Bapi	Customer Expectations Towards Csr, Psq And Behavioral Intentions In Hotel Industry Of Bangladesh
11	Dr. Md. Shamsul Arefin	Dr. Nazrul Islam,Amitava Bose Bapi	A Multivariate Analysis Of Safety Climate Of Readymade Garment (Rmg) Industry Of Bangladesh
132	V.Sathana	T.Velnampy,S.Rajumesh	A Conceptual Frame Work Of Marketing Strategy: A Study On Smesin Postwar Environment
13	K.Pratheep	I.Arun Raj/Dr.N.Santhoshkumar	Consumers' Perception Towards Organized Retail In Tamilnadu
14	Lijo Thomas	M.Kavitha	A Study On Consumers Attitude Towards Multi Utility Vehicles
15	G.B.Jishya	Dr. K. Maran	A Study On Awareness Of Online Marketing In Tier Iii Cities Of Tamilnadu

VENUE: D2101-ELTON MAYO HALL (MBA BLOCK)

DATE: 21/9/2017 TIME: 1.30 P.M

TRACK: FINANCE

CHAIR PERSONS: Prof. Ramesh – Dept of Business Administration, Annamalai University.

Prof. D. Rajasekar – School of Management, AMET University.

RAPPORTEUR: DR. V. DHAYALAN

S.No	Author	Co-Author	Paper Title
1	Mushtaq Ahmad Darzi	Gazala Ismail	Financial Literacy And Investment Behaviour of Salaried Individuals In Kashmir
2	Dr.Vani Kamath	Dr.R.Gopal	Performance Evaluation Of Equity Mutual Fund Schemes With Special Reference To Dsp Blackrock Mutual Fund
3	Rathiraneeyogendrarajah		The Role Of Financial Inclusion On Women Entrepreneurship Development: An Empirical Study In Sri Lanka
4	Shafat Yasin	Mushtaq Ahmad Darzi	Flow Of Institutional Credit To Msme Sector In J&K: An Analytical Review
5	C.Padma Prabha		Testing For Weak Form Of Efficiency In Selected Asian Markets
6	Kengatharan, L	Jeyan Suganya, S	Corporate Governance Practices And Firm Performance Of Listed Manufacturing Companies In Sri Lanka
7	Amirdha Vasani Sankarkumar	Murugesan Selvam	Long Run Relationship Stability Currencies Of Asia – Pacific Countries Against Usd
8	Araamuthan, S	Kengatharan,L	Impact Of Nonperforming Loans On Profitability Of Commercial Banks In Sri Lanka.
9	B.Srisundar	G.Sudha	A Conceptual Analysis On Financial Education Initiatives Of Sebi Among Young Investors.
10	Rajendran Kajanathan	Thirunavukarasu Velnampy	Working Capital Management As Driver Of Capital Structure
11	Sudha	Dr.S.Janaki	Analysing Risk Taking Behaviour Of Investors Towards Percentage Of Savings And Investment Target
12	P.Vignesh	Dr.N.Santhoshkumar	Cost Efficiency Of The Life Insurance Companies/Operating In India
13	Dr.D.Rajasekar	Mrs.C.Devi	A Study On The Financial Perspectives Of Indian Plastic Industry

VENUE: D2102-PETER DRUCKER HALL (MBA BLOCK)

DATE: 21/9/2017 TIME: 1.30 P.M

TRACK: MARKETING MANAGEMENT

CHAIR PERSONS: Prof. D. Sathya Prasad – Dept of Commerce, Voorhees College, Vellore

Prof. Santhosh Kumar – Maruthupandiar College, Thanjavur

RAPPORTEUR: Dr. V. SASIREKHA

S.No	Author	Co-Author	Paper Title
1	Dr.R.Murali	Mrs. R. Kumudhini	Effectiveness Of Crm In A Retail Educated Customer Segment
2	Gomathy	K.K.Sabarirajan	Influence Of Product Features On Purchase Decision Of Consumers' With Special Reference To Modular Kitchen In Chennai City
3	S.Helen Roselin Gracy	Dr.S.Meenakumari	The Impact Of Advertising On Kids- A Conceptual Study
4	Manimaran	Sachin Kumar,Sathish Kumar.S	Customer Relationship Management
5	Kalpana		A Study On Customer Satisfaction Towards Rps Honda, Tiruvannamalai
6	Annapoorni	Dr.A.S. Saranya	Brand Equity And Brand Resonance
7	Ms. G.Nirmala		Consumer Behavior Towards Online Shopping - A Study With Reference To Chennai City
8	Dr.K.Ramprabha		Predominant Factors That Influence The Consumer Shopping Behaviour- A Scale Development Approach
9	Maithily Raveeswaran,	Mr. Wickramarajasingam Parasuraman	A Study Of Undergraduate Students' Satisfaction Towards Service Quality Of Faculty Of Management Studies And Commerce - University Of Jaffna
10	Mr. P.Senthilmurugan	Dr. N. Mohan,	A Study On Chennai Households Perception In Buying Homes After Flood Disaster
11	R.Jeyalakshmi	Dr.K.Maran	Effectiveness Of Print Advertising Among Parenting Magazines- A Study With Reference To Parent Circle, The Child And Mother & Baby.
12	S.Chandrasekaran		E-Commerce Application In Small And Medium Scale Enterprises (Smes) In Puducherry
13	H.M.Moyeenudin	Kanchana Arun	A Study On Guest Satisfaction Towards Hotel Facilitiesand Services
14	Abdul Kadhar	C Madhavi,V. Balaji	Evaluation Of Service Quality Of Banks In Chennai
15	Dr.R.Thangaraj	T.Jayanthi /M.Divya	A Study On Consumers Attitude Towards The Products Of Indian And Multinational Companies
16	Dr.R.Thangaraj	S.Sivakamasundari /M.Janaki	Investors' Preference And Satisfactory Level Towards/ Online Share Trading – An Empirical Study
17	Hemalatha Jeyachandran	Dr. L. Aravindh Kumaran	Consumer Demographics And Retail Store Format Choice: An Empirical Study
18	S.Vasantha Kumar	Dr.K.Maran	Consumer Preferences And Buying Behaviour Towards Premier Range Of Products With Reference To Sivanesan Group Of Companies

VENUE: D2103-F.W.TAYLOR HALL (MBA BLOCK)

DATE: 21/9/2017 TIME: 1.30 A.M

TRACK: HUMAN RESOURCE MANAGEMENT

CHAIR PERSONS: Prof. P. Priyadarshini – Dept of Management Studies, Tagore Engg. College, Chennai

Prof T.Raveenthiran – University of Jaffna , srilanks

RAPPORTEUR: Dr. S. SANKAR

S.No	Author	Co-Author	Paper Title
1	Akshaya Kairali		A Study On Employee Burnout
2	Dr.P.Hemavathi	B.Mahalakshmi	Problems And Challenges Faced By Working Women In Tiruvannamalai Town
3	Nirmala Raghavan	Dr. S. Panboli	Measuring Emotional Intelligence Of School Children – A Pilot Study
4	Ms.C.Evangeline		Induction, A Source Of Employee Satisfaction As A Training Method
5	Dr.A.Manorselvi	Vijayakumari	Extent Of Burnout And Satisfaction With Work Life Balance Among Telecom Employees With Special Reference To Nokia Solutions Networks & Vodafone
6	Dr.M.Thiagarajan	Ms. J. Sridevi	A Study On Stress Of Leadership In The Software Industry
7	D. Shoba	Dr. M. Suganthi	An Empirical Study On Impact Of Wlb On Job Satisfaction In Higher Educational Sectors
8	Dr.S.Usha	Dr. V. Rohini	Antecedents Of Employee Engagement And Its Impact On Work Performance: A Study Of Teaching Faculties In Self-Financing Arts And Science Colleges In Chennai
9	Suryanarayana		Engaging And Managing Stakeholders As A Hr Competency
10	Dr.Jothi Jayakrishnan	Mrs.S.Anbukkarasi	Effect Of Work Engagement On Work Life Balance Among Working Women In Sipcot Industries, Cuddalore
11	Vinnarasi		Organizational Culture
12	Dr. J.M.Arul Kamaraj		Organizational Sustainability Thorough Quality Of Work Life
13	S.K.Gaayathri	Dr.J.M Arul Kamaraj	Behavioural And Psychological Challenges Faced By Women Employees In Information Technology Sector At Chennai District
14	Prof.G.Sendhilkumar	M.Madhavi /P.Suganya	A Study On Performance Appraisal System Intv Sundaram Iyengar And Sons Limited, Trichy.
15	Prof.G.Sendhilkumar	G.Karthikraj/	A Study On School Women Teachers' Stress And Its Effect On Their Job Performance In Thanjavur District
16	Louis Arockiaraj	Dr. J.M. ARUL KAMARAJ	CHALLENGES OF RURAL DALIT YOUTH ON SOCIAL INCLUSION IN KANCHEEPURAM DISTRICT, TAMIL NADU
17	Sruthi.T	Swetha.P	Hunting Your Inner Talents

VENUE: SSR HALL-LEO MUTHU AUDITORIUM

DATE: 21/9/2017 TIME: 1.30 P.M

TRACK: MARKETING MANAGEMENT

CHAIR PERSONS: Prof. Amitabh Bose Babi - Uttara University, Dhaka, Bangladesh

Prof. Maran Marimuthu – Dept of Management Studies, Universiti Teknologi PETRONAS, Malaysia

RAPPORTEUR: Dr. B. VENKATESWARA PRASAD

S.No	Author	Co-Author	Paper Title
1	G.B.Jishya	Dr. K. Maran	A Study On Buyers' Perception To Buy Grocery Products Online
2	Karunanithy, M	Kumaradeepan,Vrajumesh,S,Sivanenthira,S	Impact Of Marketing Mix On Buyer Characteristics Towards The Liquor Products In Jaffna District
3	Mushtaq Ahmad Darzi	Suhail Ahmad Bhat	Social Marketing Towards Improving Social Well-Being: A Review
4	Dr Leena Jenefa	Dr S.Rajums Jasmine3	Effectiveness Of Digital Marketing : An Empirical Study
5	Kumaradeepan,V		Impact Of Customer Satisfaction On Customer Retention In Bank Of Ceylon, Jaffna District, Sri Lanka
6	Suganya.S	Shivany.S	Exploring The Meaning Of Green Packaging On Consumerviewpoint
7	Indumathi.N	Ayub Khan Dawood,	A Study On Consumers Behavior Towards Organic Food Products In Chennai City
8	Rajumesh.S	Karunanithy.M, Kumaradeepan.V, Sivanenthira,S	Impact Of Marketing Mix On Brand Preference; Special Reference To Lubricant Market In Jaffna District
9	Dr.J.Vidhyajawahar	Dr.K.Tamizhjothi	Role Of Reference Groups On The Purchase Of Cosmetics
10	Shalina.A	Dr.B.Devamaindhan	A Study Of Consumer Behavior On Baby Care Products In Indian Retail Sector
11	L.Rajeshkumar	Dr.N.Rajalingam	A Study On Responsiveness Of University Students To Green Advertising At Tirunelveli
12	R.Lalitha	Dr.N.Rajalingam	A Study On Perception Of Foreign Tourist On Service Facility In Southern Districts Of Tamil Nadu
13	V.Kumaradeepan	S.Sivanenthira	Impact Of Sales Promotions On Brand Loyalty Of Annai Naga Food City In Jaffna
14	R. Sangeetha Lakshmi	Dr.K. Maran	Influence Of Brand Name On Car Purchase Decision With Special Reference To Chennai South Zone
15	Dr.R.Thangaraj	K.Gowthami	A Study On Consumer Behaviour Towards Online Marketing
16	Prof.G.Sendhilkumar	G.Nivetha	Investors Behaviour Towards Post Office Savings Schemes
17	Dr. S.Senthilkumar	Dr. S.Panboli/Mrs.Subathra	E-Wom: Do Brand Advocates "Good Mouth" On Facebook?