

M - Infiniti

Journal of Management A Double Blind Peer-Reviewed Referred Journal

Vol.12 Special Issue - 2 March-April 2018 ISSN 0973-7197

	HR Technology: An Expected disruption that changes the blue prints of business - K.Vinod Kumar	1
>	E Tourism-E.Mubeena, C.K.Jamsheer	12
	Forest Wood As Fuel Of Railway Engine- P.Jayachitra	21
>	Stress Coping Strategies Among Software Professionals In India- E. Krishna Karthik, T. Revathi	32
	Organizational Citizenship Behavior Among Employees In A Private Sector Hospital - M. Kamaraj,	43
	Factors affecting on Job performance of employees in Apparel industry Special reference in	
	Western Province – Sri Lanka- S.Gunapalan, E.M.R.D. Ekanayake	55
	Role of emotional intelligence on entrepreneurial success of women- Y.Lokeswara Choudary	66
>	Employability Skills Of Technical Graduates In Hyderabad City - A Review On Factors Of Employability	
	- T. Roja Rani, V. Krishna Mohan, M. Kishore Babu	72
	Marketing practices of dairy industry in India: some pitfalls- Y.Lokeswara Choudary	84
>	The Socio-Economical Impacts And Opportunities To The Rural Entrepreneurs In Tamilnadu- M.Vijayaraj	94
	A Measure of Customer Satisfaction Through Application Of SERVQUAL With Special Reference	
	to Public Banks In Chennai- R.Suresh, K S Usman Mohideen	104
>	Sustainable Infrastructures of Post-Tensioned concrete- P. Adichiappan, B. Devamaindhan	113
>	Budget Control Process as a Tool to improve company's fiscal performance: A Case on Polaris	
	Financial Services-P.Theerthaana, A.K.Sheik Manzoor	122
>	A Study on Competency Mapping For Civil Engineering Contractors In Salem District- S.Kowsalyadevi	131
>	Economic empowerment of women entrepreneurs with special reference through micro enterprises	
	- D.Shanthi Revathi	139
	A Study On Consumer's Preference Towards Product Features: With Reference to White Durable Goods	
	- R. Aarthi Alamelu, K. Maran	147
>	Customer Analytics on Telecom Mobile- P.S.Rajeswari , K.Sadasivan	155
>	Measuring And Assessing The Customer Service Quality Of Select Public And Private Sector Banks	
	In Chennai Environ- S.Ganapathy, M. Sakthivel Murugan	164
	Understanding the Scope of Artificial Intelligence In Hr Technology E-Recruitment	
	– A Theoretical Perspective- J. Anand , S. Chitra Devi	173
	A Study On Financial Supply Chain Management With Reference To Igarashi Motors India Limited	
	- S.Vasantha Kumar, K.Maran	181
>	Impact of Corporate Social Responsibility In Shipping Companies-An Empirical Study-D.Rajasekar	197
>	A comparative study on industrial relations in leading corporate retail organizations in Visakhapatnam,	
		204
	A Study On Effectiveness Of Motivational Level Of Employees At Larsen & Toubro (L&T) Construction	
		219
		230
		236
		246
		253
		260
	Brand Image factor influence in Purchase Decision of Residential Houses – An Empirical Analysis in	
	Chennai Real Estate Market- P. Senthilmurugan	266
		274
	A Study On Workplace Diversity In Perfetti Vanmelle Pvt, Chennai- Dr.K.Senthamilselvan,S.Raja	291
	Computerized Accounting Practices Of Small Business- Dr.K.Baranidharan, T.Surulipal	304



SAI RAM INSTITUTE OF MANAGEMENT STUDIES

SAI RAM ENGINEERING COLLEGE

Prosperity Through Innovative Management

The Journal is listed in Ulrich International Directory.

Editorial Board

Chief Editor Dr. K. Maran

Editors

Mr. B. Venkateswara Prasad, Mr. R. Suresh, Dr. V. Sasirekha Ramani

Associate Editors

Dr. V. Hemanth Kumar, Dr. K. Soundara Pandiyan, J. Praveen Kumar

Members:

Dr. Rasid Mail

Deputy Dean (Research & Innovation) University Malaysia Sabha

Dr. R. Venkatapathy

Director - School of Management Bharathiyar University, Coimbatore

Dr. S. Kaliya Moorthy

Director Alagappa Institute of Management Alagappa University, Karaikudi

Dr. P.T. Srinivasan

Professor & Head - Management Studies University of Madras

Dr. C. Mathavi

Professor - Management Studies Annamalai University, Chidambaram

Dr. Tyrone M. Carlin

Professor of Management Macquarie Graduate School of Management Australia

Dr. G. Rajendran

Professor - Management Studies Anna University, Chennai

Dr. S. Subramanyam

Professor TNOU, Chennai

Dr. Premchand Babu

Professor - Management Studies, S.K. University, Ananthapur (A.P.)

Dr. C. Samudhrarajkumar

Professor - Management Studies DDE - Annamalai University

Dr. C. Vedhirajan

Professor Department of Corporate Secretaryship Alagappa University, Karaikudi

Subscription:

Institution / Individual Annual Rs. 450/- \$ 20 US 3 years Rs. 1200 \$ 55 US Mode of Payment
Demand Draft in favour of
"Saiman Association"
Payable at Chennai

Printed by:

Sairaj Printers, Sai Leo Nagar, West Tambaram, Chennai - 600 044. Tel : 044 - 2251 2240

CALL FOR PAPERS

It gives us immense pleasure in informing about our publication of "M-infiniti" National journal of Management. This will publish information about knowledge pertaining to current trends in management and technology in a global perspective. It will initiate discussion among management practitioners, professionals and academic researchers on Managerial, Technical and Administrative issues.

The manuscripts submitted to 'M-infiniti" Nnational Journal of Management should be original works of the contributors. In the covering letter accompanying the manuscript, the contributors should certify that the manuscript has neither been published any where nor is it at present being considered any where for publication.

Three copies of the manuscript, typed in Times New Roman (12 pt), double space of A4 size paper should be submitted. In addition to that one soft copy in a CD should be submitted.

The length of the manuscript (excluding notes, bibliography, appendices, tables, figures, etc.) should preferably not to exceed 15 typed pages.

The first page of manuscripts should be the title page. It should contain the title of manuscript and the name, designation, address, phone / mobile number, e-mail id of each contributor.

The second page should contain the abstract and be of length not exceeding 200 words. It should contain the relevance of the research, rationale of the hypothesis, the major findings and their implications.

Bibliographical references should be cited in the text by the author's last name and date e.g. (Kotler, 2000).

Article in journal, (Szulanski G (1996). Exploring internal stickiness. Impediments to the Transfer of best practices within the firm. Strategic Management Journal, 17.27-43.)

Book, (Khan M.Y., Indian Financial System, Tata McGrawhill Publishing Company Ltd.. New Delhi, 2004. Edition)

It is our privilege to convey the results of the Review to the Contributor within three months on the receipt of the manuscript.

Contributors may sometimes be asked to proofread the final version of the manuscript before it is published.

All publishing rights are reserved by the Review committee.

Editorial Correspondence

Dr. K. MARAN, Chief-Editor M-infiniti - National Journal of Management

Sri Sai Ram Institute of Management Studies West Tambaram, Chennai - 600 044, India. Cell: **94441 89471 / 99400 49663**

E-mail: editor.minfiniti@gmail.com