

Papers Published in the National and International Publications

Dr. M. Jaya

Sl. No.	Journal	Topic	Issue Details & Issn No.
1.	Banking & Finance Letters Www.Econ-Society.Org	Stock Market Reactions To Quarterly Earnings Announcement – A Study On Indian I.T. Industry	Vol 1, Issue 4, 2009 1308-6588
2.	International Journal Of Commerce And Business Management Www.Hindagrihorticulturalsociety	A Study On The Economic Impact Of SHG In Kanchipuram District	Vol. 3, Issue2, Oct.2010 0974-7940
3.	International Journal Of Exclusive Management Research Www.Aeph.In	Impact Of Gross Domestic Product On Indian Stock Market – An Empirical Study	Vol. 2, Issue 1 Jan 2012 2249 - 8672
4.	Radix International Journal Of Economics And Business Management Www.Rierc.Org	An Empirical Analysis On Market Capitalization And Firm Performance In Indian I.T. Industry	Vol. 1, Issue 6 June 2012 2277-1018
5.	International Journal Of Marketing And Technology Www.Ijmra.Us	An Analytical Study On The Movement Of Nifty Index And Exchange Rate	Vol. 2, Issue 7 July 2012 2249-1058
6.	Academicia: An International Multidisciplinary Research Journal Www.Indianjournals.Com	An Exploratory Analysis On The Impact Of Inflation On Nifty Index	Vol 2, Issue 8 August 2012 2249-7137

7.	Asian Journal Of Research In Business Economics & Management Www.Aijsh.Org	Forecasting Of Market Capitalization Through Arima(With Special Reference To Indian I.T. Industry)	Vol. 2 Issue 10 Oct 2012 2249-7307
8.	Zenith: International Journal Of Business Economics & Management Research Www.Zenithresearch.Org.In	A Study On The Relationship Of Market Capitalization And Macro Economic Factors (With Special Reference To Indian I.T. Industry)	Vol. 2, Issue 11 Nov 2012 2249-8826
9.	International Journal Of Management & Development Studies Www.Ijmds.Com	Perception Analysis On Job Satisfaction And Motivation Of Employees In Indian I.T. Industry	Vol. 3, Issue 7, July 2013 2320-0685
10.	Excel International Journal Of Multidisciplinary Management Studies Www.Zenithresearch.Org.In	A Study On The Relationship Between Shareholders Value And Performance Measurement	Vol. 4, Issue 1, Jan 2014 2249- 8834
11.	Intercontinental Journal Of Human Resource Research Review Www.Icmrr.Org	A Study On Stress Management Of Women Faculty Members (With Special Reference To Faculties Working In Chennai)	Vol. 3 Issue 8, August, 2015 2320-9704
12.	International Journal Of Exclusive Management Research Www.Ijemr.In	A Perception Analysis On The Determinant Factors For The Selection Of An Insurance Company	Vol. 5 Issue 9 Sep 2015 2393-9796
13.	International Journal of Business and Administration Research Review www.ijbarr.com	Job Satisfaction of Women Academicians (With Special reference to Self-Financing Colleges in Chennai)	Vol. 3 ssue.10, April-June, 2015 2348-0653

PAPERS PRESENTED & PUBLISHED IN INTERNATIONAL CONFERENCE

Sl. No.	Title of the Paper	Institution	Date
1.	Women Entrepreneurs – A SWOT Analysis	Sri Sai Ram Institute of Management Studies, Chennai.	22 nd September 2007
2.	An empirical analysis on the causal relationship between FII and Stock Returns	Sri Sai Ram Institute of Management Studies, Chennai.	24 th & 25 th September 2009
3.	Impact of Macro Economic Factors on Indian Stock Market – An empirical study	Annamalai University, Chidambaram.	28 th & 29 th December 2009
4.	Entrepreneurial Skills to meet the Challenges of Global Scenario	AnnaiMathammal Sheela Engineering College, Namakkal District.	22 nd September 2011
5.	Stock Market and Inflation – Evidence from Indian Perspective	Sri Sai Ram Institute of Management Studies, Chennai.	23 rd September 2011
6.	An Explorative Study on the relationship between job satisfaction and motivation of employees in I.T. Industry	Mohon Lal Sukhadia University, Faculty of Management Studies, Udaipur, Rajasthan	30 th and 31 st March 2012
7.	An integrated Strategic Approach for Efficient Innovation Management	BharatiVidyapeeth Deemed University Institute of Management & Reseach, NewDelhi	2 nd & 3 rd February 2013

Dr. D. Baskar

INTERNATIONAL JOURNAL

Sl. No.	Journal	Topic	Issue Details & ISSN NO.
1	International Journal of Commerce and Business Management www.hindagrihorticulturalsociety.co.in	A study on the economic impact of SHG in Kanchipuram District	Vol. 3, Oct. 2010 0974-1674
2	International Journal of Commerce and Business Management www.hindagrihorticulturalsociety.co.in	Fine tuning Human Resources Management System in Public sector banks in India-challenges and strategies	Vol. 4, Apr 2011 0974-7940
3	Radix International Journal of Research in Banking, Finance and Accounting www.rierc.org	An Exploratory Study on the constraints faced by Self Help Group Members and its association on Social Impact and Level of Empowerment	Vol.1, Issue 7 July 2012 2277-100X
4	Asian Journal of Research in Social Sciences And Humanities www.aijsh.org	An Exploratory Analysis on the Empowerment And Social Impact of Women Self Help Group Members in Kanchipuram District	Vol II Issue-VIII Aug 2012 2250-1665
5	International Journals of Multidisciplinary Research Academy (IJMRA) International Journals of Marketing and Technology www.ijmra.us	An Analytical study on Economic impact of Self Help Group Members in Kanchipuram District	Vol II Issue-9 Sep 2012 2249-1058

6	International Journal of Research in Commerce, Economics & Management www.ijrcm.org.in	An Empirical Study on Social Impact of Self Help Group Members in Kanchipuram District	Vol.No. 2, Issue No. 10 October 2012 231-4245
7	International Journal of scientific research and management (IJSRM) www.ijsrcm.in	An Exploratory Study on Electronic Retailing in India	Special Issue Sep 2013 2321-3418
8	Radix International Journal of Research in Social Science www.rierc.org	A Study on Role of Micro Finance in Women Empowerment	Vol 2, Issue 12, Dec 2013 2250-39

NATIONAL JOURNAL

Sl. No.	Journal	Topic	Issue Details
1.	M-Infinity www.sims.sairam.edu.in	Women Empowerment through Self Help Groups in Kanchipuram District	Vol. 3, No. 2 Sep 2009 0979-7197

LIST OF PAPTERS PRESENTED & PUBLISHED IN INTERNATIONALCONFERENCE

Sl. No.	Title of the Paper	Institution	Date
1	Women Empowerment through SHG's in Kancheepuram District	Sri Sai Ram Institute of Management Studies, Chennai	24 th and 25 th September 2009.
2	Strategic Role of Ngo's in the Global Recession	Commerce Wing, D.D.E, Annamalai University.	28 th and 29 th December, 2009
3	E-Tailing in India – An overview	Department of Commerce, University of Madras.Chennai	16 th and 17 th March 2011
4	A Study on Problems of Women Entrepreneurs in Small Business	AnnaiMathammal Sheela Engineering College, Erumpatty	23 rd September 2011

5	Stock Market and Inflation – Evidence from Indian Perspective	Sri Sai Ram Institute of Management Studies, Chennai	22 nd and 23 rd September 2011
6	An Explorative Study on the relationship between job satisfaction and motivation of employees in I.T. Industry	Mohon Lal Sukhadia University, Faculty of Management Studies, Udaipur, Rajasthan	30 th and 31 st March 2012
7	Micro Finance An Excite Capacity Building for women Empowerment	Sri Ganesh School of Business Management	22 nd February 2013
8	An Exploratory study on Electronic Retailing in India	Kongunadu Arts and Science college	22 nd August 2013
9	A Conceptual Study on Role of Banks in the development of Financial System	Sri Ganesh College of Arts and Science	13 th February 2015
10	An Exploratory study on Assessment of Teacher's Efficiency and Innovative methods in Teaching	Sri Ganesh School of Business Management	20 th February 2015

Dr. V. Charulatha

PUBLICATIONS IN INTERNATIONAL JOURNALS & STATE LEVEL SEMINAR

Sl. No.	Journal	Topic	Issue Details & Issn No.
1.	Radix International Journal of Economics & Business Management www.rierc.org	Factors determining market price of equity shares of Indian information technology industry	Volume 3, Issue 5(May. 2014) ISSN: 2277 – 1018
2.	Intercontinental Journal Of Human Resource Research Review Www.Icmrr.Org	A Study On Stress Management Of Women Faculty Members (With Special Reference To Faculties Working In Chennai)	Vol. 3 Issue 8, August, 2015 2320-9704
3.	NAAC Sponsored State Level Seminar In Asan Memorial College Of Arts & Science, Chennai	Innovative Teaching Methods	6 th July 2013, Isbn: 978-93-82570-09-7

PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	Urban Governance	Urban Governance – Issues and trends	8 th and 9 th December 2006
2.	Insurance	Privatization of Insurance Sector and its impact	24 th and 25 th February 2006
3.	Winning Strategies	Winning Strategies	February 2008
4.	Entrepreneurial Skills	Indispensable leadership skills for a project manager	September 2008
5.	Entrepreneurial Development	A Study on problems of women entrepreneurs in small business	23 rd September 2011
6.	Role of Banking sector in rural economic development	Kissan credit card a doable financial evaluation to farmers	September 2011
7.	Service sector in Globalised Era	Role of Banks in the Development of Indian Economy	23 rd February 2012

MRS. K.A. SHEEBHA

INTERNATIONAL JOURNAL AND STATE LEVEL SEMINAR PUBLICATIONS

Sl. No.	Seminar	Title	Year
1	International Research Journal of Management And Humanities	A study on Customer Relationship Management in Banking sector	Vol.4, Issue 1, Feb. 2017 ISSN: 2347-3274 P.No:413
2	NAAC Sponsored State Level Seminar in Asan Memorial College Of Arts & Science, Chennai	Innovative Teaching Methods	6 th July 2013, ISBN: 978-93-82570-09-7

PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Title	Seminar	Year
1.	Retail Banking	National Conference In Vysya College, Salem	16 th Feb. 2008
2.	A Study Of Production And Marketing Of Milk In Agastheeswaram Taluk	National Seminar Of SRF in Scott Christian College, Nagercoil	14 th Aug. 2006
3	A study on Customer Relationship Management in Banking sector	International Conference on “Reforms in the Globalized Era: New Vistas” organised by Department of Commerce, Management and Corporate Secretaryship, Patrician College of Arts & Science in association with Institute of Cost Accountants of India SIRC	18 th Feb. 2017

MS. K. NIRMALADEVI

PAPERS PUBLISHED IN THE NATIONAL AND INTERNATIONAL JOURNALS

Sl. No.	Journal	Topic	Issue Details & Issue No.
1.	International Journal Of Commerce	Quality Of Work Life Of Women Nurses In Private And Government Hospitals In Chennai City	Vol. 2, Issue 1 Aug 2015
2.	Intercontinental Journal of Human Resource Research Review	A study on characteristics of hospital work environment of nurses in private and government hospitals in Chennai city	Vol: 4, issue: 4, Oct– Dec 2016
3.	International Journal Of Commerce	Problems faced by women nurses working in Government and Private sector Hospitals in Chennai city	Vol: 3, Issue.1, Jan – June 2016

PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	International Indian Business Research Conference In AVS College Of Arts & Science	Quality Of Work Life Of Women Nurses In Private And Government Hospitals In Chennai City	21 st Aug 2015
2.	A Paradigm Shift In The Contemporary Scenario In Asan Memorial College Of Arts & Science	A Hypothetical Study On Stress Management	27 th & 28 th Aug 2015
3.	Emerging Trends In Advertising In Padmavani Arts & Science College	Emerging Trends In Advertising	

Mrs. L. HARRIET PERSIYA

PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	National conference	A Study on Investors Attitude Towards Tax Planning U/S 80	Sep 2016

DR. S. PORKODI

(i) PAPERS PUBLISHED IN ISBN BOOK

Si. No.	Title	Book	ISBN Number
1	Women Empowerment Through Self Help Groups.	Global Competitiveness In Business: Trends And Traits	1667-651-207 Year 2011
2	Impact Of SHG Model of Micro Credit Towards Poverty Reduction	Competency Building Strategies In Business And Technology – Vol. – II	978-81-921764-2-0 Year 2011
3	A Study on the Business Correspondent Model in Banking	Good Governance And Sustainable Development	978-93-81992-10-4 Year 2012
4	A Study On SHG Bank Linkage Programme	Competitive Business Strategies for Sustainable Development	978-93-81208-11-3 Year 2012

(ii) PAPERS PUBLISHED IN THE NATIONAL AND INTERNATIONAL JOURNALS

Sl. No.	Journal	Topic	Issue Details & Issn No.
1.	International Journal of Commerce	A study on the problems faced by women Self Help Group members in Villupuram District.	Vol 2, No.2, August 2015, Issn: 2394-9597
2.	International Journal Of Marketing, Financial Services And Management Research	Role Of Micro Finance And Self Help Groups In Financial Inclusion	Vol. 2, No.3, March 2013, Issn: 2277 – 3622.
3.	International Journal Of Research And Business Innovation	A Study On Women Self Help Groups And Entrepreneurship In Villupuram District	Vol. No. 4, December 2013, Issn 2321 - 5615
4.	Indian Journal Of Marketing	Micro-Finance In Krishnagiri District: A Tool For Poverty Alleviation	Vol. Xxxix No: 5, May 2009

(iii) PAPERS PRESENTED IN STATE, NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	Emerging Trends in Arts held at Joseph Arts And Science College, Thirunavalur	Role Of Micro Finance In Financial Inclusion	1 st & 2 nd March 2012.
2.	Indian Institute of Public Administration, New Delhi, Villupuram local Branch held at Arignar Anna Government Arts College, Villupuram	Food Security In India: Issues And Suggestions for Effectiveness	27 th Sep 2013.
3.	“Branding the HRD Practices Vis-A Vis Value Creation of Business” In Vivekananda College of Arts And Sciences for Women, Tiruchengode.	Outsourcing The Human Resources Function	19 th Sep 2007

4.	UGC Sponsored Seminar On “Entrepreneurial Development” Conducted By The Post Graduate Department Of Commerce, Govt. Arts College (Men), Chennai.	Opportunities And Challenges For Women Entrepreneurs	12 th Feb 2008
5.	Global Competitiveness in Business: Trends And Traits in Government Arts And Science College For Women, Bargur	Women Empowerment Through SHGs in Koliyanur Block, Villupuram	10 th Mar 2011
6.	“Financial Inclusion and Role of Commercial Banks” in RVS Institute Of Management Studies and Computer Application, Karaikal.	Financial Inclusion – Role Of Commercial Banks	18 October, 2011
7.	International conference on Micro Finance- A Tool to Eradicate Poverty conducted by the Department Of Commerce, Pondicherry University, Pondicherry.	Micro Finance In Krishnagiri Dist: A Tool For Poverty Alleviation	23 rd , 24 th , & 25 th Jan 2008
8.	4 th International conference on Micro Finance In Pondicherry University, Puducherry.	Financial Inclusion – Strategies And Progress In India With Reference To Villupuram District	27 th To 29 th January 2011.
9.	International conference on Competency Building Strategies In Business And Technology For Sustainable Development in Sri Sai Ram Institute Of Management Studies, Chennai.	Impact Of SHG Model Of Micro Credit Towards Poverty Reduction	22 nd & 23 rd Sep 2011
10.	International conference on Good Governance And Sustainable Development in Annamalai University, Chidambaram.	A Study On The Business Correspondent Model in Banking	22 nd & 23 rd Mar 2012
11.	International conference on Competitive Business Strategies For Sustainable Development In Hindustan College Of Arts And Science, Kelambakkam, Chennai.	A Study On SHG Bank Linkage Programme	13 th & 14 th Sep 2012

12.	First international conference on Business Innovations held at in Hotel Adhiyaman Palace, Dharmapuri.	A Study On Women Self Help Groups And Entrepreneurship In Villupuram District	
13.	International conference on Recent Trends in Commerce and Management” held at Jairam Arts And Science College, Salem.	A Study On Electronic Banking	5 th Feb 2014
14.	International Indian Business research conference organised by AVS college of Arts and Science college, Salem	A study on the problems faced by women Self Help Group members in Villupuram District.	21 st August 2015.

MS. S. KOKILADEVI

(i) PAPERS PUBLISHED IN STATE, NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	Enhancing Managerial Skills In Asan Memorial College Of Arts & Science	Organizational Leader Qualities And Characteristic	2 nd Feb 2011
2.	Iqac – Quality Enrichment In Asan Memorial College Of Arts & Science	Innovative Approaches Towards Teaching Using Mind Map And Case Study Techniques	21 st Feb 2015
3.	Knowledge Management in Madras Christian College	Organisational Behaviour	
4.	E-India Synergizing Financial Inclusion, IT & Business	A Case study on Mobile Services Rendered by Banking Industry	23 rd September 2016

MR. I. SIMON

PAPERS PRESENTED IN STATE, NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	Changing Perspectives Of Management In Surya Group Of Institutions School Of Management Studies, Vikravandi.	Macro Economic Factors Affecting Mutual Funds In India & Basis For Evaluation Mutual Fund Performances	2011
2.	Responsible Tourism perspectives for sustainable development.	Medical value of tourism at Kerala: A Case Study.	2015
3.	Logistics And Supply Chain Management In Dr. G.R.D. College Of Science, Coimbatore.	Green Supply Chain Management – An Overview	16 th Feb 2015
4.	National Conference on Quality Enrichment A pinnacle for higher educational institutions in Asan Memorial College Of Arts & Science	Strengthening Teachers Through Quality Education.	21 st Feb 2015

MS. JANCY JOSEPH

(i) PAPERS PUBLISHED IN STATE, NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	ISBN NUMBER
1.	Online Remaining And Money Transfer And Emerging Trends On Hr& Marketing In Prof. Dhanabalan College Of Arts & Science	Challenges And Opportunities In Online Retailing	ISBN: 978-93-80530-74-1 14 th Feb 2014
2.	UGC Sponsored National Seminar On Performance Management System In D.B. Jain College	A Study On 3ps Of Performance Evaluation	ISBN: 978-81-910561-5-0 29 th Mar 2014
3.	Impact Of M-Commerce In Global Business In Prof. Dhanabalan College Of Arts & Science	A Statistical Assessment Study On The Effects Of Inflation In India	ISBN:978-93-81208-36-6 19 th Sep 2014
4.	Impact Of Mobile Marketing in Prof. Dhanabalan College Of Arts & Science	Mobile Advertising	19 th Sep 2014

MS. A. MEHARAJ

LIST OF PUBLICATION

S.NO	JOURNAL NAME	TITLE OF THE PUBLICATION	ISSN/ISBN No/ VOL:& ISSUE No
1.	St.Joseph's College of Commerce	Teachers Training and Development	ISBN:978-81-92418-2-5 Vol:1,Issue:1,pg 237,Sep.2014
2.	International Journal of Recent Research aspects	Work-Life balance of faculty members in Autonomous Colleges	ISSN: 2349-7688, Vol. 2, Issue 3, Sept.2015,Pg.48-49
3.	SreeSaraswathithyagaraja college	Taxing the tourist for a sustainable tourist attraction	ISBN Publication 978-93-84161-98-9, Mar.2015
4.	International journal in Management and social science	Traffic congestion and its attendant health effects on road users, hopes locality, Coimbatore.	ISSN Publication 2321-1784 Vol: 4,Issue:3, pg 289-294 Mar.2016
5.	International Research Journal of Management And Humanities	Issues & Challenges of Corporate Governance	Vol.4, Issue 1, Feb. 2017 ISSN: 2347-3274 P.No:513

LIST OF PAPER PRESENTATION

S.NO	EVENT	TITLE	VENUE
1.	National Conference	E Learning tools and Development for Virtual Education	Dr. N.G.P. College of Education, 14th March 2015
2.	National Conference	Role of ICT in Agriculture Value Chain	Dr.N.G.P. Arts and Science College (Autonomous), 20th August 2015
3.	National	Physical distribution and channel	Dr.N.G.P. Arts and Science College

	Conference	management	(Autonomous), 30th September 2015
4.	International Seminar	Capital Market- A growth of the Financial Sector	Bharathidasan University, Tiruchirappalli, November 10, 2015
5.	National conference	Impact of public- Private Partnership in rural economic development	Kaamadhenu arts and Science College, Sathyamangalam, 10th January 2013
6.	National Conference	The role of social media in recruitment	Karpagam university, 9th march 2013
7.	National Conference	Foreign trade & Balance of payment	Vidhyasagar college of Arts and Science, Udumalpet, 9th march 2013.
8.	State level seminar	Problem and prospects of small scale sector	Government Arts College (Autonomous) Tanjur, 6th march 2013
9.	National seminar	Nonprofit sector for social development managing nonprofit organization towards a new approach	Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, 21st August 2013
10	National conference	Rural women entrepreneurship- status of women entrepreneurship in rural India	SreeSaraswathi thyagaraja College, Pollachi, 18th December 2013
11.	International Conference on “Reforms in the Globalized Era: New Vistas”	Issues & Challenges of Corporate Governance	Patrician College of Arts & Science in association with Institute of Cost Accountants of India SIRC

MRS. S. PADMAJA

PAPERS PRESENTED IN STATE, NATIONAL AND INTERNATIONAL CONFERENCE

Sl. No.	Seminar/Conference	Title	Year
1.	National Conference on “Global Management, Issues, Challenges & Opportunities” at Madras Christian College	“Role of ATMs in increasing the banker customer relationship”	11 th January 2011.
2.	National Conference on “Global Management, Issues, Challenges & Opportunities” at Madras Christian College	“Employer Branding”	11 th January 2011.
3.	National conference on “Enhancing Skills” by Department of Commerce at Asan Memorial College of Arts & Science	“A study on motivational skills with special reference to IT industry”	2 nd February 2011