

**DR.M.SAKTHIVEL PAPER PRESENTED IN IN CONFERENCE**

<b>S.No</b>	<b>Name of the Author/Authors</b>	<b>Title of the Article</b>	<b>Title of the Conference/ Seminar</b>	<b>International/ National /State level</b>	<b>ISBN Number</b>	<b>DD/M M/YY</b>
1	P. Anbuoli M.Sakthivel	Employment of IT and ITEs in Startups Development.	National Seminar on Prospectus and Challenges of Startups in India.	National	978-93-89658-46-0	22 <sup>nd</sup> January 2020
2	P. Anbuoli M.Sakthivel	Challenges & issues in Sustainability of MSME in Tamilnadu.	Sustainability , Transformation , Development in Business and Management.	International Conference	978-93-89658-48-4	24 <sup>th</sup> January 2020

**DR.R.MEENAKSHI DEVI PAPERS PRESENTED IN CONFERENCE**

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1	Dr.R.Meenakshi Devi	CRM-Brand Congruency Of Dettol Hand Wash And Whisper Sanitary Napkin	International Conference On Corporate Social Responsibility For Sustainability	International		11 <sup>th</sup> And 12 <sup>th</sup> December 2020
2	Dr.R.Meenakshi Devi	A Descriptive Study On Public Awareness About Cause Related Marketing Strategy In Tamil Nadu	International Online Conference Oncsr,Economy And Financial Markets Towards Sustainability-2020	International		4 <sup>th</sup> and 5 <sup>th</sup> September, 2020
3	Dr.R.Meenakshi Devi	An Empirical Study- Impact Of Cause Related Marketing On Brand Image And Brand Recognition	International Conference On Innovations For New Normal	International		23 <sup>rd</sup> -25 <sup>th</sup> August 2020.

**DR.P.ANBUOLI PAPER PRESENTED IN CONFERENCE**

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1	R.Meenakshi Devi P.Anbuoli	Marketing Disaster – Unethical Marketing Practices	International conference on Managing Disaster – A strategic perspective	International conference	978-8-1930- 234-26	29 <sup>th</sup> – 30 <sup>th</sup> September 2016
2	R.Meenakshi Devi P.Anbuoli	Total Quality Management and Corporate Social Responsibility.	International conference on Total Quality Management Advanced and Intelligent	International conference	978-93- 80509-91-4	26 <sup>th</sup> October 2016
3	R.Meenakshi Devi P.Anbuoli	Innovative Marketing Strategy – Cause Related marketing.	International conference on Global Talent management in the Digital Era	International conference	978-93- 86537-95-9	13 <sup>th</sup> September 2017
4	S.Palani P.Anbuoli	An Analysis of Government Expenditure on Education and its impact on GDP in India Before and After Globalisation.	38 <sup>th</sup> Annual Conference of Association of Economists of Tamilnadu(AET)	State Level	978-93- 87102-22-4	28 <sup>th</sup> & 29 <sup>th</sup> October 2017

5	H.Aravind P.Anbuoli	Digitalization :Employee Engagement with HR Technology in India” : An Exploratory Study	International conference on Contemporary Issues, Challenges and Recommendations on Digitalization	International conference	978-93-88574-006	4 <sup>th</sup> January 2019
6	P.Anbuoli H.Aravind	A study on Emerging Issues and Challenges in Human Resource Management.	National Seminar on Emerging Issues in Business And Management	National	978-93-88398-27-5	23 <sup>rd</sup> January 2019
7	P.Anbuoli	A study on Entrepreneurial Qualities of a Successor in family Owned Business.	International conference on Innovative Strategies of Management in the Globalized Era	International conference	978-93-88398-67-1	7 <sup>th</sup> & 8 <sup>th</sup> March 2019
8	P.Anbuoli S.Vishusuba	Impact of Irrigation Method in Agricultural.	National Seminar on Irrigation and Economic	National	Yet to be received	30 <sup>th</sup> August 2019
9	P.Anbuoli	Cost, Service Quality and Customer Satisfaction in Indian Airline Industry.	National seminar on Business Perspectives and Economic Developments in India	National	Yet to be received	12 <sup>th</sup> September 2019
10	P.Anbuoli B.Balamurugan	Banking sector Reforms and Challenges of Indian Banks.	Challenges Chasing the Indian Economy :A Peer Review	National	Yet to be received	11 <sup>th</sup> October 2019

11	P.Anbuoli	Promotional Schemes, Development, Initiatives and Funding Support of Government on Entrepreneurship.	Multidisciplinary Research in Global Challenges and Perspective of Sustainable Development	International conference	978-81-934604-4-3	21 <sup>st</sup> December 2019
12	P.Anbuoli M.Sakthivel	Employment of IT and ITES in Startups Development.	National Seminar on Prospectus and Challenges of Startups in India	National	978-93-89658-46-0	22 <sup>nd</sup> January 2020
13	P.Anbuoli M.Sakthivel	Challenges & issues in Sustainability of MSME in Tamilnadu.	Sustainability , Transformation , Development In Business And Management	International conference	978-93-89658-48-4	24 <sup>th</sup> January 2020
14	P.Anbuoli	Role of Faculty Members In Innovative Teaching, Research and Higher Education.	Creating A Milieu For Quality Research Among Academic Community	National	978-93-5396-220-3	21 <sup>st</sup> and 22 <sup>nd</sup> February 2020
15	P.Anbuoli	Role of Education Towards Empowerment of Rural Women.	Sustainable Environment, Manifestation And Augmentation	International conference	978-93-91303-45-7	November 18 and 27, 2022.

**DR.R.SOFIA PAPERS PRESENTED IN CONFERENCE**

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1	Dr.R.Sofia	E-Tailing-The Modern Business Genie	Digital Marketing-A Global Perspective	International	9789387871670	10 <sup>th</sup> August 2018
2	Dr.R.Sofia	Digital Marketing- A Key To Target Audience	Coimbatore Strategic Leadership Conference	International	Issn-2230-7974	10 <sup>th</sup> August 2018.
3	Dr.R.Sofia	Evolution Of Mobile Commerce In Indian Scenario	Contemporary Trends In Business And Management Practices	National	Issn-2395-7085	27 <sup>th</sup> July 2018

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1	Dr.D.Niranjani	Indian Hospitality Management and its Origin	International	978-93-5396-218-3	Dec-19
2	Dr.D.Niranjani	A Study on Goods and Service Tax in India	International	978-93-5396-218-3	Dec-19
3	Dr.D.Niranjani	Problems Stumble upon by research scholars in southern Tamilnadu	National	978-93-5396-220-3	Feb-20
4	Dr.D.Niranjani	Preference, Buying Behaviour and Motivation of Customers towards purchase of Gem and Jewellery	International	978-8-19-503366-9	Feb-21
5	Dr.D.Niranjani	A Novel Data Security for Hospital Records Management using Internet of Things	International	978-1-6654-9529-5	Jan-22
6	Dr.D.Niranjani	A Study on Level of Awareness of Selected Companies towards Data Management in Chennai city	International	978-93-95196-12-3	Jul-22

**Dr.R.VENKATESA NARASIMMA PANDIAN PAPERS PRESENTED IN  
CONFERENCE**

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1	Dr.R.VENKATESA NARASIMMA PANDIAN	CURRENT SCENARIO ON EFFICIENCY AND EFFECTIVENESS OF TRAINING	International Virtual Conference on Interdisciplinary Innovation in Academic Research	International	978-81-953729-8-0	2 <sup>nd</sup> Nov 2021