

DR.M.SAKTHIVEL PAPER PRESENTED IN IN CONFERENCE

S.No	Name of the Author/Authors	Title of the Article	Title of the Conference/ Seminar	International/ National /State level	ISBN Number	DD/M M/YY
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 nd 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 th January 2020

DR.R.MEENAKSHI DEVI PAPERS PRESENTED IN CONFERENCE

S.No	Name Of The Author/Authors	Title Of The Article	Title of the Conference/Seminar	International/ National /State Level	ISBN Number	DD/MM/YY
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 th And 12 th 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 th and 5 th 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 rd -25 th August 2020.

DR.P.ANBUOLI PAPER PRESENTED IN CONFERENCE

S.No	Name of the Author/Authors	Title of the Article	Title of the Conference/Seminar	International/ National /State level	ISBN Number	DD/MM/YY
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 th – 30 th 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 th 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 th 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 th Annual Conference of Association of Economists of Tamilnadu(AET)	State Level	978-93- 87102-22-4	28 th & 29 th 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 th 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 rd January 2019
7	P.Anbuoli	A study on Entrepreneurial Qualities of a Successor in familyOwned Business.	International conference on Innovative Strategies of Management in the Globalized Era	International conference	978-93-88398-67-1	7 th & 8 th March 2019
8	P.Anbuoli S.Vishusuba	Impact of Irrigation Method in Agricultural.	National Seminar on Irrigation andEconomic	National	Yet to be received	30 th August 2019
9	P.Anbuoli	Cost, Service Qualityand Customer Satisfaction in Indian Airline Industry.	National seminar on Business Perspectives and Economic Developments in India	National	Yet to be received	12 th 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 th 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 st December 2019
12	P.Anbuoli M.Sakthivel	Employment of IT and ITES in StartupsDevelopment.	National Seminar on Prospectus and Challenges of Startups in India	National	978-93-89658-46-0	22 nd 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 th 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 st and 22 nd 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

S.No	Name Of The Author/Authors	Title Of The Article	Title of the Conference/Seminar	International/ National /State Level	ISBN Number	DD/MM/YY
1	Dr.R.Sofia	E-Tailing-The Modern Business Genie	Digital Marketing-A Global Perspective	International	9789387871670	10 th August 2018
2	Dr.R.Sofia	Digital Marketing- A Key To Target Audience	Coimbatore Strategic Leadership Conference	International	Issn-2230-7974	10 th 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 th July 2018

DR.D.NIRANJANI PAPERS PRESENTED IN CONFERENCE

Sl.No	Name of the Author/Authors	Title of the Article	International/ National/ State Level	ISBN Number	DD/MM/YYYY
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**

S.No	Name Of The Author/Authors	Title Of The Article	Title of the Conference/Seminar	International/ National /State Level	ISBN Number	DD/MM/YY
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 nd Nov 2021