

## Paper Presentations / Publications by the Faculties

2015-16

| <b>S. No</b> | <b>Name of the faculty</b> | <b>National/International</b> | <b>Title of the paper presented</b>            | <b>Name of the Conference/ Seminar</b>                            | <b>Institution</b>                              |
|--------------|----------------------------|-------------------------------|--|---|---|
| 1            | Dr.Sujatha Balakrishnan    | National                      | Analysts Recommendations and Stock Performance | Managing Competitiveness with Sustainable Business Growth         | CMR Institute of Management Studies , Bangalore |
| 2            | Dr.A.S.Saranya             | International                 | Organisational Culture and Employee Engagement | Innovative Marketing Strategies for Sustainable Growth            | Sankara College of Science and Commerce         |
| 3            | Dr.A.S.Saranya             | National                      | Pygmalion Effect                               | Emerging Trends in Business for Sustainable Competitive Advantage | SSS Shasun Jain College                         |
| 4            | Dr.A.S.Saranya             | National                      | Antecedents of Employee Engagement             | Managing Competitiveness with Sustainable Business Growth         | CMR Institute of Management Studies , Bangalore |
| 5            | Dr.A.S. Gayathri           | National                      | Challenges Faced by Women Employees in Banks   | Managing Competitiveness with Sustainable Business Growth         | CMR Institute of Management Studies , Bangalore |
| 6            | Mrs. M. Annapoorni         | National                      | Brand Relationship Quality                     | Managing Competitiveness with Sustainable Business Growth         | CMR Institute of Management Studies , Bangalore |
| 7            | Mrs S.Gayathri             | National                      | Pygmalion Effect                               | Emerging Trends in Business for Sustainable Competitive Advantage | SSS Shasun Jain College                         |
| 8            | Mrs S.Gayathri             | National                      | Antecedents of Employee Engagement             | Managing Competitiveness with Sustainable Business Growth         | CMR Institute of Management Studies , Bangalore |
| 9            | Mrs S.Gayathri             | International                 | Organisational Culture and Employee Engagement | Innovative Marketing Strategies for Sustainable Growth            | Sankara College of Science and Commerce         |
| 10           | Ms. P.Sushma Catherirne    | National                      | Analysts Recommendations and Stock Performance | Managing Competitiveness with Sustainable Business Growth         | CMR Institute of Management Studies , Bangalore |

**2016- 17**

| <b>S.No</b> | <b>Name of the Faculty</b> | <b>International/ National/ State level</b> | <b>Title of the paper presented</b>                                     | <b>Name of the Conference/ Seminar</b>  | <b>Institution</b>                 |
|-------------|----------------------------|---|---|---|------------------------------------|
| 1.          | Dr. Sujatha Balakrishnan   | International                               | Analysts Recommendation and stock returns: A test of market efficiency  | International Conf on Financial Markets and Corporate Finance                           | NIL                                |
| 2           | Dr. Sujatha Balakrishnan   | National                                    | Financial Literacy and Financial Confidence                             | Emerging Trends in Functional Areas of Business   | Guru Nanak College                 |
| 3           | Annapoorni M               | National                                    | A Study On Women Entrepreneurs Selling Ready To Cook / Eat Products.    | Emerging Trends in Functional Areas of Business   | Guru Nanak College                 |
| 4           | Dr. Panjabi Mala Devidas   | International                               | Conceptualization of High Performance Work Practices – A Global Outlook | Emerging Trends In Business Excellence And International Business – India’s Perspective | University of Madras               |
| 5           | Dr. Panjabi Mala Devidas   | International                               | High Performance Work Practices – A Demographic Insight                 | Emerging Innovative Strategies In Business – Creating A Competitive Edge                | Ethiraj College for Women          |
| 6           | Dr.A.S.Saranya             | International                               | Demographics and Brand Equity   | Latest innovations in management science  | Sri Krishnaswamy College for Women |
| 7           | Dr.A.S.Saranya             | International                               |   | Emerging Innovative Strategies In Business – Creating A Competitive Edge                | Ethiraj College for Women          |
| 8           | Dr.A.S.Saranya             | International                               | Purchase intention of College students through                          | Emerging Innovative Strategies In Business – Creating A                                 | Ethiraj College for Women          |

|     |                          |               |  |  |   |
|-----|--------------------------|---------------|--|--|---|
|     |                          |               | social media   | Competitive Edge --  |   |
| 9   | Dr.A.S.Saranya           | International | Impact on Purchase Intention Based on User Generated Content                   | Emerging Trends in Knowledge Management  | Vels University                         |
| 10  | Dr.A.S.Saranya           | International | Antecedents and Consequences of Consumer Attitude towards Counterfeit Products | Emerging Innovative Strategies In Business – Creating A Competitive Edge                                     | Ethiraj College for Women               |
| 11  | Dr.A.S.Gayathri          | National      | Awareness and Attitude towards Entrepreneurship                                | Conference on “Emerging trends in the Functional Areas of Business”  | Guru Nanak College                      |
| 12  | Dr. Panjabi Mala Devidas | National      | High Performance Work Practices & Behavioural Outcomes                         | Conference on Strategic Human Resource Practice  | Loyola College                          |
| 13  | Dr.A.S.Saranya           | National      | User Generated Content and Youtube   | International Conference on Emerging Trends and Innovations in Digital Marketing                             | Sankara College of Science and Commerce |
| 14  | Dr.A.S.Saranya           | National      | Brand Identity Index   | National Conference on “Emerging Trends in the Functional Areas of Business”                                 | Guru Nanak College                      |
| 15  | Dr.A.S.Saranya           | International | Relationship Marketing and Customer Loyalty: Banking Sector                    | International Seminar on Strategies for Frontier Global Business issues and Challenges of emerging economies | JBAS                                    |
| 16. | S.Gayathri               | International | User Generated Content and Youtube   | International Conference on Emerging Trends and Innovations in Digital Marketing                             | Sankara College of Science and Commerce |
| 17. | S.Gayathri               | International | Impact on Purchase Intention Based on User Generated Content                   | National Level Conference on Emerging Trends in Knowledge Management   | Vels University                         |
| 18. | S.Gayathri               | National      | Brand Identity Index   | National Conference on “Emerging Trends in the Functional  | Guru Nanak College                      |

|     |                |  |  | Areas of Business”  |                                    |
|-----|----------------|--|--|---|------------------------------------|
| 19. | S.Gayathri     | National   | Demographics and Brand Equity  | National Seminar on Latest Innovations in Management Science – A Global Perspective               | Sri Krishnaswamy College for Women |
| 20. | S.Gayathri     | International  | Awareness and Attitude Towards Entrepreneurs   | National Conference on “Emerging Trends in the Functional Areas of Business”                      | Guru Nanak College                 |
| 21. | Dr.A.S.Saranya | International  | The impact of high performance work systems on organisational performance among nurses in corporate multispeciality hospitals, Chennai | National Conference   | NIL                                |
| 22. | Dr.A.S.Saranya | ISSN- 2249-7137. SJIF 2013 – 5.099 South Asian journal of marketing and management research. Vol6 Issue 6-7. 1-11 indexed in google scholar, June-July, 2016 | A study about impact of motivation factors on human resource performance outcomes at corporate multispeciality hospitals, Chennai      | International conference  | NIL                                |
| 23. | Dr.A.S.Saranya | International  | Relational bonds, service quality, customer satisfaction and customer loyalty  | ISSN 2349-5162 Journal of emerging technologies and innovative research, VOL4, ISSUE 8, Aug, 2017 | NIL                                |
| 24  | Dr.A.S.Saranya | International  | Employee engagement and organizational   | International conference  | MEASI Institute of Management      |

|                  |                |               |   |  |                               |
|------------------|----------------|---------------|---|--|-------------------------------|
|                  |                |               | citizenship behavior  |  |                               |
| 25.              | S.Gayathri     | International | Employee engagement and organizational citizenship behavior | ISSN2321-4643, Shanlax international journal of management, Vol 5, UGC no 44278, Impact factor 2.082, 19 <sup>th</sup> Aug, 2017 | MEASI Institute of Management |
| <b>2017-2018</b> |                |               |   |  |                               |
| 26.              | Dr.A.S.Saranya | International | Brand equity and brand resonance                            | ISSN0943-023X, paper ID 6314, Journal of advanced research in dynamical and controls systems, 5 <sup>th</sup> Oct 2017           | NIL                           |
| 27.              | Annapoorni M   | International | Brand equity and brand resonance                            | ISSN0943-023X, paper ID 6314, Journal of advanced research in dynamical and controls systems, 5 <sup>th</sup> oct 2017           | NIL                           |