

RESEARCH ACTIVITIES

Number of papers presented by the staff at the National level / International level for the year 2018-2019

National level - 1

International level- 5

RESEARCH PUBLICATION – NATIONAL LEVEL (2018-19)

S.No	Name of the Faculty	Title of the article	Journal Name, Volume No. & Issue No.	ISSN/ISBN NO	SEMINAR /CONFERENCE	INSTITUTION
1.	P.Yamini, R.Mahashree	A study on blockchain technology in banking sector	Digitalisation of Banking Operations	ISBN: 978-93-5351-550-8	Conference	Alpha Arts and Science College

RESEARCH PUBLICATION – INTERNATIONAL LEVEL (2018-19)

S No.	Name of the Faculty	Title of the Article	Journal Name, Volume No. & Issue No.	ISSN/ ISBN NO	SEMINAR /CONFERENCE	INSTITUTION
1.	Dr.K.Mythili	Role of flexible organisational culture in fostering enterprise wide innovative attitude	International journal of research and analytical reviews	ISSN: 2349-5138	Conference	Ethiraj college for women
2.	P.Yamini, R.Mahashree, S.Vaishnavi	Perception on Massive Open Online Course	International journal of research and analytical reviews	ISSN: 2349-5138	Conference	Ethiraj college for women

3.	P.Yamini, R.Mahashree, S.Vaishnavi	A Study on Digital India services towards social equity	International Journal of emerging technologies and innovative research	ISSN: 2349-5162	Conference	Ethiraj college for women
4.	S.Vaishnavi	A Study on Influence of brand in the present scenario on the purchase decision of Men's Apparel	Emperor International of Finance and Management research.	ISSN: 2395-5929	Conference	Stella Maris College
5.	P.Yamini, R.Mahashree, S.Vaishnavi	A study on factors influencing the preference of green products.	Emperor International journal of finance and management research, vol 5	ISSN: 239-5929	Conference	Guru Nanak College

Papers Presented & Published -Students

YEAR	S.NO	NAME	TITLE	INTERNATIONAL CONFERENCE	INSTITUTION
2019	1	B.RITHIKA AND KOONANI MOHAN SAMETA	E-COMMERCE- A TOOL FOR SUSTAINABLE DEVELOPEMNT	INTERNATIONAL CONFERENCE	MADRAS CHRISTIAN COLLEGE