

Faculty Publications in National & International Journals & Conferences - 2011

S.G.Balaji,

Dr.G.Vijaya Kumar and S.G.Balaji, (April, 2011) "Creating Ecological value: An Evolutionary approach from business to Business" SRM Management Digest, Volume: 9, ISSN: 0973-6905, PP. 309-314.

Dr.M.Sureesh Baabu, Radha Mohan Chebolu and S.G.Balaji (April, 2011) "Exit Interview and their Empanelment: The current scenario" SRM Management Digest, Volume: 9, ISSN: 0973-6905, PP. 315-319.

Dr.S.G.Balaji and Dr.G.Vijaya Kumar, (September, 2011) "Banking Service Quality and Customer Satisfaction: A Comparative Study of Public and Private Sector Banks in Chennai" JM International Journal of Marketing Management, Vol.1, Issue-6, ISSN: PRINT-2230-701X, PP. 495-507.

Dr.S.G.Balaji and Dr.M.Sureesh Babbu, (April – June, 2011) "Influence of Demographic Variables on Banking service quality – A Study of Public Sector Banks in Chennai" Journal of Contemporary Research in Management, Vol.6; No.2, ISSN: 0973-9785, PP.69-89.

Dr.M.Sureesh Baabu, Gaurav Rewari and S.G.Balaji (Jan.2011) "Employee Creativity and Managerial Responsibility: A Critical Study" http://www.indianmba.com/Faculty_Column/FC1293/fc1293.html

Dr.B.LathaLavanya

Presented an article titled " A Study on Attrition in Hospitality Industry. ICIMS 2011,ISBN-978-981-08-9175-6, on Sept 16-18 2011, in Singapore, Vol.14, pp. 348 in an International Conference on Innovation, Management and Services - ICIMS 2011.

Presented an article titled " A study of knowledge sharing of employees in Information Technology Industries. ISBN-978-81-8371-385-6 on May, 6-7, 2011. Chennai, pp. 138-140 in International Conference on Business Strategies on Corporate Race: Multidisciplinary Global Perspective conducted by Dhanalakshmi Srinivasa Engineering College

Presented an article titled "Antecedents of Organizational learning on Mar 24 -26 2011, Chennai in Third Annual International Conference on Global Business.

Presented and published an article titled A Study on the present status of the students Ethical Behavior. JOURNAL OF EMPHIRICAL RESEARCH IN MANAGEMENT (JERM). ISSN NO: 2249-1864 on Aug 26, 27 2011,Chennai page. 80-86 in VEL TECH HIGH TECH Dr.Rangarajan Dr.Sakunthala Engineering College

Presented and published an article titled, “ Examining the factors affecting the growth of International business ISBN.NO.978-81-8371-383-2, on March 22, 2011, Chennai. page. No. 27-28, in National Conference on Opportunities and challenges in the current Global Business Scenario published by Rajalakshmi Engg College

Presented and published an article titled, Knowledge sharing barriers on Feb, 19 2011, Chennai in 2nd National conference on New paradigm on management organized by S.A. Engineering College.

Presented and published an article titled “A Study on Individual Competency - An empirical study, on 2011. Vol.1, Issue.3,pp. 15-166.E-ISSN: 2222-6737 pp.339-350 in Asian Economic and Financial Review

Presented and published an article titled “Knowledge Sharing that enhance Organizational Performance on 2011 ISBN:No. 978-81-7446-889-5 in Building Global leadership, Strategies and Competencies, by Excel Books

Presented an article titled “Organizational citizenship behavior: Evaluating organizational efficiency and success through knowledge sharing on March 2011, Vol.5, Issue.1, pp.24-29. ISSN:NO. 973-8266. in The Journal, Contemporary Management research

Presented an article titled “ Knowledge sharing in IT Sector ISBN.NO.978-93-80627-18-2. Book Impact of Economic Crisis in Business scenario on Sep 24,25, 2009, Chennai, pp-181-185 in 3rd International Conference on the Impact of economic crisis in Global Business Scenario by Sai Ram Institute of Management Studies.

Presented an article titled “ Determinants of the Individual knowledge sharing behavior in IT sector ISSN.NO.09740406, ISBN-978-81-907839-4-1, on July 16-18, 2009, Chennai pages 37-47, in a International Conference on Indigenous Management Practices (ICIMP) by Annamalai Journal of Management, Special Issue

Presented and published an article titled “Knowledge sharing influences organizational learning ISBN-978-81-907494-2-8 on 21st, 22nd and 23rd Dec, 2009, Coimbatore, pp.242-250 in National Conference on Challenges and Issues in Services Marketing to be held on 17th March 2011 by SNR Institute of Management Sciences, SNR Sons College (Autonomous), Coimbatore 641 006.

Mr.S.Vinoth

Presented a Paper Titled “Emerging Trends in Global Business” in National Conference on Emerging Trends in Global Business organized by RVS Institute of Management Studies and RVS College of Engineering & Technology, Coimbatore -641 402 on 10th September 2011 and included in the conference proceedings of edited volume of Book with ISBN:978-93-81537-00-8.

Mrs.D.Charumathi

Presented paper Titled “Innovation in Education in India – A Perspective” in International Conference on “Unleashing the Innovation potential” organized by Ethiraj College for women, Chennai in association with ISTD Chennai chapter on 26th November 2011.

Presented paper Titled “Impact of Economic meltdown in FDI with reference to Telecom Sector” National Seminar on “Impact of Economic Meltdown on World Economies” organized by Ramakrishna Mission Vivekananda College, Chennai, on 28th September 2011.

Presented paper Titled “Contemporary issues in E-Banking” in National Conference on “Emerging trends in Global Business” organised by RVS Institute of Management Studies & RVS College of Engineering & technology, Coimbatore, on 10th September 2011.

Presented paper Titled “Service Quality in Indian Service sector” in National conference on “Strategic Management Approach: Opportunities and Challenges for Indian Corporates” organized by Valliammai Engineering College, SRM University, Chennai, on 8th April 2011.