

Department of Business Administration

Conference Proceedings (2015-2021)

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher Year of Publication	Vol.No/ Issue no	Page Nos	ISBN
1	Dr.T.Amutha	Impact of Digitalization on Consumer Behaviour	Emerging Trends in Consumer Behaviour	2016		PP.35	ISBN No: 788792- 798578
2	Mrs. S. Nivethika	Sustainable development and economic growth on global perspective	Two days International conference on “organized by Bharathiyar University Arts and Science College	IOSR Publication September 2016	Vol.5, Iss.1	pp.6-10	ISSN: 0875- 1148
3	Mrs. S. Nivethika	Financial Inclusion of Women Entrepreneurs in India	National conference on Approach towards sustainable conservation through social and environmental entrepreneurship supported by NABARD	Bonfring Publication October 2017	Vol 1 &Issue 8	pp.10-15	ISBN-978-93- 86638-33-5
4	Navies Narmatha S.P & Dr.T.Amutha	Employee Engagement for Organisational Effectiveness in Banking Sector	New Dimensions of Management in the Globalized era	2018		PP.499- 505	ISBN No:978- 93-87102-71-2

5	Dr.T.Amutha	E-Business: opportunities and challenges	International Conference on Emerging Trends in Commerce, Management, Economics, Computer Science and Microbiology (ICETCMECM 2018),	2018		PP. 86	
6	Dr.A.Pankajam	Work Culture and Work-Life Balance in a Start-Up	Proceedings of International Conference on “Newgen Entrepreneur Travel towards Digital Revolution”	Laser Park Publishing House, September 2019		pp 88-96	ISBN 978-81-941015-6-7

Edited Book Chapters (2015-2021)

S.No	Author(s)	Title of Paper/	Name of the Book	Publisher	Vol.No/	Page Nos	ISBN
		Chapter		year	issue no		
1	Dr.A.Pankajam	Foreign Direct Investment and Economic Development	FDI and Retail Sector	Maya Publisher First Edition 2015		pp158-166	ISBN 978-81-929581-3-2
2	Dr.A.Pankajam	Trends in Foreign Direct Investment - A Bird's Eye View	Future Challenges and Innovative Trends in Make in India	Hikey Media First Edition September 2015		pp 252-254	ISBN 978-93-82570-66-0
3	Dr.A.Pankajam	Business Process Reengineering – The Need of the Hour	Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns	Laser Park Publishing House, First Edition 2016,		pp 186-190	ISBN 978-93-84234-83-6
4	Dr.J.Arthi	Quality of Work life among Women Employees at ITES (Information Technology Enabled Services) Sector in Coimbatore	Drive for Equal Access' 2016	Partridge International A Penguin Random House			

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