

Faculty Publications in National & International Journals & Conferences - 2007

Mrs.S.Sumiya

Presented Paper in National Conference in “Emerging Trends in Human Resource Competencies “at the National Conference on “Fostering Organizational Talents: Current and Future Challenges “held on 26th February, 2007 at Bharath University, Chennai.

Mr.Riyas Ahmed

Workshop on “Building Entrepreneurial Competences”, held during 9-10 March 2007, organized by the United States Educational Foundation in India and Department of Management Studies, Indian Institute of Technology (IIT)-Madras.

S.G.Balaji

Dr.M.Sureesh Baabu, S.G.Balaji & G.Purushothamachari (June.2006) “Attitude towards Internet Advertising in Chennai city” Osmania Journal of Management, Osmania University, Hyderabad. Vol.2, pp.109 – 117.

Dr.P.PremchandBabu, M.Madana Mohan &S.G.Balaji (April 2006) “ The Emerging prospective and challenges in rural marketing” SRM Management digest, Vol.4, pp. 59 – 62.