

Faculty Publications in National & International Journals & Conferences - 2012

Dr.S.G.Balaji

Dr.S.G.Balaji and Dr.M.Sureesh Baabu, (February, 2012) "Influence of Demographic Variables on Banking service Quality: A study of Private sector Banks in Chennai" The IUP Journal of Bank Management, Vol.XI, No.1, ISSN: 0972-6918, PP. 70-96.

Dr.B.LathaLavanya

Presented a Paper Titled "Evaluation of factors affecting Knowledge Management ISBN 978-93-81006-44-3 on 10th& 11th Dec 2012, in International Conference on Knowledge Management by Madras Christian College.

Published a Paper Titled "Antecedents of Knowledge Sharing in International Journal of Business Insights and Transformation, IJBIT is a bi-annual journal,Vol 5, issue 2. ISSN 0974-5874.

Published a Paper Titled "Knowledge Sharing in IT Sector" ISBN P78-9380627-18-2-PP-181-185,Oct, 2012, in Impact of Economic crisis in global Business Scenario.

Mr.S.Vinoth

Presented a Paper Titled "A study on evaluation of the factors affecting Knowledge Management with special reference to Information Technology sector" in International Conference on " Knowledge Management" organized by Madras Christian College, Chennai – 600 059 on 10th December 2012 and included in the conference proceedings of edited volume of Book with ISBN:978-93-81006-44-3.

Mrs.AneesFathima

Presented a paper on entitled, "Growth prospects of private label brands in Indian Retail Industry - An Innovative strategic perspective" in the International Conference on, "Strategic Trends on Innovations and Creativity in Management Practices", organized by Anna University, Department of Management Studies, Chennai. On 10th& 11th of September 2012.

Presented a paper titled, "Emergence of private label brands in Indian Retail Industry" on one day National Conference on "Global Environment & Sustainable Development with special Reference to HRD & HRM", organized by JHA Agarsen College Madhavaram, Chennai and PG Research Department Economics, RKM Vivekananda College, Chennai on 30th

Dr.Saipriya

"Determinants of Customers choice of store selection in the context of Organized Retail: An Empirical Study" published in SRMRMP Journal of Advanced Research in Management, July-December 2012 Vol.1 No.1 page 52-61[ISSN :2278-7976].