

## **Faculty Publications in National & International Journals & Conferences - 2013**

### **Dr.S.G.Balaji**

M.Franklin and Dr.S.G.Balaji, (June 2013) "Service Quality Dimensions and its effect on customer satisfaction: A case study across the private banks in Trichy" International Journal of Management Research and review, Volume 3/Issue 6/Article No-7/2986-2991, ISSN: 2249-7196.

### **Dr.B.LathaLavanya**

Published an Article on "An Empirical Study on Call Taxi Advt and its effectNIMS Journal of management Research , Vol-2, issue-1 June 2013 ISSN 2278-2362

Published an Article on "An empirical Study on Quality of Work-life in the changing workplace and societal set-up, Pacific University, Enhancing Human Capabilities: Big Challenge in Indian Perspectives in ISBN NO.9789351746867.

Published an Article on "A Study to find the level of Satisfaction of Patients in Hospitals, in International Organization of Scientific Research Journal of Humanities and Social ScienceE-ISSN-2279 0837, P-ISSN-22790845

### **Mrs AneesFathima**

Presented a paper titled, " Private Label Brands – A Strategic Reform in Retail Industry an Indian Perspective" in the International Conference on, "Changes, Challenges and Strategic Reforms in Management", organized by PG Department of Business Administration, Mohammed Sathak College of Arts & Science, Chennai. On 30th& 31th January 2013.

### **Dr.Saipriya**

"Emerging Models In Retail Technology" published in Abhinav International Monthly Refereed Journal of Research In Management & Technology, Volume II, June'13 page 89-95 [ISSN 2320-0073].

"A study on impact of retail store strategy among customers of supermarkets in Chennai city" in Intercontinental Journal of Marketing Research Review, Volume I Issue VI August 2013 page 17-23[ISSN 2321-0346].