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Publications

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S.NO	AUTHOR(S)	TITLE OF THE ARTICLE	NAME OF THE JOURNAL/ BOOK & ISSN/ ISBN NUMBER	YEAR, MONTH, VOLUME NUMBER	ISSUE &
1	Joji Chandran	Challenges for India in moving towards Financial Inclusion	Journal of contemporary Research in Management, ISSN: 0973-9785	Vol 5: No:2, April - June, 2010	
2	Usharani, Umarani, Ayyasamy, Shanthi & Laksmanaperumalsamy	Phsio-chemical and Bacteriological Characteristics of Noyyal River and Groundwater quality of Perur, Indai	Journal of Applied Science and Environmental management - ISSN 1119-8362	Vol 14(2) 29-35, June 2010	
3	S. Vinoth	Housing Finance - Borrowers preference, satisfaction & problems	Strategic Issues in Business (Book), ISBN - 978-81-8371-289-7	August, 2010	
4	Joji Chandran	Understanding Credit Derivatives	Journal of Indian Management Research & Practices, ISSN 0976-8262	Vol 1, No.1, May-August 2010;	
5	S. Vinoth	An Emperical Study on Inclusive Growth in Indian Commercial Banking Sector	Inclusive Growth in India (Conf Proceedings - Book), ISBN - 978-93-80697-21-5	October, 2010	
6	Joji Chandran	Micro Finance : An Impact Analysis	Inclusive Growth in India (Conf Proceedings - Book), ISBN - 978-93-80697-21-5	October 2010	
7	Vijila Kennedy & Janani	Organizational Commitment	RVS Journal of Management, ISSN:0975-3435	Volume 3, No.2, November 2010	
8	Joji Chandran & Kanakaraj	Status of Women Managers in Software Industry	RVS Journal of Management, ISSN:0975-3435	Volume 3, No.2, November 2010	
9	Vijila Kennedy	Information Security Culture in Banking Sector	International Journal of Management research and Technology, ISSN:0974-3502	Vol 4, No.2, July - Dec 2010,	
10	S. Vinoth & Gopalakrishnan	Strategic Entrepreneurship	Strategic Management - Competitiveness & Globalization - ISBN: 978-93-80697-30-7	2010	
11	Vijila Kennedy & Janani	Strategic Fit - A strategy to Align Organization & Environment	Strategic Management - Competitiveness & Globalization - ISBN: 978-93-80697-30-7	2010	
12	K. Umarani	HRM - Concept adoption & Managerialism	Strategic Management - Competitiveness & Globalization - ISBN: 978-93-80697-30-7	2010	
13	Juliet Gladies & Grace Antony Rose	Strategic Analysis of FMCG industry in India	Strategic Management - Competitiveness & Globalization - ISBN: 978-93-80697-30-7	2010	
14	Joji Chandran	Micro Finance : An Impact Analysis	Strategic Management - Competitiveness & Globalization - ISBN: 978-93-80697-30-7	2010	
15	K. Umarani	Environmental Factors that affect Global Marketing	Global Marketing Strategies & Practices -Sivakasi: Sivakasi printers ISBN 978-93-80530-17-8 (pp104-107)	October, 2010(Published only in February 2011)	
16	B.Raja Rajeswari	Green Marketing Strategies & and Issues	Global Marketing Strategies & Practices -Sivakasi: Sivakasi printers ISBN 978-93-80530-17-8 (pp101-103)	October, 2010(Published only in February 2011)	
17	Nirubarani & Anuvalenteena	A study on relationship between Brand Equity and Consumer Awareness on Fast Moving Consumer Goods	Global Marketing Strategies & Practices -Sivakasi: Sivakasi printers ISBN 978-93-80530-17-8 (pp154-158)	October, 2010(Published only in February 2011)	
18	Juliet Gladies & Grace Antony Rose	Global Marketing Information System	Global Marketing Strategies & Practices -Sivakasi: Sivakasi printers ISBN 978-93-80530-17-8 (pp229-231)	October, 2010(Published only in February 2011)	
19	S. Vinoth & Gopalakrishnan	Consumer Attitude towards Organized Retailing in Globalized Scenerio - An emperical study in Coimbatore	Global Marketing Strategies & Practices -Sivakasi: Sivakasi printers ISBN 978-93-80530-17-8 (pp229-231)	October, 2010(Published only in February 2011)	
20	M.D.Kadirvel	Interactive Advertising	Global Marketing Strategies & Practices -Sivakasi: Sivakasi printers ISBN 978-93-80530-17-8 (pp250-253)	October, 2010(Published only in February 2011)	
21	S.Vinoth, Poornimadevi&Buvaneswari	Finanacial Inclusion in India	Contemporary Practices for the success of Indian Business, NCRC Publications ISBN 978-81-909-150-4-5	First Edition 2011	