

**EASWARI ENGINEERING COLLEGE,
DEPARTMENT OF MANAGEMENT STUDIES,
FACULTY PUBLICATIONS – 2017**

Journal Publications:

1. Dr.V.Saikumari (2017), “Challenges & Opportunities of Agricultural Entrepreneurship in Thanjavur District, Tamil Nadu”, International Journal of Research in IT and Management (IJRIM), Volume7,Issue 10.
2. Dr.R.Vasudevan (2017), “Reforms in Banking Sector-- Frontiers of Management Practices for Economic Sustainability”, International Journal of Management & Research.
3. R.BanuReka (2017), “A Study on Financial & Non Financial factors Influencing IPO Pricing in NSE”, SPIM International Journal of Management Research
4. R.BanuReka (2017), “Day of the Week Effect for Nationalised Bank Stocks in NSE, Journal of Management, Volume 4, Issue 2, 253-256
5. R.BanuReka (2017), “A Study on Perception Towards Socially Responsible Investment Behaviour among Retail Investors in Chennai, International Journal of Management And Social Science Research Review, Journal of Management (JOM) Volume 1, Issue 37, 207-209.
6. S.Purushothaman (2017), "Enrichment in Education system of Tamil Nadu : A Paramount for future Generation". Volume 4, Issue2,83-86.
7. S.Purushothaman (2017), “A Study on Impact of employer- employee relationship on performance at Equitas Small Finance Bank Limited- Chennai”, Intercontinental Journal of Human Resource Management, Volume 4, Issue7.

Conference Publications

S.Purushothaman (2017), “A Study On Employees Competency Level Among It Professionals Working In Top Companies With Reference To Chennai City”, International Conference on Contemporary Management (ICCM-2016), Faculty of Management Studies and Commerce, University of Jaffna, Jaffna, Sri Lanka

S.Purushothaman (2017), “GST and its provision in Indian Economy”, International Conference in Nazarth College of Arts and Science – 2017.

Dr.V.Subhamathi (2017), “Role of eCRM in delighting the customers of Insurance Companies”, Marketing of Financial Services Conference, S.V.University – 2017.

S.Chandrasekaran, S.Balaji (2017), "A study on Retail Shoppers buying behaviour", International Conference in Sri Kanyaka Parameswari Arts And Science College For Women.