

Publications
(From 2012-13 to 2015-16)

S.No	Name of the Faculty	Title of the Paper and publication details	
Academic Year (2012-13)			
International Journals			
1	Dr. R.Rajendran	Response of small enterprises to the pressure of ERP adoption, 2012, Vol. 8 No.1, International Journal of Enterprise Information Systems	
National Journals Academic Year (2012-13)			
2	Mrs.V. kalaiarasi	The Entrepreneurship intention among students at Coimbatore District, June-2012 Vol 2, Journal of Commerce and Management Research	
International Conference Academic Year (2012-13)			
3	Mrs.V. Kalaiarasi	Critical success factors in ERP system-A Multiple case study in manufacturing sector	Bannari Amman Institute of technology and University of
International Conference Academic Year (2013-14)			
4	Dr.R.Rajendran	Development of Universal Curriculum for Management education	NBA, New Delhi
International Conference Academic Year (2014-15)			
National Conference Academic Year (2012-13)			
5	Mrs.V. Kalaiarasi	Impulsive Buying Behaviour	National Institute of

		of the customer towards retail outlet	Technology
6	Mrs V. Kalaiarasi	A study on Employee Perception on HRM Practices and impact on Commitment to the organization	Sri Ramakrishna Institute of Technology
7	D. Alamelu	A Study on the Effectiveness of new marketing Strategies in Pumps industry with special reference to Coimbatore	National Institute of Technology
8	P. Syamsundar	Investigating Stock Brokerage Financial Service Quality Using SERVQUAL Model: Special Reference to Hedge Equities, Kochi	National Institute of Technology
National Conference Academic Year (2013-14)			
9	V. Kalaiarasi	Emotional Intelligence and Organizational performance	SRIT, Coimbatore
10	S. Prem Chandar	Role of SME in Indian Cloud revolution-An Exploratory Study	SRIT, Coimbatore