

Name of the Faculty	Co Authors	Journal Publication	Name of the Journal/ Conference	Year
Anuradha M V		The Trainer's Paradox	People Matters: http://www.peoplesmatter.in/article/2013/09/24/training-development/the-trainers-paradox/3677	2013
Karuppasamy Pandian S P		An Empirical Study On Consumers Perception And Expectation Towards Mozilla Firefox Mobiles In Nepal	Steward Business Review (ISSN No 2320 - 9399)	2014
Meenakshi Sundaram K S	Panchanatham. N	A Study On Factors Influencing For Non Migration To Urban Area With Special Reference To Kancheepuram Taluk	Journal Of Asian Research Consortium 96, http://www.Aijsh.Org Ajr bem, 3(6) ISSN: 2249-7307	2013
Meenakshi Sundaram K S	Panchanatham. N	A Study On Perception Of Non Migrants Towards The Benefits And Problems Of Rural Urban Migration	Abhinav ,National Monthly Refereed Journal Of Research In Commerce & Management, www.abhinavjournal.com , 2 (6) :1-8 ISSN 2277-1166	2013
Meenakshi Sundaram K S	Panchanatham. N	Rural Urban Migration And Its Impact On The Elderly Rural Migrants In Chennai City In India	AMET Journal Of Technical And Vocational Education (ISSN 0971 - 8508)	2013
Meenakshi Sundaram K S		An Empirical Study On The Impact Of Microfinance And Empowerment Of Self Help Groups Rural Women Entrepreneurship	Proceedings Of The International Conference, Encore 2014 On "Best Organisational Practices" Held On 22nd February 2014, At Amet University, Chennai .ISBN No 978-81-926045-1-0.	2014
Meenakshi Sundaram K S		Customer Relationship Management In Urban And Retail Stores	"Multi Brand Retailing" Edited By Rias Ahmed And Published By Regal Publications.	2014
Nataraj B		Will Air India Take Off- Analysing The Alternatives For Survival	India and Indigenous Strategies – 4-12	2013
Nataraj B	Rajendran R	Barriers for implementing Customer Relationship Management Strategies in Indian Banks – A Study" Research	Journal of Science IT and Management, 4(6), 8-15	2015

Nataraj B		A Study On Trends of Corporate Frauds In India	Corporate Crime and Governance University Of Maas ISBN 978-93-81992-55-5	-
Nataraj B		Recent Trends In Customer relationship Management	Managerial Challenges In Reinventing Business Easwari Engineering College ISBN 978-93-83241-07-1	-
Nataraj B		Role Of RFID In Inventory Control	Conference Souvenir Priest University Conference Publication, 40238	-
Sridhar Narayanan		Manager To Leader – Transformational Leadership Programs	People Matters –L & D Leadership Monthly In December 2013 Issue V	2013