

Publications
(from 2012-2013 to 2015-2016)

S.No	Name of the Faculty	Title of the Paper and publication details	
Academic Year (2012-2013)			
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 (2012-2013)			
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 (2012-2013)			
3	V. Kalaiarasi	Critical success factors in ERP system-A Multiple case study in manufacturing sector	Bannari Amman Institute of technology and University of derby
4	P. Syamsundar	The History and Evolution of Indian Online Share Trading as a Technological Tool for Sustainable Wealth Creation for Individual Investors	Bannari Amman Institute of technology and University of derby
5	S.Prem Chandar	Holistic Leadership: An Emerging paradigm In leadership Style for World Class Professionals	GRD Institute of Mnagement
International Conference Academic Year (2013-2014)			
6	Dr.R.Rajendran	Development of Universal Curriculum for Mnagement education	NBA, New Delhi
7	S.Prem Chandar	Development of Universal Curriculum for Mnagement education	NBA, NewDelhi
International Conference Academic Year (2014-2015)			
8	S. Prem Chandar	ERP in Cloud for small and Medium enterprises	IIMK
National Conference Academic Year (2012-2013)			
9	V. Kalaiarasi	ImpulsiveBuying Behaviour	National Institute of

		of the customer towards retail outlet	Technology
10	V. Kalaiarasi	A study on Employee Perception on HRM Practices and impact on Commitment to the organization	Sri Ramakrishna Institute of Technology
11	D.Alamelu	A Study on the Effectiveness of new marketing Strategies in Pumps industry with special reference to coimbatore	National Institute of Technology
12	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 (2013-2014)			
13	V. Kalaiarasi	Emotional Intelligence and Organizational performance	SRIT, Coimbatore
14	S. Prem Chandar	Role of SME in Indian Cloud revolution-An Exploratory Study	SRIT, Coimbatore