



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

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School of Management Studies

PROGRAMME SCHEDULE

International Conference on Advancements in Technology, Business and Management

27th to 29th March, 2019

Venue: IRC (International Research Centre)

Date	Forenoon (9.00 am to 12.00 pm)	Afternoon (01.00 pm to 03.00 pm)
27.03.2019	Registration & Inauguration	Human Resource & Finance Session
28.03.2019	Finance & General Management Session	Marketing & Technical Session
29.03.2019	Human Resource & Entrepreneurship Development Session	Valedictory



School of Management Studies

ORAL PRESENTATION SCHEDULE

International Conference on Advancements in Technology, Business and Management
27th March, 2019 Wednesday Venue: 1 Presentation Hall
Oral Session - 1 (01.00 PM- 03.00 PM)

SL. NO.	SESSION	Paper Code	Author Details	Article Title	Affiliated Institutions
1.	HR	ICATBM_02	G. Mallika, Research Scholar	Trends in select Pharma companies on employee engagement practices	AcharyaNagarjuna University
			Dr. P. Lakshmi Narayanamma, Associate Professor		VFSTR, Vadlamudi, Guntur, A.P,
2.	HR	ICATBM_07	Deepa Ann Jacob Research scholar,	Human capital and HRM: exploring new dimensions	School of management, Hindustan Institute of Technology and Science
3.	HR	ICATBM_08	H. HariHarasudha, Ph.D Research Scholar	The mediating role of self-factors on relationship between corporate social responsibility and employee commitment	Tamil Nadu Open University, Chennai
			Dr. N.Saranya Devi, Assistant Professor		
4.	HR	ICATBM_09	M. Jayanthi Research Scholar	An empirical relationship between training and development and employee performance	Department of commerce Vistas, Pallavaram, Chennai
			Dr.G.S.Maheswari Professor & Research Supervisor		
5.	HR	ICATBM_10	Dr.A.Narmadha, Assistant Professors	A study on factors intervening work life balance of women employees in it companies in Chennai	D.B.Jain college Chennai

6.	HR	ICATBM_12	C.Sivapriya ¹ , Research Scholar	Role of educational institutions in empowerment of visually challenged graduate women students – a study in Chennai region	School of Management Studies, Vels University, Chennai -117.
			Dr.S. Preetha ² , S.		
			Subhashini ³ Research Scholar		
7.	HR	ICATBM_18	Madhusudan. K. S Research Scholar &	A study on academic stress among engineering students a strategic approach to brand engineering education in India	School of Management, Hindustan Institute of Technology and Science, Padur, Chennai India
			Dr.Hariharasudhan.R Assistant Professor		
			C.Arjunn, Student		
8.	HR	ICATBM_89	S.Vasanthi, Research Scholar	Cross Training – A Long Term Beneficial Tool to an Employer	Dept of Commerce & Business Administration, Bharath Institute of Higher Education and Research, Chennai.
			Dr.S. Rabiyaathul Basariya, Associate Professor		
9.	HR	ICATBM_91	A.R.ShakilaDevi ^a Research Scholar	Employee Career Plateau and Job Stress Management –A Conceptual View	Dept of Commerce & Business Administration, Bharath Institute of Higher Education and Research, Chennai.
			Dr.S.Rabiyaathul Basariya ^b Research supervisor		
10.	HR	ICATBM_106	Dr.D.Asokk, Assistant Professor	Exploring Employee Empowerment Practices Through NLP SWISH technique for analysis of behaviourl change	Department of Management Studies, BSA Crescent Institute of Science and Technology, Chennai.
			Dr.S.Srimathi, Assistant Professor		Department of Commerce, Alpha Arts and Science College, Chennai.
			Dr.MitraPriya, Head of the Department		
11.	HR	ICATBM_110	Mr.J.M.JaffarSadiq ^a Assistant Professor	Stress Management in Research and Exploration Ventures	Department of Commerce Mohamed Sathak College of arts and science, Chennai,
12.	HR	ICATBM_116	R. LATHA, Ph.D. Research Scholar	Dimensions of labour welfare measures fulfillment: evidence from manufacturing companies	Department of Commerce, VELS Institute of Science Technology and Advanced Studies, Chennai
			Dr. P. JAGADEESAN Professor and Head		Department of Commerce, VELS Institute of Science Technology and Advanced Studies, Chennai
			P. BALAJI, Ph.D. Research Scholar		Department of Commerce, University of Madras, Chennai
13.	HR	ICATBM_118	Latha. P, Research Scholar	Effective balancing of work and life by women micro entrepreneurs - A qualitative	Dept .of Business Administration, Annamalai University.
			Dr. Rincy.V.MathewAsst.		

			Professor	study	
14.	HR	ICATBM_130	H. Hari Harasudha ¹ , Ph.D Research Scholar	The mediating role of self-factors on relationship between corporate social responsibility and employee commitment.	School of Management Studies, Tamil Nadu Open University, Chennai, Tamil Nadu
			Dr.N.Saranya Devi ² , Assistant Professor		
15.	HR	ICATBM_132	Vishnupriya Student	Obstacles to Women Leadership	B.B.A.L.L.B, VIT Law School, Vellore Institute of Technology, Chennai
			Ravichander Student		
			Abhilasha Menon Student		
			Gopinathan N Associate Professor		
16.	FINANCE	ICATBM_01	MaumitaChoudhury, Research Scholar	momitachoudhury@gmail.com	An Evaluation of Bank's Contribution in Financing MSMEs in Assam
			Prof. Chandana Goswami, Dean, School of Management Sciences	cg1@tezu.ernet.in	
			Dr B Senthil Kumar, Associate Professor		
17.	FINANCE	ICATBM_16	Reema. R. Varghese, Assistant Professor,	reemaroy16@gmail.com , 9952057170	A study on the Impact of Demonetization towards striving India to Cashless Economy
			R. Chandini, Assistant Professor,	chandinimonica20@gmail.com , 9176176240	
18.	FINANCE	ICATBM_34	Mr. K.C. Narayana Research Scholar	journalconference@yahoo.com	A study on investment of gold in India
			Dr. M. Ganesan, Dean Admin (Retd)		
			Ms. J. Pavithra, Assistant Professor		
19.	FINANCE	ICATBM_62	DrNupurOjha Assistant Professor	Nupur.ojha@jaipur.manipal.edu Ph 9314489749	A Methodical Review of Literature on Inter linkages between Green Finance and Sustainable Development
			Dr. OumKumari R Assistant Professor	oum.kumari@jaipur.manipal.edu Ph:9950473025	
20.	FINANCE	ICATBM_66	Lakshmi V ¹ ,	githa.lakshmi94@gmail.com ,	Analysis on workings of asset

			Assistant Professor	9445718532.	Reconstruction Company
			Shobana T ² , Assistant Professor		
			Dr.N.Gnanapandithan	iatpandith@gmail.com	
21.	FINANCE	ICATBM_115	S.Anithabose Assistant Professor	boseanitha1989@gmail.com	Influence of economic value added on share price: an empirical evidence from selected private sector banks in national stock exchange
22.	FINANCE	ICATBM_117	A.HEMALATH, Assistant Professor	hemasvk2004@gmail.com	A STUDY ON FINTECH – with special reference to PEER to PEER Lending
23.	FINANCE	ICATBM_137	B. VIMALA Ph.D. (Full-time) Research Scholar	bosevimala1994@gmail.com	Financial inclusion in BRICS countries – An Analysis
			Dr. K. ALAMELU Professor	alakkn@gmail.com 9787328309	
24.	FINANCE	ICATBM_140	Dr. K. ALAMELU Professor	alakkn@gmail.com 9787328309	Non Performing Assets – Bankers’ Nightmare And Growth Deterrent
			SALINI R CHANDRAN PhD (Full Time) Scholar	ramachandran.salu@gmail.com 9605492793	
25.	FINANCE	ICATBM_178	KhimavathDharana	khimavathdharana98@gmail.com	Monetary Strategy Shocks in Banking & Investigation on the Critical issues of shadow banking system.



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ORAL PRESENTATION SCHEDULE

International Conference on Advancements in Technology, Business and Management
28th March, 2019 Thursday Venue: 1 Presentation Hall
Oral Session - 1 (09.00 AM- 12.00 AM)

SL. NO.	SESSION	Paper Code	Author Details	Article Title	Affiliated Institutions
1.	FINANCE	ICATBM_254	Dr. S.Usha Assistant professor	A STUDY ON FINANCIAL RATIO ANALYSIS OF ICICI BANK	Department of Management Studies, University of Madras
			R.NitikaPriyaVarshini. IIMBA		
2.	FINANCE	ICATBM_280	Keerthana.T.P Research scholar	STUDY OF FINANCIAL RISK MANAGEMENT IN RENEWABLE ENERGY WITH REFERENCE TO LARGE AND MEDIUM ENTERPRISES IN COIMBATORE DISTRICT	Department of Commerce and Management School of arts and sciences, Amrita Viswa Vidyapeetham, Kochi,
			Dr.P.Balasubramanian Head and Assistant Professor		
3.	FINANCE	ICATBM_295	G.RANGARAJAN Ph.D scholar	AMALGAMATION OF REGIONAL RURAL BANKS – NEED FOR PERPETUAL STRATEGY	Department of Commerce, D.G. Vaishnav College, Chennai,
			DR. R .GANESAN		

			Research Supervisor Dr.S.THANGAMAYAN Assistant Professor	FOR DEVELOPMENT	
4.	FINANCE	ICATBM_307	Dr. P. VIJAYALAKSHMI Assistant Professor	VOLATILITY OF REAL RETURN AND IMPACT OF MONETARY POLICY RATES ON YIELD OF THE 182 DAYS TREASURY BILLS IN INDIA	Department of Commerce, Annamalai University Deputed to Kunthavai Naacchiyaar Govt. Arts College for Women (Autonomus), Thanjavur
5.	FINANCE	ICATBM_308	Dr. P. VIJAYALAKSHMI Assistant Professor	DOES THE INVESTOR EMOTIONAL AND SOCIAL BIASES DECIDE THE INVESTMENT DECISION?	Department of Commerce, Annamalai University Deputed to Kunthavai Naacchiyaar Govt. Arts College for Women (Autonomus), Thanjavur
			R. SATHISHKUMAR Research Scholar		Ph.D., Department of Commerce, Annamalai University, Chidambaram
6.	FINANCE	ICATBM_316	Dr. Velmurugan P. S. DEAN	Efficiency of Gold option contracts in India	School of Commerce and Business Management, Central University of Tamil Nadu
			Mr. Johnson Clement ² SCHOLAR		
7.	FINANCE	ICATBM_320	Mr. R. N. Vivekanandar, Associate Professor	A STUDY ON CUSTOMER SATISFACTION TOWARDS SHOP CLUES	School of Commerce – UG, Rathnavel Subramaniam College of Arts and Science, (Autonomous, Sulur, Coimbatore
			Dr. P. Rajini, Associate Professor		
8.	FINANCE	ICATBM_364	S. Krishnaprabu	Influence of different NPS levels on yield and yield components of maize (Zea mays L.) varieties	Department of Agronomy , Faculty of Agriculture, Annamalai University, Annamalainagar – 608 002, Tamil Nadu.
9.	GENERAL	ICATBM_45	C.Karthikeyan, Research Scholar	A study of the relationship between World income classification and emissions using logit and probit models	Dept. of Humanities and Social Sciences, NIT Tiruchirappalli
10.	GENERAL	ICATBM_63	Dr. OumKumari R Assistant Professor	Carbon Emissions from Indian Power Sector- A Roadmap towards Environmental Sustainability	Department of Economics Manipal University Jaipur

			DrNupurOjha Assistant Professor		School of Business and Commerce Manipal University Jaipur
11.	GENERAL	ICATBM_70	Dr.A.R.Nithya, Associate Professor,	Buddhism on Business Ethics Value Systems: Belief and Attitude of Budding Entrepreneurs	Hindustan Institute of Technology and Science, Chennai
			S.Moshik Raj, Student		
			C.Arjunn, Student		
12.	GENERAL	ICATBM_86	ShriPrabba.C.K. Asst.Prof.	Language skills teaching at the tertiary level	English Department Sri Sairam Engg. College
13.	GENERAL	ICATBM_138	ADITYA K.T	Study on impact of global management teams in present scenario	B.B.A.L.L.B, VIT Law School, Vellore Institute of Technology, Chennai
			MANISH BABU P S		
			Dr. N. GOPINATHAN		
14.	GENERAL	ICATBM_139	Manjari Karthik	Corporate Social Responsibility	Vellore Institute of Technology, Vandalur Kelambakkam road, Chennai-600127, India
			Narayanan		
			N.Asmitha		
15.	GENERAL	ICATBM_146	Y.Ebenezer Assistant Professor	Measuring effectiveness of economic growth on reducing infant mortality rate in Tamilnadu	School of law, Vel Tech University, Chennai
16.	GENERAL	ICATBM_154	Tisha Meriam Cherian, Research Scholar	Adoption of E business in Indian Construction industry: A Conceptual Model	Department of Management Studies B S Abdur Rahman Crescent Institute of Science and Technology- Chennai, India
17.	GENERAL	ICATBM_176	K S Usman Mohideen ^{1*} Assistant Professor	"KSA – APPROACH" OF GAP ANALYSIS TOWARDS MANAGEMENT GRADUATE'S DELIVERABLES AND INDUSTRY EXPECTATIONS – A CONTEMPORARY PERSPECTIVE OF HUMAN RESOURCE PROFESSIONALS	Department of Management Studies, Sri Sai Ram Engineering College
			S Helen Roselin Gracy ² Assistant Professor		
			S Pavithra		
			R Suresh		
			B Venkateswara Prasad ⁵ Associate Professor		
			J Praveen Babu		
18.	GENERAL	ICATBM_302	R.PREMALATHA Ph.D.Scholar,	A STUDY ON SOLID WASTE MANAGEMENT IN KANCHIPURAM DISTRICT, TAMILNADU	Department of Economics VELS Institute of Science, Technology and Advanced Studies
			Dr.S.THANGAMAYAN Assistant Professor		

			R. SATHISHKUMAR Research Scholar		Chennai Ph.D., Department of Commerce, Annamalai University, Chidambaram
19.	GENERAL	ICATBM_311	Charles Ambrose HOD,	A Study on "Construction of Sectoral Index in Telecom Industry- An Empirical Approach"	Department of Commerce St. Joseph's College (Autonomous)
20.	GENERAL	ICATBM_318	Velmurugan P.S Ashitha T	Women on Board, Regulations and Realit	School of Commerce and Business Management, Central University of Tamil Nadu
21.	GENERAL	ICATBM_365	S. Krishnaprabu	Comparative efficiency of integrated nutrient management in cotton-sunflower cropping system	Department of Agronomy , Faculty of Agriculture, Annamalai University, Annamalainagar – 608 002, Tamil Nadu.
22.	GENERAL	ICATBM_366	S. Krishnaprabu	Studies on evaluation of establishment methods and varieties on growth parameter of rice under aerobic condition	Department of Agronomy , Faculty of Agriculture, Annamalai University, Annamalainagar – 608 002, Tamil Nadu.
23.	GENERAL	ICATBM_367	S. Krishnaprabu	EFFECT OF GREEN MANURING AND NITROGEN LEVELS ON SOIL HEALTH AND YIELD OF RICE	Department of Agronomy , Faculty of Agriculture, Annamalai University, Annamalainagar – 608 002, Tamil Nadu.
24.	GENERAL	ICATBM_368	S. Krishnaprabu	Effect of incorporation of crop residue on physico-chemical properties and micronutrient status of soil green gram - sunflower sequece	Department of Agronomy , Faculty of Agriculture, Annamalai University, Annamalainagar – 608 002, Tamil Nadu.



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ORAL PRESENTATION SCHEDULE

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28th March, 2019 Thursday Venue: 1 Presentation Hall

Oral Session - 2 (01.00 PM- 03.00 PM)

SL. NO.	SESSION	Paper Code	Author Details	Article Title	Affiliated Institutions	
1.	MARKETING	ICATBM_06	NazimSha S, Research Scholar	Investigating the impact of underdog narrative advertising strategy on brand positioning and customer purchase intention	School of Management, Hindustan Institute of Technology and Science, Padur, Chennai India	
			Dr. M. Rajeswari		Associate Professor, School of Management, Hindustan Institute of Technology and Science, Padur, Chennai India	
2.	MARKETING	ICATBM_11	Dr.S. Preetha ² , S. S.Iswarya ²	Insurance advisor as a career choice for undergraduate students	School of Management Studies, Vels University, Chennai -117.	
3.	MARKETING	ICATBM_41	Balaji KC ¹ , Research Scholar	Sales Motivational Factors and Supervising Behaviour for salespeople with Reference to Organic Products	Department of Management studies, university of Madras, Chennai,	
			Dr.K.Sathyanarayan ² , Assistant Professsor			
			C.Arjunn, Student			
4.	MARKETING	ICATBM_72	Ms. Swati Prajapat, Research Scholar,	Brand Impressions and Creditability of Public Sector and Private Sector Banks of India	Manipal University Jaipur	
			Dr. NupurOjha, Assistant			

			Professor,		
5.	MARKETING	ICATBM_105	Ms. SWATI PRAJAPAT, RESEARCH SCHOLAR DR. NUPUROJHA, ASSISTANT PROFESSOR	Brand Impressions and Creditability of Public Sector and Private Sector Banks of India	MANIPAL UNIVERSITY JAIPUR
6.	MARKETING	ICATBM_107	Swetha. M.S Research Scholar, Buvaneswari P. S Assistant Professor	An empirical study on consumer awareness on digital footprints	Department of Commerce, University of Madras, Chepauk, Chennai,
7.	MARKETING	ICATBM_109	S. Ramachandran Research Scholar S. RabiyaathulBasariya, Associate Professor	A Study On Consumers' Preference And Their Buying Choice	Bharath Institute of Higher Education and Research, Chennai
8.	MARKETING	ICATBM_112	Dr.J.Chandrakhanthan, Assistant Professor Mr. A. Prasathkumar, Assistant Professor Mr.R.JimmyCartor, Assistant Professor	Impact of TV viewing on behavioural changes on children with special reference to Coimbatore, Tamil Nadu	School of Management, Sri Krishna College of Technology, Coimbatore. MAM B School, Trichy
9.	MARKETING	ICATBM_114	Major. Dr.R.Rajasekaran Dr.N.Gnanapandithan	Emerging Markets - A Study With Special Reference To Organic Product Market In Nilgiri District	
10.	MARKETING	ICATBM_120	ReenaKamalarajan Deputy General Manager	Impact of Brand personality on consumer buying behaviour with reference to Arun ice -creams, Chennai.	HatsunAgro Product Ltd., Chennai.
11.	MARKETING	ICATBM_136	Vaishnavi Balasubramanian ¹ Assistant Professor K.E Deepa Assistant Professor	What does a consumer really want? A study on online food delivery system.	Department of Management Studies, D.B Jain College, Chennai, T.N, India. Department of Commerce, D.B Jain College, Chennai, T.N, India.
12.	MARKETING	ICATBM_143	Dr. M. Sakthivel Murugan Professor-in-Charge	Empirical study on consumers behaviour towards information technology adoption in mobile phone usages in Chennai environ	D.B.Jain College, Chennai – 600 097
13.	MARKETING	ICATBM_154	Dr. S. Sridhar Research Scholar	A Study of the perceptions and expectations of viewers of Advertisements released by Insurance Companies in Chennai city	Post graduate and Research Department of Commerce, University of Madras

14.	MARKETING	ICATBM_155	Dr.Kavitha Muthukumaran Asst. Professor	DISTRIBUTOR'S VIEWS ON DIGITAL SERVICES OF AMCs WITH SPECIAL REFERENCE TO HDFC AMC	SSN School of Management
			Dr.K.Sampath Kumar Professor		
			Dr.Vijaya Mani Professor		
			G.Aparna Student		
15.	MARKETING	ICATBM_166	Dr. K. RAMPRABHA Assistant Professor	AN EMPHIRICAL STUDY ON THE INFLUENCE OF STORE RESONANCE AND SHOPPING MOTIVATION ON THE PURCHASE BEHAVIOUR AMONG SUPERMARKET SHOPPERS IN CHENNAI	Department of Business Administration, Vels Institute of Science, Technology and Advanced Studies
16.	MARKETING	ICATBM_167	VaishnaviBalasubramanian Assistant Professor	A study on online food delivery system with development of food credibility Model (OFCM)	Department of Management Studies, D.B Jain College, Chennai
			K.E Deepa ² Assistant Professor		Department of Commerce, D.B Jain College, Chennai
17.	MARKETING	ICATBM_172	Balaji KC ¹ , Research Scholar	Sales Motivational Factors and Supervising Behaviour for salespeople with Reference to Organic Products	Department of Management studies, university of Madras, Chennai
			Dr.K.Sathyanarayan ² , Assistant Professsor		
18.	MARKETING	ICATBM_173	Dr. M. SakthivelMurugan Professor-in-Charge	EMPIRICAL STUDY ON CONSUMERS BEHAIOUR TOWARDS INFORMATION TECHNOLOGY ADOPTION IN MOBILE PHONE USAGES IN CHENNAI ENVIRON	D.B.Jain College, Chennai – 600 097
19.	MARKETING	ICATBM_180	R.Ravimohan Ph.D Scholar	Consumer Dissonance And Its Influence On Consumer Service Quality in Quick Service Restaurants In Chennai City	Bharathiar University, Coimbatore 641046,Tamilnadu India
			Dr.R.Nandagopal Director,		Xavier Institute of Management and Entrepreneurship, Kochi,683503,Kerala, India
20.	MARKETING	ICATBM_207	Dr. Fabian Andrew James, Assistant Professor	The Mediating effect of work quality on the relationship between shift work, customer satisfaction and profitability	AMET Business School, AMET Deemed to be University
21.	MARKETING	ICATBM_210	R.Ravimohan Ph.D Research Scholar	Consumer Dissonance and its Influence on Consumer Loyalty in Quick Service Restaurants in Chennai City	Bharathiar University, Coimbatore ,India,
			Dr.R.Nandagopal Director		Xavier Institute of Management and

					Entrepreneurship ,.Kochi, India
22.	MARKETING	ICATBM_220	Dr.J.Chandrakhanthan, Assistant Professor	Impact of TV Viewing on Behavioural Changes on Children with Special Reference to Coimbatore, Tamil Nadu	School of Management, Sri Krishna College of Technology, Coimbatore.
			Mr.A.Prasathkumar, Assistant Professor		Department of Management Studies, BSA Crescent Institute of Science and Technology, Chennai
			Dr.D.Asokk, Assistant Professor,		
23.	MARKETING	ICATBM_229	Dr.Ganapathy S Head	A COMPARATIVE STUDY ON CUSTOMER SERVICE QUALITY OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN CHENNAI CITY	Academic Asst. Coordinator, Dhanraj Baid Jain College, Chennai
24.	MARKETING	ICATBM_268	K.SAMPATH KUMAR MBA	A STUDY ON IMPACT OF MARKETING STRATEGY ONADVERTISEMENT AND SALES PROMOTION IN TRIMURTHI LEDERWAREN PVT LTD .CHENNAI	School of Management Studies, Sathyabama Institute of Science and Technology Chennai
25.	MARKETING	ICATBM_327	M.SIVAPRIYA, Assistant Professor	BRAND EQUITY OF HERBAL SKIN CARE PRODUCTS IN TIRUCHIRAPPALLI DISTRICT	School of Management Studies Sathyabama Institute of Science and Technology
			Dr. V.P.T.DHEVIKA, Assistant Professor		Commerce Shrimati Indira Gandhi College Tiruchirappalli
			Dr.O.T.V.LATASRI, Assistant Professor		
26.	MARKETING	ICATBM_333	Balaji K, Research Scholar	FACTORS IMPACTING THE REPURCHASE INTENTION OF ONLINE CUSTOMERS: AN EMPIRICAL STUDY IN CHENNAI CITY	Department of Management Studies, University of Madras
27.	MARKETING	ICATBM_352	Dr.Kabirdoss Devi, Assistant Professor (SG)	A Contemporaneous Survey on the Consumer Brand Preferences for Air Conditioners in West Chennai	Department of Management Studies, Saveetha Engineering College.
			Dr.A. Anupama Juliet Associate Professor		
			Mr.J. Michael Mariadhas, Assistant Professor		
28.	MARKETING	ICATBM_382	T.MariSelvam, Research Scholar	AN EMPIRICCAL STUDY ON THE FACTOS IMPACTING THE INTENTION TO PURCHASE ORGANIC FOOD PRODUCTS	PG and Research Department of Commerce, M.R.Government Arts College,
			Dr.S.RajKumar,		

			Research Advisor and Assistant Professor,		Bharathidasan University.
29.	MARKETING	ICATBM_390	S.RAJKAMAL ASST PROF	THE STUDY ON CONSUMER PREFERENCE TOWARDS FLAGSHIP AND FLANKER BRANDS OF HUL AND P&G	FACULTIES OF SCIENCE AND HUMANITIES SRM INSTITUTE OF SCIENCE AND TECHNOLOGY RAMAPURAM CAMPUS



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 Oral Session - 2 (01.00 PM- 03.00 PM)

SL. NO.	SESSION	Paper Code	Author Details	Article Title	Affiliated Institutions
1.	CSE	ICATBM_25	Dr.V.VinuChakravarthi, Assistant Professor	Analysis on technology-enabled learning certifications and its Impact on Middle Level Employees- With special reference to Sales professional in Chennai City	Department of Business Administration,SriSankara Arts & Science College,Kanchipuram
			V.SuriyaPrakash Student		Waikato Institute of Technology, Newzeland
2.	ECE	ICATBM_77	J.Ann Roseela ¹ , , ¹ Research Scholar, Email: ² , ^{3,4} ,	Real time industrial data acquisition using hanging robot	ECE Department, Dr.M.G.R.Educational and Research Institute, Chennai.
			Dr. T.Godhavari ² Professor		
			S.Sadhana ³ , S.Vijay krishnan ⁴ Student		

			Dr. DhivyaSathish Assistant Professor		
3.	ETC		S.D.Mendhule- ¹ , ¹ M.E. (Scholar) Dr. R.J.Bhiwani ² ² Professor	Detection and Quantification of Microaneurysm using Image Processing	Dept. of Electronics and Telecommunication, BabasahebNaik College of Engineering, Pusad
4.	CSE	ICATBM_83	Rajakumar P R.Chithambaramani,	A Client Based TTL Method for maintaining Cache Consistency in Mobile Adhoc Networks	Dept. of Computer Science and Engineering, Karpagam College of Engineering, Coimbatore – 641032.
5.	CSE	ICATBM_87	Shashank Sharma and Dr. SumitSrivastava	EBPA: A Framework For Analysis Of Process Performance Based On Real Time Data Of NASA Application	MU Jaipur
6.	CSE	ICATBM_90	IrinSherly. S, Assistant Professor, Maria SoithamPrincy. A, UG Scholar Monisha. S UG Scholar Nandhini. K UG Scholar	An efficient method to rescue patient using smart ambulance	Department of Information Technology, Panimalar Institute of Technology, Chennai.
7.	CSE	ICATBM_104	S.IRINSHERLY, Assistant professor A.DHARANESWARI, UG Scholar J.JENCY PRIYA, UG SCHOLAR S.MOHANAPRIYA, UG Scholar	AN EMERGING TECHNOLOGY FOR SMART ELECTRICITY GENERATION SYSTEM	Department of Information Technology, Panimalar Institute of Technology,Chennai
8.	ECE	ICATBM_123	Nikhil Sanga UG student VaidehiKulkarni UG student	Monitoring Hardness of Water Continuously and Automatically	Dept. of Instrumentation and control engineering Vishwakarma Institute of Technology, Pune,
9.	CSE	ICATBM_124	Bismin V. Sherif Research Scholar Dr. P. Salini	Congestion Mitigation Approaches in Wireless Sensor Networks: Trends and Opportunities	Department of Computer Science and Engineering Pondicherry Engineering

			Assistant Professor		College, Pondicherry
10.	ECE	ICATBM_150	S.LEELALAKSHMI, RESEARCH SCHOLAR	ANALYZING AND VISUALISING PCAP FILES	BHARATHIAR UNIVERSITY
			K.TAMILSELVI,RESEARCH SCHOLA		
			K.RAMESHKUMAR,RESEARCH GUIDE		
11.	ECE	ICATBM_157	Gayathri.K,	DESIGN OF POWER-AWARE AND HIGH SPEED HYBRID FULL ADDER USING XOR AND XNOR GATES	MIT,ANNA UNIVERSITY,CHENNAI
			Prof Mrs. Sridevi.C		
12.	ECE	ICATBM_205	Vishal vaibhav	Waste Heat Recovery System using Shell and Tube Heat exchanger And Phase change materials	Agni college of Technology,Chennai-600 119,India
			P.Purushothaman		
			V.TanishqVasanth		
			N.Vinothkumar		
			S.Rubbesh		
13.	ECE	ICATBM_214	BudhiSwapnika	Twist of Blind Eye using End to End automatic Speech Recognition	R.M.K College of Engineering and Technology
			Ponmala		
			SareddyPallavi		
			Swetha S		
14.	CSE	ICATBM_240	Praveena M	SENTIMENT ANALYSIS	Department of Computer Science and Engineering KCG College of Technology.
			Rittika K		
			Savitha S		
			Deenadayalan T (Assistant Professor)		
15.	CSE	ICATBM_255	Mrs.G. Priyanka, Assistant Professor(Senior Grade)	Automatic Caption Generation from images based on Facial Emotions using Deep Learning Techniques	Department of Computer Science and Engineering, Mepco Schlenk Engineering College, Sivakasi
			Ms. S. N. Roobini		
			Ms. M.Harishma		
			Ms. B. Swarnalakshmi		
16.	CSE	ICATBM_256	Mr.C.Balasubramanian, Assistant Professor	An Integrated Approach for Refined Facial-image Retrieval Using SIFT and Click-through Data	Department of Computer Science and Engineering, Mepco Schlenk Engineering College, Sivakasi
			Dr.J.RajaSekar, Associate Professor		
17.	CSE	ICATBM_259	Praveen MuthusamyJ,Student	EXAM MANAGEMENT SYSTEM IN DIGITAL ENVIRONMENT	KCG college of Technology
			Senthil R , Student		
			ShriRadha Krishnan B , Student		

			Santhosh Kumar P , Student Dr.Balaji A , Assistant Professor		
18.	ECE	ICATBM_296	K.G.SHANTHI S. Aishwarya R. Deeptha S.Deepika S.Durga R. SATHISHKUMAR Research Scholar	Smart trolley with Automatic Billing Section Using RF-ID and ZIGBEE	Department of Electronics and Communication, R.M.K. College of Engineering and Technology Ph.D., Department of Commerce, Annamalai University, Chidambaram
19.	CSE	ICATBM_356	Benjamin.D Final Year S.Manikandan STUDENT M.Esakki Manikandan STUDENT	Vehicle Licence Plate Recognition using modern smart Glasses	Computer Science and Engineering National Engineering College
20.	CSE	ICATBM_452	Dr. Balaji A; Infant Sam Christian; Mahesh Sanjay Shedge; Smriti Porwal	Indoor Navigation and Content Curation Model using Image and Audio processing with Augmented Reality Interface	Bachelor of Engineering, KCG College
21.	CSE	ICATBM_421	ANCY MATHEW; NANDHINI N; S U SHINY	CONVERSION OF HAND GESTURE TO TEXT USING IMAGE PROCESSING	Bachelor of Engineering, KCG College
22.	CSE	ICATBM_480	SRI HARI V; SUDARASAN V; SUSHL EZEKIEL; PRAVEEN JOE	ENABLING THE STUDY OF ACADEMIC PERFORMANCE THROUGH MACHINE LEARNING TECHNIQUES	Bachelor of Engineering, KCG College
23.	CSE	ICATBM_453	Rakesh Dondapati ^{RESEARCH SCHOLAR} ; Dr.S.Rabiyathul Basariya, RESEARCH GUIDE	A study of Consumer Awareness for Green Marketing	Dept of Commerce & Business Administration, Bharath Institute of Higher Education and Research, Chennai.
26.	MECH	ICATBM_21	¹ S.Ravikumar, ¹ Associate Professor, ² J.Mohan raj, ² S.C.Udhayan, ² M.Surendar UG Students	Material Characteristic Studies of TIG Welded COR-TEN A242 Graded Steel	Dept of Mechanical Engineering, JeppiaarMaamallan Engineering college, Sriperumbudur, Chennai-

					602108,
27.	MECH	ICATBM_49	S. Ravi kumar , Associate Professor	Corrosion resistance studies for aluminium alloys with graphene coating processes – a review	Dept of Mechanical Engineering, JeppiaarMaamallan Engineering college, Sri perumbudur , Chennai
			² N. Sakthianand, UG Students		
			² M. Jeffry Raakesh UG Students		
28.	MECH	ICATBM_108	S.Ravikumar Associate Professor	Corrosion Resistance Studies For Aluminium Alloys With Graphene Coating Processes – A Review	Dept of Mechanical Engineering, JeppiaarMaamallan Engineering college, Sriperumbudur, Chennai
			² N.Sakthian UG Student		
			² M.Jeffry Raakesh UG Student		
29.	MECH	ICATBM_131	Thomas Gregory Student	Corrosion behaviour of AZ31 Magnesium alloy in addition with Calcium immersed in NaCl solution	Department of Mechanical Engineering, Vel Tech Multi Tech Dr.RangarajanDr.Sakunthala Engineering, Chennai
			R.Rajesh, Student		
			D.Ramanan, Student		
			A.ThamaraiSelvan Assistant Professor		
			S.Palani, Associate Professor		
30.	MECH	ICATBM_144	S.Ravikumar Associate Professor,	MATERIAL CHARACTERISTIC STUDIES OF TIG WELDED COR-TEN A242 GRADED STEEL	Dept. of Mechanical Engineering, JeppiaarMaamallan Engineering college, Sriperumbudur, Chennai
			J.Mohan raj UG Students		
			S.C.Udhayan UG Students		
			M.Surendar UG Students		
31.	MECH	ICATBM_172	¹ S.Ravikumar Associate Professor	MATERIAL CHARACTERISTIC STUDIES OF TIG WELDED COR-TEN A242 GRADED STEEL	Dept. of Mechanical Engineering, Jeppiaar Maamallan Engineering college
			² J.Mohan Raj, UG Students		
			² S.C.Udhayan, UG Students		
			² M.Surendar, UG Students		
32.	CIVIL	ICATBM_12	C. VAIDEVI ¹ , ¹ Ph.D Scholar	Experimental Study on Properties of Self-Compacting Concrete with a Partial Replacement of Marble Waste as a Fine aggregate	St.Peter's Institute of Higher Education & Research
33.	CIVIL	ICATBM_305	¹ D. Benita Hexton	EVALUATING STRENGTH ASPECTS OF	Department of civil Engineering,

			Research scholar S. Senthil Selvan P.hd Guide, Professor	CEMENT MORTAR BY USING MINERAL ADMIXTURE AND NANO PARTICLES	SRM Institute of Science and Technology
			R. SATHISHKUMAR Research Scholar		Ph.D., Department of Commerce, Annamalai University, Chidambaram



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School of Management Studies

ORAL PRESENTATION SCHEDULE

International Conference on Advancements in Technology, Business and Management

29th March, 2019 Friday Venue: 1 Presentation Hall

Oral Session - 1 (09.00 PM- 11.00 AM)

SL. NO.	SESSION	Paper Code	Author Details	Article Title	Affiliated Institutions
1.	HR	ICATBM_133	Easwar Rajkumar Student Gopinathan N Associate Professor	Changes That Can Be Brought in Manufacturing Industries to Improve Efficiency	B.B.A.L.L.B, VIT Law School, Vellore Institute of Technology, Chennai
2.	HR	ICATBM_134	P. Rajeswari Ph.D Full Time Scholar Dr. Beulah Sureshb Assistant Professor & Head	An Empirical Study on the Quality of Professional Life of Faculty Members in Arts and Science	Business Administration Department, Auxilium College (Autonomous), Vellore 632 006, India
3.	HR	ICATBM_135	Namrata Arjun Student	Impact of Human Resource in making and breaking a business	B.B.A.L.L.B, VIT Law School, Vellore Institute of Technology, Chennai

			Isabell Manoj Student		
			Nayanthara Student		
4.	HR	ICATBM_162	R. Latha Ph.D. Research Scholar	Dimensions of Labour Welfare Measures Fulfillment: Evidence from Manufacturing Companies	Department of Commerce, VELS Institute of Science Technology and Advanced Studies, Chennai
			Dr. P. Jagadeesan Professor and Head		
			P. Balaji Ph.D. Research Scholar		
5.	HR	ICATBM_164	Dr.M.P.AGATHIYAR SCHOLAR	HEALTHY HUMAN RESOURCES MANAGEMENT WITH EMOTIONAL CONSTANCY BY YOGA - AN HEALTH ECONOMIC PERPECTIVE	DEPARTMENT OF ECONOMICS, VISTAS, Chennai –117
			Prof. Dr S.N. SUGUMAR H.O.D		
6.	HR	ICATBM_181	Bharthvajan R Assistant Professor	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT IN ITS SOLUTIONS	Bharath Institute of Higher Education and Research, Selaiyur, Chennai
			Dr. S FabiyolaKavitha Associate Professor		
			Prof. Sukirtha Suresh		
7.	HR	ICATBM_182	V.M.Suryaprakash Ph.D Full-Time Research Scholar	IMPACT OF WORK PLACE STRESS ON HEALTH AMONG PUBLIC AND PRIVATE BANK EMPLOYEES - A COMPARATIVE ANALYSIS	Department of Management Studies AVS College of Arts & Science, Salem
			Dr. M. Hema Mary Assistant Professor		
8.	HR	ICATBM_206	R. Ramamoorthy, Assistant Professor	STUDY ON STRESS MANAGEMENT AT MOTHERSON AUTMOTIVE TECHNOLOGIES & ENGINEERING CHENNAI	Department of Management Studies, BIHER.
			Dr K.P Thooyamani, Pro VC, BIHER.		
9.	HR	ICATBM_209	Dr.P.ABIRAMI, MCS, MBA, M.Phil, Ph.D. Associate Professor	Influence of Organizational climate to Job satisfaction	MNM Jain Engineering College Thoraipakkam Chennai
			Dr.J.Sivasubramanian, Adhoc Faculty		
					Department of Management Studies, National Institute of Technology, Tiruchirappalli

10.	HR	ICATBM_279	Dr.G.S.SUBASHINI * Assistant professor	Green HRM Practices and sustainability in Manufacturing Industries.	Department of Business Administration, Annamalai University Deputed to Kunthavai Naacchiyar Govt.Arts College for Women(A)
11.	HR	ICATBM_312	M. Rajapriya Assistant Professor	AN EMPIRICAL STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT IN ASHOK LEYLAND COMPANY LIMITED, CHENNAI.	Vels Institute of Science Technology & advanced Studies
			Dr. Jawahar Rani Professor		St. Joseph Engineering College
			CAPT. N. KUMAR Director		Vels Institute of Science Technology & advanced Studies
			S. Arul Krishnan Assistant Professor		Saveetha Engineering College, Department of Management Studies
12.	HR	ICATBM_313	1.SATHYA AARTHI.R Research Scholar	AN EMPIRICAL STUDY ON PERFORMANCE APPRAISAL OF EMPLOYEES IN EVEREADY INDUSTRIES INDIA LIMITED	Vel Tech Ranga Sangu Arts College
			& 2. Dr.K. RAVISHANKAR Associate Professor		Vel Tech Rangarajan Dr.Sagunthala R&D Institution of Technology.
13.	HR	ICATBM_336	Mrs.M.LISHMAH DOMINIC Assistant Professor	THE EMPLOYEE SATISFACTION IN E-RECRUITMENT	MBA Dept. S.A.Engineering College.
			Ms K Snehalatha MBA I		
			Ms K Shobana MBA I		
14.	HR	ICATBM_339	Dr. D.Jaichitra, Assistant Professor,	A STUDY ON GENDER EQUALITY AND WOMEN EMPOWERMENT IN THE WORK FORCE	Asan Institute of Management, Asan Memorial College of Arts & Science, Chennai
			Mrs. P.Parameswari, Assistant Professor		
15.	ED	ICATBM_13	Ms. Jalal Md.Nachiyar, Research Scholar	jmereen2010@gmail.com	Online Business - The convenient source to Success Women Entrepreneurs with reference to Chennai City
			Dr B Senthil Kumar, Associate Professor		
16.	ED	ICATBM_212	Dr.C.Ramesh Kumar ¹	crkumar23@gmail.com	A study on analysis of social activities performed by women entrepreneur with special reference to Chennai city
			V.Radhika ²		

17.	ED	ICATBM_237	Beulah Suresh Head & Assistant Professor		“Empower Women to Enlighten India” – Validation of Women Empowerment Scale with Reference to Vellore District.
			Arivuselvey. V. J ^b Ph. D Research Scholar	arivuselvey.jayaraman@gmail.com	
18.	ED	ICATBM_261	ZizahCheSenik	zizahcs@ukm.edu.my Tel: +603 89213751	Internationalization Strategies of Agribusiness Industry in Emerging Markets
			RidzuanMd Sham	ridzuan@mfi.unikl.edu.my	
			HamizahAbd Hamid	hamizah.h@ukm.edu.my	
19.	ED	ICATBM_345	Velmurugan P. S Dean		Farmer Producer Organisation – A boon for Small and Marginal farmers with special reference to Thiruvarur District