LIST OF PUBLICATIONS

Papers Presented/published - International


Paper Presented Conference National/ International


- “Recent financial Recession and its Impacts a Consumer Behavior” – International Conference on “Globalization and consumer Protection” Organised by Research Centre for Consumerism, Kalasalingam University, Paper Published with ISBN Number.

- “Is Slowdown the Best Time to Start” – National Conference on The Role of CEOs in Recuperating the Global Economy organized by SNS Business School, SNS College of Technology.

- “Impact of culture on Merger & Acquisition” – National Conference on Crisis Management Organized by Adithya Institute of Technology.


- “Creativity, Innovation & Entrepreneurship” – National Conference on Role of Technical and Management Institutions In Cultivating Entrepreneurs Organised by VLB Janakiammal College of Engineering & Technology Paper Published with ISBN Number.


• “E-Finance in the Mobile World” – International Conference on Global Business, IT and Management for Economic Development by Global Strategic Institute and Madonna University – USA and Nehru College of Management – Coimbatore.