

## Article - Faculty Publications in April 2008- March 2009

S.No	Faculty	Title	Journal
1	Dr.R.Nandagopal	The role of Attitudes in strategic investment decision making	ICFAI Reader, July 2008 , Vol. XI, No.07pp15-21
2	Dr.R.Nandagopal	Firm Size as a Moderator of the relationship between business strategy and performance in Indian Automotive Industry	Srusti Management Review, Vol.2, No.2, Jan-June 2009
3	Dr.R.Nandagopal	The influence of Business strategy on the performance of Automotive industry in India	SIEMA vol.8No.2 Feb2009,pp3-8
4	Dr.R.Nandagopal	Corporate Governance – Issues of way a head	SIEMA Magazine Vol8, No:6, June 2009
5	Dr. R Krishnaveni	Human Resource Capacity Score GRID – a tool for Human Resource Management function excellence	Int. J. Indian Culture and Business Management, Vol. 2, No. 2, pp.211–232, 2009
6	Dr. R Krishnaveni	Enhancing the Capacity of Recruitment and Selection activity through HRCAP	Fortune journal of International management, Volume 4, No 2, July-Dec 2008, pp219-34
8	Dr. R Krishnaveni	Capacity Building Process for Sustainable Organization Growth	BVIMR Management Edge, Vol. 1, No. 2, Jan-July 2008, pp. 12-26
9	Dr. R Krishnaveni	Development of HR Score Grid	Prathimba- The Journal of IMIS, Vol 8, issue 1, Jan-June 2008, pp 7-20
10	Dr. R Krishnaveni	‘Capacity Building Process for HR excellence’	VISION –The Journal of Business perspective, MDI, Vol 12, No 2 April-June 2008.
11	Dr. R Krishnaveni	‘Capacity building as a tool for assessing training & development activity: An Indian Case Study	International Journal of Training & Development, Vol. 12:2, 2008, pp. 121-134.

12	Dr. R Krishnaveni	Capacity building process for Metamorphosis of Recruitment and Selection Activity	The Journal of the IILM Institute for Higher Education, Volume 12, number 1, 2008.
13	Dr. R Krishnaveni	Role of HRD practices in building organisational commitment	Journal of Contemporary Research in Management ,Vol3, No2., June 2008.,pp59-68
14	Dr. R Krishnaveni	Concepts and measures of Emotional intelligence –A research perspective	Journal of Contemporary Research in Management , Vol3, No2., June 2008.,pp69-84
15	Dr. R Krishnaveni	Organisational Development through mutual consortium of local industrie	Journal of Contemporary Research in Management ,Vol3, No2., June 2008.,pp49-58
16	Dr. R Krishnaveni	Factors that enable knowledge management in information technology organizations	Journal of contemporary Research in Management , Vol 4 , No 4, Oct-Dec2008, pp 81-100
17	Dr. R Krishnaveni	Gender variations in perception of professional characteristics of educators	Gyanodaya The Journal of Progressive Education”, Vol1 , No 2, Jan-Dec 2008, pp 95 -102
18	Dr. R Krishnaveni	‘Impact of Age Diversity on Education Characteristics’	Chintan, No 2, Sep. 2008. pp 86-93.
19	Dr. R Krishnaveni	Variation in Perception of Professional Characteristics of Educators	Gyanotaya Journal of Progressive Education Vol. No.1, No.2, July to Dec. 2008. ISSN No, 0974-1801, pp 95-102.
20	Dr. R Krishnaveni	“Revalidation process for established instruments: A case of Myer & Allen organization commitment scale”	<b>The ICFAI Journal of OB</b> , The Icfai Business School, Hyderabad, India, Vol VII, No 2, April 2008, pp7-17.
21	Dr. D. Sudha Rani	“An Empirical Study on the Impact of Environmental Uncertainty on the Lean Practices of Small Manufacturing Firms”	Journal of Contemporary Research in Management, Vol.3, No.3, pp 113 July to Sep 2008.
22	Dr. D. Sudha Rani	“Application of Visual.PLS in the Supply Chain Management with Special reference to the trading practices in Tirupur garment industry	Contemporary issue in Management research, Excel Books, 2009

23	Dr. D. Sudha Rani	Analysing Customer Buying Habits & Customer Perceptions in Tiruvanathapuram	Customer Protection and Welfare Kalasilingam University & Snam's Book House Pvt. Ltd., pp 31-33, Dec.2008
24	Dr. D. Sudha Rani	Effect of price perception and Brand Familiarity”, in Journal of Management and Entrepreneurship	XIME, Bangalore, Jan-Mar 2009, Volume II, Issue I.
25	Dr. V. Srividya	Role of Banks in Microfinance Intervention	SIEMA Magazine, Vol. 8, No.1, January 2009
26	Dr. Krishnaveni Muthiah	A study on the industry profile of servo stabilizers manufacturing SSI units of Coimbatore region	Journal. Of Contemporary Research, in Management Vol.3, No.4. Dec. 2008, pp.111-120.
27	Ms. V. Thilagam	Model for Measuring small firm success	Journal of Contemporary Research in Management Vol. 3; No.4 Oct-Dec, 2008. Issn : 0973-9785
28	Ms. K. Sri Gayathridevi	Kinesics Pattern Study in Social interactions	Journal of Contemporary Research in Management, a quarterly Journal of Contemporary Issues Vol.3; No.4 Oct – Dec 08 pp. 51 – 62.
29	Dr. S.S. Shanthakumari	Multicollinearity – Estimation & Elimination	Journal of Contemporary Research in Management Vol.3; No.1 Jan – Mar08 pp.87 - 95
30	Dr. N. Vivek	“An Empirical Study on the Impact of Environmental Uncertainty on the Lean Practices of Small Manufacturing Firms”	Journal of Contemporary Research in Management, Vol.3, No.3, pp 113 July to Sep 2008.
31	Dr. N. Vivek	An Empirical Study on the Impact of Environmental Uncertainty on the Lean Practices of Small Manufacturing Firms	Journal of Contemporary Research in Management, Vol.3, No.3, pp 113.
32	Mr. R. Jagajeevan	‘Artifacts affectinf Organization Culture’	ICFAI Journal for Soft Skills, September Edition 2008.
33	Mr. R. Jagajeevan	MBWA for effective HR practice	Genesis Resonance, a national level journal in December 2008 edition
34	Ms. D. Kavitha	Corporate Governance – Issues & way ahead	SIEMA Magazine Vol 8, No:6, June 2009
35	Mr. .J. Joshua Selvakumar	“Production and Exports of Marine Products”	Jaganath Institute of Management Journal, Delhi (24 <sup>th</sup> Oct. 2008).

36	Dr. Sekkizhar	“Application of Visual.PLS in the Supply Chain Management with Special reference to the trading practices in Tirupur garment industry	Contemporary issue in Management research, Excel Books, 2009
37	Dr. Swamynathan	“Application of Visual.PLS in the Supply Chain Management with Special reference to the trading practices in Tirupur garment industry	Contemporary issue in Management research, Excel Books, 2009
38	Dr. N. Ramkumar	Role of HRD Practices in Building Organizational Commitment	Journal of Contemporary Research in Management, Vol. 3, No.2, April-June, 2008
39	Dr. N. Ramkumar	Organizational Performance Metrics in the Hands of HR Researchers – An Analysis	Prestige International Journal of Management and Research, Vol.1, No. 2 July – Dec 2008
40	Dr. N. Ramkumar	“Revalidation process for established instruments: A case of Myer & Allen organization commitment scale”	<b>The ICFAI Journal of OB</b> , The Icfai Business School, Hyderabad, India, Vol VII, No 2, April 2008, pp7-17.
41	Mr. R. N. Ajith Sankar	“If trees stop Breathing, I stop Breathing”	The Inquirer, Pondicherry University