

News Watch

- 31/03 Start-up selected for mentorship programme in Singapore
29/03 Minister inaugurates coaching centre for competitive exam. in Erode
27/03 Insect Museum opened at TNAU
26/03 Students walk through history
25/03 Cycle-sharing gaining popularity in Coimbatore
22/03 'Public co-operation vital to increase forest cover'
21/03 'Indian academic programmes offer greater scope for growth'
20/03 Salem Corporation rolls out hospital on wheels
19/03 Workshop on financial planning held
18/03 Small industries seek setting up of Defence hub in Salem
17/03 Fibre production should increase substantially: Textile Commissioner
16/03 Over 26,000 to appear for SSLC examination in Erode Dist.
15/03 An app to help train passengers
14/03 T.N has second highest salary, pension expenditure
13/03 Hero stone found in Yercaud hills
12/03 IT business model is now lesser hardware, people, licences
10/03 work on AMRUT green park under way
09/03 All women railway station soon
07/03 Over 300-year-old wooden temple car on display
06/03 DPSUs display components at expo
05/03 Importance of Intellectual Property Rights explained
04/03 From plastic to eco-friendly bags
03/03 Protect wetlands in Ooty, says Trust
02/03 Warning system to prevent man-animal conflict
01/03 26,857 students to appear for Plus-Two examinations

KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) NANJANAPURAM, ERODE – 638 107.



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March, 2018
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NEW ARRIVALS

Commerce/Management/Corp/Economics

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...NAAGARAZAN . R . S
ADVANCED MANAGEMENT THEORY ... NATARAJAN . L
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ADVERTISING AND SALESMANSHIP ... SARAVANAVEL P / SUMATHI . S
ADVERTISING MANAGEMENT .. NAYARAN . B
BRAND MANAGEMENT ... NATARAJAN . L
BUSINESS COMMUNICATION .. RAGHUNATHAN N . S / SANTHANAM . B
BUSINESS COMMUNICATION .. SATHYA SWAROOP/ BHAGABAN DAS
BUSINESS ECONOMICS ... CHOPRA . P . N
BUSINESS ENVIRONMENT .. BALAJI . C . D
BUSINESS ENVIRONMENT .. KHATRI . P . V , KADAYAN . J . S / RASHMI
BUSINESS ENVIRONMENT ... SANKARAN . S
BUSINESS ETHICS .. MURTHY . C . S . V
BUSINESS ETHICS AND VALUES ... SANKARAN . S
BUSINESS ORGANISATION ... BALAJI C . D
BUSINESS ORGANISATION ... BALAJI C . D and PRASAD . G
BUSINESS POLICY AND STRATEGIC MANAGEMENT ... SANKARAN . S
BUSINESS REGULATORY FRAMEWORK .. SANKARAN . S
BUSINESS RESEARCH METHODOLOGY ... SACHDEVA . J . K
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CONSUMER BEHAVIOR ... SITA RAM SINGH
CONSUMER BEHAVIOR ... RAJU . M . S and XARDEL DOMINIQUE
CONSUMER BEHAVIOUR ... NATARAJAN . L
CONSUMER BEHAVIOUR ... GURPREET KAUR CHHABRA
COST AND MANAGEMENT ACCOUNTING ... REDDY T.S / HARI PRASAD

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CUSTOMER RELATIONSHIP MANAGEMENT ... SHEELA RANI . S
E-BUSINESS AND E-COMMERCE ... RIZWAN AHMED P
EFFECTIVE BUSINESS COMMUNICATION ... OBER SCOT
ENTERPRISE RESOURCE PLANNING .. RIZWAN AHMED . P
ENTERPRISE RESOURCE PLANNING ... VINOD KUMAR
ENTREPRENEURIAL DEVELOPMENT ... JAYSHREE SURESH
ENTREPRENEURSHIP AND MANAGEMENT .. NAGENDRA/MANJUNATH
ENTREPRENEURSHIP AND SMALL BUSINESS .. SCHAPER MICHAEL
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT ..
VIJAYSHREE . P . T and ALAGAMMAI . M
ESSENTIALS OF BUSINESS ENVIRONMENT ... ASWATHAPPA . K
ESSENTIALS OF STRATEGIC MANAGEMENT ... HUNGER DAVID . J
FINANCIAL AND MANAGEMENT ACCOUNTING .. REDDY T . S
FINANCIAL MANAGEMENT .. AMIT KUMAR ARORA
FINANCIAL MANAGEMENT ... MURTHY . A
FINANCIAL MANAGEMENT ... SRIVASTAVA . R . M
FINANCIAL MARKETS AND SERVICES ... NATARAJAN . L
FINANCIAL SERVICES ... SANTHANAM . B
FOREIGN DIRECT INVESTMENT ... VALAN ARSAU .
FOREIGN EXCHANGE AND FINANCING OF FOREIGN TRADE ..
SANKARAN . S
FUNDAMENTALS OF BUSINESS ANALYTICS ... PRASAD . R . N
FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT ...
NOE RAYMOND . A
GLOBAL AND INTERNATIONAL BUSINESS ... STONEHOUSE

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HUMAN RESOURCES MANAGEMENT ... JAYASANKAR . J
HUMAN RIGHTS .. RAVI . T . S
IMPORT EXPORT PROCEDURE .. NATARAJAN . L
INDUSTRIAL ENGINEERING AND MANAGEMENT INCLUDING
PRODUCTION MANAGEMENT .. BANGA . T
INDUSTRIAL MANAGEMENT .. ABHISHEK YADAVA , KAJAL RANA
INDUSTRIAL ORGANISATION ... MURTHY . A
INDUSTRIAL PSYCHOLOGY .. ANKUR NEGI
INDUSTRIAL RELATIONS .. KAVITA KRISHNAMURTHI
INTERNATIONAL BUSINESS ... BADI . N . V
INTERNATIONAL BUSINESS ... CHERUNILAM FRANCIS
INTERNATIONAL BUSINESS AND ENVIRONMENT ... SANKARAN . S
INTERNATIONAL BUSINESS ENVIRONMENT ... PORKODI . S
INTERNATIONAL BUSINESS MANAGEMENT ... BASCUNAN . F . L
INTERNATIONAL MARKETING ... NATARAJAN . L
INTERNATIONAL TRADE ... SANKARAN . S
INVESTMENT MANAGEMENT ... NATARAJAN . L
KAPLAN JACK . M and WARREN ANTHONY . C
KNOWLEDGE MANAGEMENT ... RAVI . T . S
LALITHA BALAKRISHNAN and SRIVIDHYA . S
LEGAL SYSTEMS IN BUSINESS ... RAVI . T . S
LOGISTICS AND SUPPLY CHAIN MANAGEMENT ... NATARAJAN . L
MANAGEMENT ACCOUNTING ... REDDY T . S / HARI PRASAD

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MANAGEMENT COMMUNICATION .. BELL ARTHUR /SMITH DAYLE
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MANAGERIAL ECONOMICS .. JASWINDER SINGH
MANAGING BUSINESS PROCESS FLOWS .. ANUPINDI
MARKETING .. NATARAJAN . L
MARKETING .. EVANS JOEL . R and BERMAN BORRY
MARKETING .. JAYASANKAR . J
MARKETING MANAGEMENT .. NATARAJAN . L
MARKETING MANAGEMENT .. VIJAY PRAKASH ANAND
MARKETING MANAGEMENT ... CHOPRA . P . K / DHAWNA MEHRA
MARKETING OF SERVICES .. JASPREET KAUR / DEEPTI WADERA
MARKETING RESEARCH .. RAVILOCHANAN . P
MONEY, BANKING AND INTERNATIONAL TRADE .. SANKARAN . S
MUTUAL FUNDS IN INDIA .. NALINI PRAVA TRIPATHY
OFFICE MANAGEMENT .. DEVANARAYANAN /RAGHUNATHAN.
OFFICE MANAGEMENT .. PRASANTA GHOSH . K
ORGANISATIONAL BEHAVIOUR .. SUNIL KUMAR
ORGANISATIONAL BEHAVIOUR .. JAYASANKAR . J
ORGANISATIONAL DEVELOPMENT
PATTERNS OF ENTREPRENEURSHIP MANAGEMENT
PERFORMANCE MANAGEMENT .. KANDULA SRINIVAS . R
PERSONAL GROWTH AND TRAINING & DEVELOPMENT .. DEEPTI
PERSONNEL MANAGEMENT .. JAYASANKAR . J
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SOFT SKILLS FOR MANAGERS ... KALAYANA CHAKRAVATHI . T
SOFT SKILLS FOR YOUNG MANAGERS ... RAO . M . S
STRATEGIC HUMAN RESOURCE MANAGEMENT ... SCHULER RANDALL . S
STRATEGIC MANAGEMENT SANKARAN S
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DATABASE MANAGEMENT SYSTEM .. ROHIT DHAWAN
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UGC-NET Examination

Central Board of Secondary Education announces the NET Exam –
The Last Date for applying 6th April 2018 – For details
<https://cbsetnet.nic.in>

International Conference

2nd International Conference on Social Sciences, Humanities and Technology (ICSHT 2018)

4th to 5th August 2018 - Batu Feringghi, Penang, Malaysia

Website: <http://icsht2018.egax.org>

Contact person: Firdaus

Organized by: Global Academic Excellence

Deadline for abstracts/proposals: 27th July 2018

International conference on Contemporary Issues in Marketing - 22nd to 22nd June 2018 - Colombo, Sri Lanka

Website: <http://marketingconference.globalacademicresearchinstitute.com/main/iccim>

Contact person: Ass.Prof. Muhammad Kashif - GARI

Deadline for abstracts/proposals: 20th May 2018

10th Malaysia International Conference on Languages, Literatures and Cultures - 14th to 16th August 2018

Melaka City, Melaka, Malaysia

Website: <https://micollac18.wixsite.com/conference>

Contact person: DR YAP NGEE THAI

Organized by: University Putra Malaysia

Deadline for abstracts/proposals: 30th April 2018