DEPARTMENT of BUSINESS ADMINISTRATION
FACULTY PUBLICATION & PARTICIPATION

ACADEMIC YEAR 2019 - 2020

S.No	Faculty	Title	Journal	Year
1	Mrs. S. Asha Parvin	Exploitation of Statistical Methods to augment quality in Service Industries	International Journal of Enterprise and Innovation Management Studies	2010
2	Mrs. S. Asha Parvin	Employer Branding for Sustainable growth of Organisation	International Journal of Enterprise and Innovation Management Studies	2010
3	Mrs. S. Asha Parvin	A Study on work - life Balance among Married women employed in Engineering Colleges	Journal of Commerce and Management	2011
4	Dr. T. Sujin	Performance of Air India with Special Reference to Passenger Fluctuations- A Focus	Indian Stream Research Journal	2014
5	Dr. T. Sujin	An analytical Study on Service Quality of Air India with Special Reference to Southern Region	International Journal of Applied Engineering Research	2015
6	Dr. T. Sujin	Are There Enough Employee Training and Development Practices in Air India? A Descriptive Glance with Reference to Chennai	International Journal of Applied Engineering Research	2015
7	Dr. T. Sujin	Financial Analysis of Air India's Net Asset and Total Asset A Focus	Paripex - Indian Journal of Research	2015
8	Dr. N. Senthil Kumar	Change Management in the Information Technology Services Industry	Management Innovator	2017
9	Dr. N. Senthil Kumar	Understanding the Change Management in the Information Technology (IT) Services Industry	Shanlax International Journal of Arts, Science and Humanities	2018
10	Dr. N. Senthil Kumar	Change Implementation Methods in the Information Technology Services Industry	Journal of Applied Science and Computations	2019

ACADEMIC YEAR 2020 - 2021

S.No	Faculty Name	FDP / Online Course / Workshop / Conference	Date
1	Mrs. S.Asha Parvin	Online Course : Digital Marketing	09-05-2020
2	Mrs. S.Asha Parvin	Online Course : Marketing Foundations	19-05-2020
3	Mrs. S.Asha Parvin	FDP on Digital Teaching for Digital Learners	14-05-2020
4	Mrs. S.Asha Parvin	Virtual FDP on Resilient Business Strategies	14-05-2020 to16-05-2020
5	Mrs. S.Asha Parvin	FDP on Statistical Application Using SPSS	16-05-2020 to 17-05-2020
6	Mrs. S.Asha Parvin	FDP on Current Trends in Teaching Methods and Strategies in Higher Education	18-05-2020
7	Mrs. S.Asha Parvin	FDP- A Counselling Training Programme on "Addressing Psychological Challenges of Students - Beyond COVID 19"	29-05-2020
8	Mrs. S.Asha Parvin	National Level FDP on Skill Development	31/05/2020 to 01/06/2020
9	Mrs. S.Asha Parvin	Online FDP on Evolution from Offline to Online Teaching	31/05/2020 to 03/06/2020
10	Mrs. S.Asha Parvin	FDP (webinar) on Future of Examinations: Bloom's Taxonomy and Multiple Assessment Tools	08-06-2020
11	Mrs. S.Asha Parvin	FDP on Research Capacity Building under UGC Scheme, Stride Component – 1	15/6/2020 - 17/6/2020
12	Dr.T.Sujin	Online FDP on Current Trends in Teaching Methods and Strategies in Higher Education	18-05-2020
13	Dr.N. Senthil Kumar	Online Course: IBM SPSS AMOS Foundation Course	03-05-2020

14	Dr. N. Senthil Kumar	FDP on Statistical Application Using SPSS	16-05-2020 to17-05-2020
15	Dr. N. Senthil Kumar	Online FDP on Current Trends in Teaching Methods and Strategies in Higher Education	18-05-2020
16	Dr. N. Senthil Kumar	Online Course: SPSS Beginners	07-06-2020
17	Dr. N. Senthil Kumar	Webinar FDP on Future of Examinations: Bloom's Taxonomy and Multiple Assessment Tools	08-06-2020
18	Dr. N. Senthil Kumar	3rd STET Conference on Educational Technology(International) Webinar	08-03-2021 to 10 -03-2021