



**Vel Tech**  
Rangarajan Dr. Sagunthala  
R&D Institute of Science and Technology  
(Deemed to be University Estd. u/s 3 of UGC Act, 1956)

## **SCHOOL OF MANAGEMENT**

### **DEPARTMENT OF MANAGEMENT STUDIES**

#### **Students Paper Published Details 2023-24**

1. P Nivedha, "A study on awareness and effective utilisation of ESI benefits at automobile industry", International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
2. Shoaib Aiyman J, "A study on employee stress management towards IT industry Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaingarKarunanidhi Institute of Technology, January 2024.
3. Santhosh Kumar R, "Case study on impact of inbound logistics on the performance of LEGGETTA and PLATT automotive, CHENNAI".International Conference on Sustainable synergy: A Multidisciplinary exploration of Possibilities Across Industries" , Soundarya Institute of Management & Science, December 2023.
4. K S Kaviya, "A study on working capital management at automotive industry TAMILNADU", International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
5. Rishi Kumar, "A study on the work life balance at Delphi-TVS technologies ; LTD", National conference on Innovation in business, computing and science

for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024 .

6. Abirami S, "A study on Impact of Sustainable synergy practices of Freight forwarders on Their performance efficiency" .International Conference on Sustainable synergy: A Multidisciplinary exploration of Possibilities Across Industries" , Soundarya Institute of Management & Science, December 2023.
7. V Sumithra, "A study on impact of stress management of employees",.International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
8. Maarcus L, "A study on recruitment and training efficiency for delphi- TVS employees", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024 .
9. K Vignesh, "A study on improvement of plant layout for better production", International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
10. Madhumitha K, "A study on recruitment and selection process in FLEXZO HR consultancy firm, Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024 .
11. Sujan R, " A study on analysis of financial performance towards automobiles companies in CHENNAI", International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
12. Abinaya S, "A study on analysing the marketing strategies of asian paints towards paint companies", National conference on Innovation in business,

computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.

13. Swarnalata Baha Murumu, " A study on Social media marketing strategies and their impact on marketing outcomes", International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women December -2023.
14. Ajith Kumar L, "A study on effectiveness of operations management in warehouse", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
15. Vignesh Thilak S, "A study on relationship between customer satisfaction and parameter office separation in UE PRESS TOOLS" , National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
16. Sandhiya S, "A study on effectiveness of email marketing towards stars Engineering equipment". International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
17. Srishakthi P, "An analytical study on after -sales services towards automobile industry" -National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
18. Pavithra S C, "A study on impact of digital affiliate marketing towards advance of business". International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
19. Kaviraj V, "A study on addressing last mile delivery problem of automotive industry", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.

20. Abinaya R, "Influence of management accounting techniques on decision making and financial performance", International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
21. Mukesh Kumar A, "A study on the impact of digital device on work life balance with reference to IT workers in Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
22. Karthikeyan M, "A study on the impact of digital financial services towards the performance of business" International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
23. Ilavarasan B, "Analysis on influence and acceptance of AI on students", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
24. Pooja S, "A study on influence of employee performance appraisal methods on employee performance". International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.
25. Nishetha D.S, "A study on E-recruitment and its impact on job seekers on FLEXZO HR services Pvt Ltd, Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology – January 2024.
26. Shenbaga Priyadharshini K, "A study on analysis of financial performance towards Automobile companies in CHENNAI" International Conference on Multidisciplinary Perspective of Futuristic Research and Innovation in New Era at Arunachala College of Engineering for Women, December 2023.

27. Shalini P, "A study on revenue model adoption in asset management at FPL Eauto Pvt Ltd", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
28. Abith Krishna M, "The impact of social media content marketing towards organic lead generation", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
29. Pannerselvam K, "A study on analysis of employees preference towards mobile banking", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
30. Venugopal A, "A study on pay per click advertisement in right education digital & development, Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
31. Karthk, "A study on effectiveness of warehousing and transportation with reference to sky line logistics and shipping", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
32. Chagam Sateesh Reddy, "A study on customer preference towards E-Payments system in automobiles services sector at Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
33. Pavithran V, "A study on the impact of digital marketing on lead generation talent acquisition", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
34. Jeeva Sneha S, "A study on the perception of employees of organizational HR practices and culture in software industry", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.

35. Ankeeta, "Unlocking efficiency: assessing the effectiveness of E-Logistics and supply chain operations", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
36. Nithishkumar R, "Elevating sustainable supply chain management-an in-depth analysis of the logistics performance index at freight forwarding companies in Chennai", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
37. Karthick Kumar L, "A study on impact of logistics on organisation financial performance", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
38. Nikesh G, "A study on HR policies and implementation", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
39. Surya Prakash M –"A study on efficiency of cash conversion cycle", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
40. Deepu S, "A study on the effectiveness of knowledge management towards employee engagement in automobile industry", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
41. Mohamed Sami S, "A study on impact of cash management with reference to pro connect supply chain management", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
42. Hari Kumar S , "A study on the impact of digital marketing towards consumer satisfaction in Weboin Company", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.

43. Bhuvanesh Kumar R, "A study on role of social media in brand building in Chennai, Tamilnadu", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
44. Anbu S, "A study on employees job satisfaction", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
45. Vighnaraj M, "Navigation complexity: A comprehensive study on challenges faced by freight forward in air freight imports", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
46. Sneha K P, "A study on customer satisfaction of digital marketing in bleap integrated marketing solutions", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
47. Nagasanjeevi R, "A study on impact content strategy for content writing in Adlee digital marketing", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
48. Johan Ananth R, "A study on challenges faced by freight forwarding in export with reference to logistics industry", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
49. Bavadharani S, "A study on welfare activities and its effects on employee performance with reference to sugar industry Cuddalore", National conference on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 2024.
50. Prakash B, "A Study on work life balance issues among employees with respective productivity", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24

51. Sridevi M, "A study on employees engagement in NFL Automobiles PVT LTD ,Chennai", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
52. Karthik Raja T, "A Study on inventory management of Sundaram Fasteners limited, Chennai", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
53. Girish Kumar S, "A case study on the impact of content marketing towards client's satisfaction", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
54. Praveen Kumar D, "The impact of NVOCC Towards client satisfaction with reference to E- ship global logistics", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
55. Abhilash B, "A study of HRD climate and employees job satisfaction in Ranensk steering system Pvt. Ltd", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
56. Devi M, "A case study on the employees relationship management in software sector", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
57. Abdullah P, "Impact of online marketing on customers buying decision", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
58. Ankireddy Manjunadh, "A study on training and development of the employee with special to ITC -ABD CHIRALA", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.



59. Deepika A, "A study on Employee satisfaction with reference to railway employees of Chennai district", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
60. Jabez Nigar Dhayan A, "A study on Demand analysis of Nippon with reference to the THAAIMOZHI KALVI Pvt Ltd", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
61. Siva A, "Analysis of service process towards customer satisfaction in formulated polymer Ltd (FPL) MG Service". National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
62. Balaji S, "A study on client satisfaction towards social media marketing", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
63. Mohana Priya S, "A study on investigating the impact of logistics management practices in firms performances", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
64. Kaviyarasan E, "A study on HRM function and appraisal in KTV health food Pvt Ltd", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
65. Sam Joseph V, "A study on the impact of content creation towards the enhancement of client services", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
66. Anatha Narayanan G, "Building excellence: Evaluating the impact of training and Development program on employee performance", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.

67. Aravindhan A, "Safeguard the workforce :A study on the effectiveness and awareness of employee safety", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
68. Harikrishnan K V, "Impact on social media influencer towards purchase decision with reference to AFYND Pvt Ltd", National conferences on Innovation in business, computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 24.
69. Hari Haran S, "A study on impact of digital marketing in consumer purchase decision", National conference on innovation in business computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 24.
70. Sakthivel D, "Examining customer satisfaction and service rendered in automobile industry", National conference on innovation in business computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 24.
71. Balak Kumar Guru B, " A case study on impact of client's search engine optimization on traffic generation organically", National conference on innovation in business computing and science for sustainable development at KalaignarKarunanidhi Institute of Technology, January 24.
72. Praveen R, "A study on challenges faced in Praveen freight forwarding with reference to E ship global logistics", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
73. Dhaniya Lakshmi R, "A study on sales data prediction using power BI with special reference to FBL automobile companies in Chennai Tamil Nadu", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
74. Marian Christopher C, "A Study on employees retention strategy", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology -January-24.

75. Harene J, " A Study on training needs and analysis of employees with reference to shardlow India division ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
76. Vinoth Kumar M, " A Study on financial planning for salaried employee And Strategies for tax saving in FPL Automobiles Private Limited Chennai ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
77. Joe Arokia Albin J, "A Study on customer satisfaction towards Asian Paints with reference to THAAIMOZHI KALVI Private Limited", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology - January-24.
78. Kowsalya P, "A study on evaluating the effectiveness on cargo handling in logistics and transportation", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
79. Ganesh P, " A study on effectiveness of export documentation procedure in Skyline shipping and logistics PVT", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
80. Dhatchana Moorthy V, " Financial statement analysis for investment decision making ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
81. Sourabh Kumar Jain P, " A comparative analysis of service quality: self buit Logistics VS third party logistics in supply chain management", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
82. Krithicka M, "A study on digital marketing in brand building in our chennai city", National Conference on Innovation in business Computing and Science

For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.

83. Kasturi Sushma Naga Sri, "Working Capital Management on cash flow vocabulary in U.E press tools private limited", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
84. Shajahan M, " A Study on blog content writing in adlee digital Marketing Private Limited" , National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
85. Syed Sha Jafar A, "A Study on recruitment and selection process on proconnect logistics", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
86. Kamalesh Kumar N, "A Study on evaluating strategies for supply chain on cost reduction", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
87. Syed Naveed Ahamed K, "A Study on business process management efficiency in FLEXZO HR services", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
88. Hemanth Kumar J A, "A Study on employee job satisfaction at, Chennai", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
89. Arun Logesh S, "A Study on effectiveness of logistics consultation services", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
90. Vanitha P, "A comprehensive study on analyzing cash management practice reflected in financial statements", National Conference on Innovation in

business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.

91. Chandru P, "A Study on service quality of export documentation process", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
92. Dineshraj K, "A Study on capital structure analysis of major automobile company", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
93. Sai Sagidya R, "A Study on impact of visual keyword tools on sem towards anicha digital infrastructure", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
94. Susmitha R, "A Study on effectiveness of warehouse management system with respected porrtlinks INC", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
95. Akash Kumar S - " Influence of direct port delivery and direct port entry on the performance of cargo movement", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
96. Santhosh S, "SEO personalization towards website traffic", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
97. Krithicka B, "A study on Potential risk and challenges associated with fintech adoption CHENNAI", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
98. Sundar Rajan R, "A study on Impact of Recruitment and Selection on Efficient Hr Practices with Special Reference to FPL automobiles PVT LTD.", National Conference on Innovation in business Computing and Science For

- sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
99. Sunil Prakash N, "Analysis on customer satisfaction towards service quality with reference to FPL automobiles PVT LTD.", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
100. Bhuvabesh S, "Servicequality perception and continuance intention in mobile banking", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
100. Abishake R, "A study on Effectiveness of ERP in Assisting Logistics management and warehousing with reference to Serama Logistics", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
101. Sneha L, "A study on recruitment and selection process in EDAC engineering ltd", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
102. Manish M, "A study on reducing transportation cost by Rerouting Delivery Routes", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
103. Aarthi M, "A study on stock market price investment decision of corporate employees at FPL EAUTO Pvt. Ltd", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
104. Bavadharani B, "A study on social media marketing with reference to ADD-LEE Digital Marketing", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24

105. Balaji E, "A study on HR Policies and implementation towards Increasing employee performance at logistics industry", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
106. Ganesh P, "A Study of Effectiveness of export documentation procedure in skyline shipping and logistics Pvt.", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
107. Arun Logesh S, " A study on effectiveness of logistics consultation services", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
108. Elangovan S, "A Study on Customer satisfaction towards custom clearance Process", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology January-24
109. Dineshraj K, "A study on capital structure analysis of major automobile company", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
110. Yasmin A, "The potential risks and challenges associated with fintech adoption in automobile consumers in FRL automobile private ltd, Chennai ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
111. Sai Rathna Deepika M, "A study on dig ital marketing in APSI labs", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
112. Vignesh Y, "A study on the influence of IT innovation on effectiveness of logiatics and supply chain management", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24

113. Bhuvanesh Kumar R, "A study on role of social media in brand building in Chennai, Tamil Nadu", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
114. Surendra G, "A study on employment towards better performance ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
115. Nivetha R, "A study on the challenges faced in air freight exports through freight forwarders with respect to exportify", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
116. Joe Arokia Albin J, "A study on customer satisfaction towards Asian paints with reference to THAAIMOZHI KALVI PRIVATE LIMITD", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
117. Ram Prasanth V, "A study on effects of sustainable supply chain intergration on green innovation & firm preference", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
118. Swetha K, "A study on evaluation of capital budgeting techniques towards automobiles companies in Chennai, TAMIL NADU ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
119. Kamal Behera A , "A comprehensive study on the effectiveness of ratio analysis in financial statements ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24
120. Adarsh Singh, "A study on effectiveness of transportation management system to serama logistics FTWZ PVT. ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24



121. Mohamed Azeem A, " A study on social media marketing based on brand dynamics and brand performance ", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24
122. Karuturi Sushma Naga Sri, " working capital management on cash volatility in U.E press tools private limited ", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
123. Mohammed Yakoob B, " A study of existing training and development method implemented in weboin technologies private ltd ", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
124. Louis Surthika T, "A study on analysis of financial performance towards automobile companies in Chennai, Tamil Nadu ", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
125. Rakshi Tharani J, "A study on effectiveness of recruitment & selection process in U.E press tools Pvt. Ltd. in Chennai, Tamilnadu ", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
126. Pappu Sai, "A study on effectiveness of inventory management with special reference to OLAM food in ingredients INDIA PVT, LTD", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
127. Sasikumar K, "A study on attrition and retention of traninee's ", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.
128. Karthick M, " A study on digital Marketing in brand building in our Chennai city", National Conference on Innovation in business Computing and Science For sustainable development at KalaingarKarunanidhi Institute of Technology, January-24.

129. Sakthi Priya S, " A study on payroll optimization in finance industry ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
130. Divakaran R, " A study on stress level among the employees in iron and steel industry in Chennai, Tamilnadu ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
131. Nivetha R, " A study on the challenges faced in air freight exports through freight forwards with respect to exportify ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
132. Janaki T, " A study on the impact of digital financial services towards the performance of business, in Chennai Tamil Nadu", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
133. Mohana Priya B, " A study on analysis of tax impact on individuals, in Chennai, Tamilnadu", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
134. Vishwa V, "A study on effectiveness of recruitment & selection process in IQ bank office in Chennai, Tamilnadu", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
135. Harene J, " A Study on training needs and analysis of employees with reference to shardlow India division ", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.
136. Balaji S, "A study on client satisfaction towards social media marketing", National Conference on Innovation in business Computing and Science For sustainable development at KalaignarKarunanidhi Institute of Technology, January-24.

