



SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathiar University)
Kovaipudur, Coimbatore – 641 042.



JOURNAL PUBLICATION & PRESENTATION

ACADEMIC YEAR	2018-19	2019-20
FACULTY PUBLICATIONS	6	7
FACULTY PRESENTATION	5	3
BOOK PUBLICATION	2	6

FACULTY PUBLICATIONS

1. Ms. AKSHAYA C B, Assistant professor, Department of Commerce PA, published a paper on the topic “Implications of FDI in Indian Markets” at “A national level seminar on Indian Business Environment” held at Nandha college of arts and science, Erode.
2. Ms. AKSHAYA C B, Assistant professor, Department of Commerce PA, has presented a paper on “Enterprise resource planning (ERP)” in the National conference on “Opportunities and challenges of business in the digitalized era” held at Dr. N. G. P arts and science college, Coimbatore, on 27.9. 2018.
3. Ms. SINDHU V, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Issues on Online Trading”, International conference, Sankara College of Science & Commerce, Coimbatore. UGC JOURNAL Id:63251 on 5.10.2018.
4. Ms. ABINAYA E, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Cashless Trade a new financial innovation to market riders”, National Level Conference on “Cash Vs Cashless Trade: Challenges & Opportunities, Nandha Arts and Science College, Erode (ISSN NO. 2321-0354) on 09.02.2018.

5. Ms. ABINAYA E, Assistant Professor, Department of Commerce PA, has published a paper entitled as “International Cyber Crime- Issues and Challenges; International Conference on Impact of Cyber Crime & security Management in Digital Transactions”, Sankara College of Science and Commerce, Coimbatore; (ISBN 978-93-5321-551-4) on 5.10.2018.
6. Mrs. PRINCY K, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Usage of Mobile Apps for Payment in Business”, Sankara College of Science and Commerce, Coimbatore. e-ISSN 2349-9761, UGC JOURNAL id:63251.
7. Ms. AKSHAYA C B, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Effectiveness of Celebrity Endorsement in Cosmetic Industry (Selected brands) with special reference to Coimbatore City” in International Research Journal of Innovations in Engineering and Technology – ISSN: Online 2581 – 3048.
8. Ms. ARYASHREE B, Assistant Professor, Department of Commerce PA, Sri Krishna Adithya College of Arts and Science, Coimbatore has published a paper entitled as “Food Adulteration Act” sponsored by Ministry of Consumer Affairs Tirunelveli.
9. Ms. ARYASHREE B, Assistant Professor, Department of Commerce PA, has presented a paper entitled as “An Analogous Investigation on General Supply chain Management and Electronic Supply Chain Management in Coimbatore city” in the UGC sponsored National Conference on Digital India held at Avinashilingam College for Women.
10. Ms. ARYASHREE B, Assistant Professor, Department of Commerce PA, has presented a paper entitled as “E-banking” in International Conference on Contemporary Issues in Global Banking.
11. Ms. SHRUTHI P.R, Assistant Professor, Department of Commerce PA, has presented a paper entitled as “Entrepreneurship development” at Chirst University, Bangalore.

12. Ms. SHRUTHI P.R, Assistant Professor, Department of Commerce PA, has presented a paper entitled as “A study on HR Application in BPO” at PSGR Krishnammal College of Women, Coimbatore.
13. Ms. SINDHU V, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Career development for the future Goals” in International Journal of Analytical and Experimental Modal Analysis - ISSN: 0886-9367.
14. Ms. AKSHAYA SUDARSHANA R, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Consumer Protection Act,1986”, in International Journal, held at International Conference in MS University, Tirunelveli.
15. Ms. AKSHAYA SUDARSHANA R, Assistant Professor, Department of Commerce PA, has published a paper entitled as “Role of CSR in Sustainable Development of Economy”, in International Journal, at International Conference held at Avinashilingam University, Coimbatore.
16. Ms. AKSHAYA SUDARSHANA R, Assistant Professor, Department of Commerce PA, has presented a paper entitled as “Migration and Urbanization”, in International Conference of Economics and Finance held at KG College of Arts and Science, Saravanampatti, Coimbatore.

BOOKS PUBLISHED

1. Dr. A. SUKUMAR and Ms AKSHAYA SUDHARSHANA published a book on the title "INDUSTRIAL LAW".
2. Dr. A SUKUMAR published a book on the title "MANAGEMENT INFORMATION SYSTEM".
3. Dr. A SUKUMAR, Ms. P R SHRUTHI and Ms. V. SINDHU published a book on the title "BRAND MANAGEMENT".
4. Dr. A SUKUMAR and Ms. B ARYASHREE published a book on the title "AUDITING AND ASSURANCE-1".