

## INDEX

Sr No.	Paper Title and Author(s) Name	Pg No.
1.	<b>English Language Teaching Methodology</b> X. Disalva and M.Vijayakumar	1-8
2.	<b>Economic Environment and Investment Climatic Conditions – An Empirical Study</b> Dr.P.Govindasamy and Dr.H.Premraj	9-16
3.	<b>A Study of Social Media influence on Consumers Intention to buy Apparel</b> K. Bharathi and S. Sudha	17-21
4.	<b>A Study on Effectiveness of Training among the Workers with Special Reference to Chennai Port Trust</b> Dr. D. Anitha Kumari, Dr.S.Gayathri, and Dr. Ashok Kumar Katta	22-32
5.	<b>A Critical Analysis of the Association of Stress with Knowledge Enhancement with Special Reference to IT Professionals in Chennai</b> G.Ramya and Dr.D.Anitha Kumari	33-43
6.	<b>Comparative Analysis on Equity Index Futures</b> P. Suriyadheepa and Dr. P.G.Thirumagal	44-53
7.	<b>Influence of “Make in India” in Supporting Creativity, Innovation, and Entrepreneurship to Progress Knowledge Economy of the Country</b> J.Swathi and Dr.S.Preetha	54-74
8.	<b>Retention of Women Employees in an Organisation</b> Swapna Srikumar and Dr P Shalini	75-79
9.	<b>A Paradigm Shift in Technology Enabled Education</b> R. Nisha	80-84
10.	<b>Insights of Digital Literacy Affirmative towards Digital Marketing Jobs among Graduate Students: A Conceptual Frame Work</b> B.Charan and Dr.G.Madhumita	85-93
11.	<b>MOOC – The Impact of its Disruption in Higher Education</b> Dr.S.Gayathri and Dr.D.Anithakumari	94-99
12.	<b>Online Courses for the Effectiveness of Education System</b> Dr.S.Meena and Dr.S.Vasantha	100-106
13.	<b>Innovation Program’s in Indian IT Services</b> Jayanthi J.	107-110
14.	<b>Competent Performance Management System: Literature Review</b> S. Rekha and Dr. P. Suganya Devi	111-116
15.	<b>Assessment and Forthcoming Views on Video Based Learning: A Theoretical Perspective</b> R.Rajesh Kannan and Dr.G.Madhumita	117-125
16.	<b>Influence of E-Technologies on School Education and Its Impact on User Satisfaction</b> S. Srivathsani and Dr. S. Vasantha	126-135
17.	<b>Effectives of Information Communication Technology in Teaching and Learning</b> Bhuvaneshwari. R	136-144

Sr No.	Paper Title and Author(s) Name	Pg No.
18.	<b>Panacea to Issues and Challenges Confronting Implementation of Renewable Energy Projects in Tamilnadu – An Exploratory Study</b> <a href="#">H.Premraj and Dr.P.Govindasamy</a>	145-152
19.	<b>A Study on the Current Status and the Future Prospects of Nutraceutical Products in India</b> <a href="#">Christina Jennifer.S and Dr. H.Premraj</a>	153-161
20.	<b>Digital Literacy: A Bibliographical Review</b> <a href="#">Dr. (Mrs) R. Santhi, Dr. S. Venkataraman, and Dr.Thenmozhi.N</a>	162-174
21.	<b>Creating Learner – Centric Environment For Enhancing Learner’s Potential Through Innovative Teaching Pedagogies: An Analytical Approach Towards Diversity Of Learners</b> <a href="#">R. Kamala Saranya and Dr. S. Duraisamy</a>	175-196
22.	<b>Factors Influencing Customer Satisfaction Towards Online Shopping</b> <a href="#">A.Sajitha Parveen and Dr.V.Krishna Priya</a>	197-202
23.	<b>Preferred Teaching and Learning Method among Final Year BSc Nursing Students</b> <a href="#">Ansiem George and Dr S Preetha</a>	203-213
24.	<b>A Study on Perception of Flipped Classroom for Higher Education and College Students in Kancheepuram District</b> <a href="#">T.Charulakshmi and Dr. M.Thaiyalnayaki</a>	214-220
25.	<b>Social Enterprises: Boon to Education Sector</b> <a href="#">Poornima, A. and Dr.Rajini, G.</a>	221-227
26.	<b>Cross-Buying Intention and Customer Retention in Service Sector</b> <a href="#">Sapna Kumari and Dr.P. Shalini</a>	228-230
27.	<b>A Study on Innovative Methods in Classroom Teaching – Issues and Challenges</b> <a href="#">Dr.E.Anitha Alice</a>	231-237
28.	<b>Role of Customer Relationship Management Practices and Integrated Marketing Communication in Customer Satisfaction–A Study With Reference to Banking Sector in India</b> <a href="#">Dr.T.Arunmozhi</a>	238-250
29.	<b>A Study on Corporate Governance Practices in Selected Companies in Chennai</b> <a href="#">Dr.P.Pandian</a>	251-263
30.	<b>A Study on Employee Health in Hyundai Motor India Limited, Chennai</b> <a href="#">Dr.J.Johnson Pandian</a>	264-274
31.	<b>A Study on Investors Preference towards Investment Avenues</b> <a href="#">Dr. J. Jamuna Rani</a>	275-291
32.	<b>A Study on the Impact on Mutual Fund Investment Pattern of Employees In Chennai City</b> <a href="#">Dr. Shobha Edward</a>	292-304
33.	<b>A Study on Morale of Auto Drivers in Chennai</b> <a href="#">Prof.V.Subhashini</a>	305-315
34.	<b>Teachers Perception on ICT in Teaching Learning Process</b> <a href="#">Dr.A.Devi</a>	316-322
35.	<b>A Study on Impact of Social Media on Adolescent- Chennai</b> <a href="#">P. Abinaya and Dr. S. Indupriya</a>	323-331
36.	<b>Effectiveness and Uses of ICT (Information and Communication Technology) In Learning</b> <a href="#">J.Jayamani</a>	332-344

<b>Sr No.</b>	<b>Paper Title and Author(s) Name</b>	<b>Pg No.</b>
37.	<b>An Empirical Analysis of Investors Behaviour Decision Styles and Share Market Outcomes</b> <a href="#">Dr P Govindasamy and K Sankar Singh</a>	345-349
38.	<b>A Study on Using Information and Communication Technology (ICT) by Government High School Teachers of Mahabubnagar Dist, Telangana</b> <a href="#">K. Gangadhara Chary and Dr.K.K.Murugan</a>	350-356
39.	<b>A Study on Implementation of Quality Education Based on Student Satisfaction in Indian Business School</b> <a href="#">L. Karthigeyan, Dr. A. Mohammed Faisal, and Dr. S. Duraisamy</a>	357-363
40.	<b>Implementation of Total Quality Management (TQM) in Small and Medium Enterprises (SMEs): A Literature Review</b> <a href="#">A. Mohammed Faisal and V. Mohammed Zeejin</a>	364-370
41.	<b>Effects of Job Nature on Organisational Ergonomics at Garment Industries</b> <a href="#">K. Gomathi and Dr. Rajini.G</a>	371-379
42.	<b>Implementation of Total Quality Management (TQM) in Skilled-intensive Small and Medium Enterprises (SMEs): A Case Study using Analytical Hierarchical Process (AHP)</b> <a href="#">A. Mohammed Faisal and S.K. Kamalakhannan</a>	380-386
43.	<b>An Empirical Exploration on the Influence of Customer Profession in Buying Behavior</b> <a href="#">Dr M.Jamal Mohamed zubair and Dr. S. Gayathri</a>	387-391
44.	<b>Investigating the Ties between Teal and Constructivism in Higher Education: A Micro-Level Study on Generation Z</b> <a href="#">Ruby. D and Dr. Sunitha Kuppuswamy</a>	392-403
45.	<b>Green Management in Higher Education</b> <a href="#">M.Subashini and Dr.G. Madhumita</a>	404-414
46.	<b>Traditional and Modern Teaching: An analysis</b> <a href="#">T.Thenkumari and Dr S Sudha</a>	415-429
47.	<b>Statistics as a Tool for Life Management</b> <a href="#">K.Sankar Singh and Dr. H. Premraj</a>	430-433
48.	<b>A Global Perspective Review of Information Communication Technology Adoption in India</b> <a href="#">K. Vinitha and Dr. S. Vasantha</a>	434-445
49.	<b>A Study on Digital Transformation in Banking Sector</b> <a href="#">Pooja. U and Dr.S.Gayathri</a>	446-451
50.	<b>Work Life Balance of Corporate Executives in Chennai City</b> <a href="#">K Majini Jes Bella and Dr. M Chandran</a>	452-467
51.	<b>Social Media Marketing Goals: A Review and Analysis of Literature</b> <a href="#">P. Muthulakshmi and Dr. P. Shalini</a>	468-477
52.	<b>Digitized Assessment technology to Improve Effectiveness of Teachers Instructions with Facilitating OBE</b> <a href="#">Kamatchi.K.S</a>	478-485
53.	<b>Attrition and Retention of a Human Resource Management, the Huge Challenge in Indian BPO Companies</b> <a href="#">L.M. Suhasini</a>	486-491
54.	<b>Pedagogical Transitions Using Blooms Taxonomy</b> <a href="#">Dr.V.Girija</a>	492-499

<b>Sr No.</b>	<b>Paper Title and Author(s) Name</b>	<b>Pg No.</b>
55.	<b>Review of the Highly Successful Differently Abled Persons</b> S. Narayanamurthy and S. Srivathsani	500-507
56.	<b>Bridging Employability Skill Gap through Digital Enabled Education</b> Yasmeen Bano and Dr.S.Vasantha	508-519
57.	<b>A Study on Work Life Balance and Challenges Faced By Working Women in IT Sector</b> K Majini Jes Bella <sup>1</sup> and Dr. M Chandran <sup>2</sup>	520-532

\*\*\*\*\*