

Silver Jubilee International Conference on Services Management – The Best and Next Practices

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2	Dr.D.Muruganandam, K.T.Kalaiselvi , V.Senthilvadivu	An Analysis On Effective Utilization Of Microcredit By Self-Help Groups (Shgs) In Tamilnadu State	M.P.Nachimuthu M. Jaganathan Engineering College
3	Dr. K.V. Kannan M.B.A., M.F.T., Ph.D.	Service Quality Perceptions for select banks in and around Erode District of Tamilnadu	KSR Business School, Coimbatore
4	K.S.Nemavathi, K.Prabhakaran	A Study on Performance of Mutual Funds with Special Reference to ELSS Schemes	Maharaja Institute of Technology. Maharaja Prithvi Engineering College, Avinashi,Coimbatore
5	Raghu Ram Kappagantula B.E,MBA Chitta Vijaya Nishikanth	A Study in customer perception about online banking Service	HDFC Bank, Chennai Tegra Premedia Pvt.Ltd, Hyderabad
6	Sairam A	“A Study on Credit Default Swaps – A Financial Innovation”	Excel Business Academy, Bangaluru
7	Dr.R.R.RajaMohan Nisha Shankar	A Study of Risk and Return Expectations of general investors in respect of Mutual Funds	VITBS

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2	S.Chitra	Health, Healthcare & Hospital Management	SRM University, Chennai
3	Dr. D. Sudharani Ravindran, Prof. C. M. Maran & Mr. Hari Sundar.G. Ram	Mullapandal & Karimpumkaala The ethnic taste of God's own country Case study in Services Management	PSG IM, Coimbatore, VIT University, Anna University
4	B. Prabhu Christopher Dr. Banu Sree Reddy	Conceptual Framework on Corporate Social Responsibility with special reference to Indian Service Sector- An Integrated Approach	VITBS
5	R. Lakshmi Prof.P.Ganesan	Perception of Preventive Health Care among consumers and the role of self service Technology in Indian Health Care Context – Aconceptual Study	VITBS

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2	Mr. Eugene I Pradeepkumar-J Dr.N.Panchanatham	E- Learning challenges in Rural Indian Educational systems	AVC College of engineering Annamalai University
3	Dr. KV. Krishna	Impact of Universal Education on Faculty and Service Quality in Higher Education	Bharathiar University
4	Dr. Murali Manohar Chitta Vijaya Nishikanth	Phased Prepress Offshoring – The Doorway to Publisher Acquisition	VIT University, Vellore Tegra Premedia Private Limited, Hyderabad
5	Moulana sauibur rahuman sadakathulla Ravee kumar m.s Swaminathan sridhar	Educational service management Moving beyond conventional education in modern india	Institute For Technology And Management, Chennai
6	Mrs. G.Sudha, MBA, (MPhil), Dr. Ashok, MSc, MBA, M.Phil, Ph.D.	“Factors influencing marketing communication in service sectors – with reference to educational institutions in and around vellore”	Venkataswara University VIT- University

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2	Jayachandra Bairi Dr. B. Murali Manohar	Integrated end to end ticket management system for IT services	SAIC India, Bangaluru VIT University, Vellore
3	Mr. J. Joseph Francis Dr. S. Balasubramanian	An Empirical Investigation Of Impact Of Service Quality And Passenger Satisfaction Among Indian Airline Service Providers	VLB Janakiammal College of Engineering and Technology Centre for Intellectual Property Rights
4	A.Kavitha, G.Suresh, M.Jothi And S.Chitra,	Human Resource Management In Service Organisations	SRM University, Chennai
5	P.Kiran Kumar	Measurement of Supply Chain Integrated Benefits	IMS, HUBLI
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8	Superna Dutta	Gender Sensitive Development Communication: A New Age Mantra For Social Development	BITS, Ranchi
9	Dr. K. S.Vijayaraghavan	Transport Services Integration through Air Ship- An India Specific Concept	VIT University, Vellore

