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#### Criteria 3- Research, Innovations and Extension

**Key Indicator 3.3- Research Publication and Awards** 

3.3.2. Number of books and chapters in edited volumes/books published and papers published in national/international conference proceedings per teacher during last five years

Year 2017-2018

**Books Published** 

## STRATEGIC MANAGEMENT

#### Dr.R.LATHA

Assistant Professor, Department of Management Studies.

KG College of Arts and Science,

Coimbatore.

#### D.M.LAVANYA

Assistant Professor, Department of Management Studies, KG College of Arts and Science, Coimbatore.

#### R.JANANI

Assistant Professor, Department of Management Studies, KG College of Arts and Science, Coimbatore.

> NARAIN PUBLICATIONS CHENNAI - 600 004

#### **3DUTTHEAUTHORS**

Dr.R.Latha holds Ph.D in Management from Bharathiar University, India. She has smitted Ph.D. thesis in Technology Upgradation and She has 5 years of academic experience currently working as Assistant Professor in the Department of Management Studies at KG of Arts and Science, Coimbatore, India. She has published many articles under various singlefereed journals both National and International.





Ms.D.M.Lavanya has 7 years of academic experience and currently is working as Assistant Professor in the Department of Management Studies at KG College of Arts and Science, Coimbatore, India. She has published many articles under various titles in refereed journals both National and International.

Ms.R.Janani has 8 years of academic experience and currently is working as Assistant Professor in the Department of Management Studies at KG College of Arts and Science, Coimbatore, India. She has published many articles under various titles in refereed journals both National and International.



#### ABOUTTHIS BOOK

Strategic Management is a well-structured book for all graduate students of management and commerce. This book fulfills the requirements of B.B.A / B.B.A. CA / B.Com / B.Com (CA) and other relevant degree course for various Indian University.

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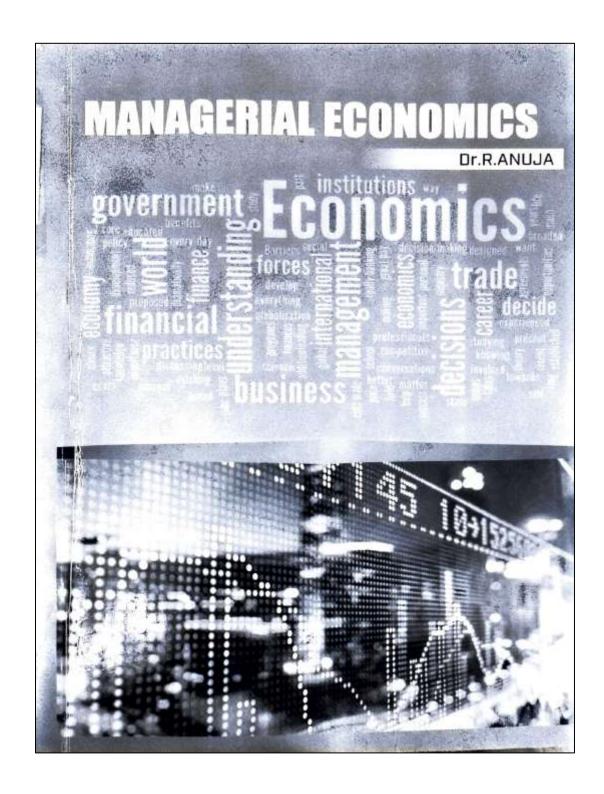
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## MANAGERIAL M 5 314



### **ECONOMICS**

#### Dr.R. Anuja

Professor and Head of the Department of Management. KG College of Arts and Science. Coimbatore.

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## MANAGERIAL ECONOMICS

#### **ABOUT THE AUTHOR**

Dr.R.Anuja, Professor and Head of the department of Management, KG College of Arts and Science is an outstanding teacher in the field of management. She started her profession in Industry and being very passionate about learning and teaching she entered into academic institutions. She has more than 20 years of experience in industry and academia. She has published more than 25 research articles in reputed Indian and Foreign journals.



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The present text is the most authentic presentation of contemporary concepts and practices in Managerial Economics on attempt has been made to incorporate the latest developments in the field.

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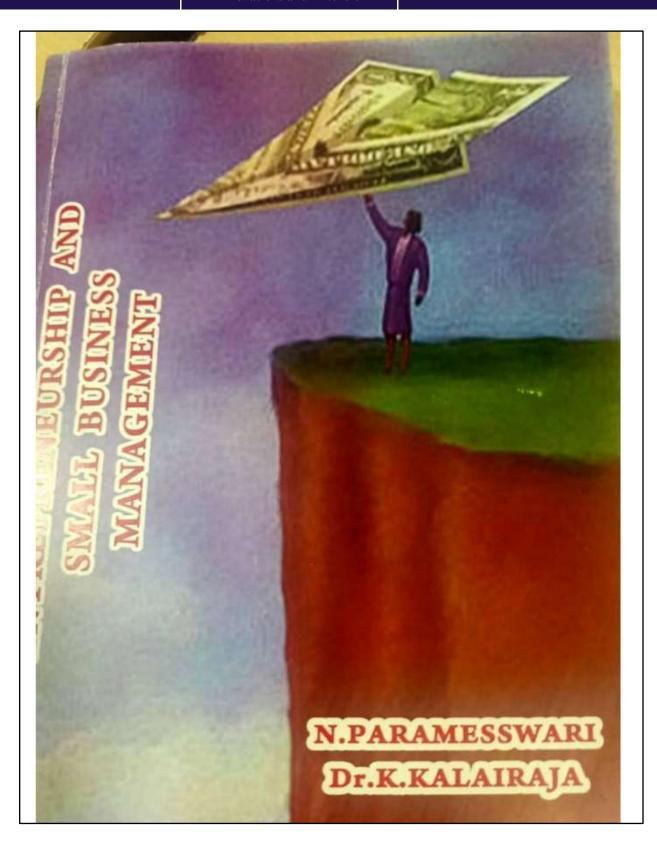
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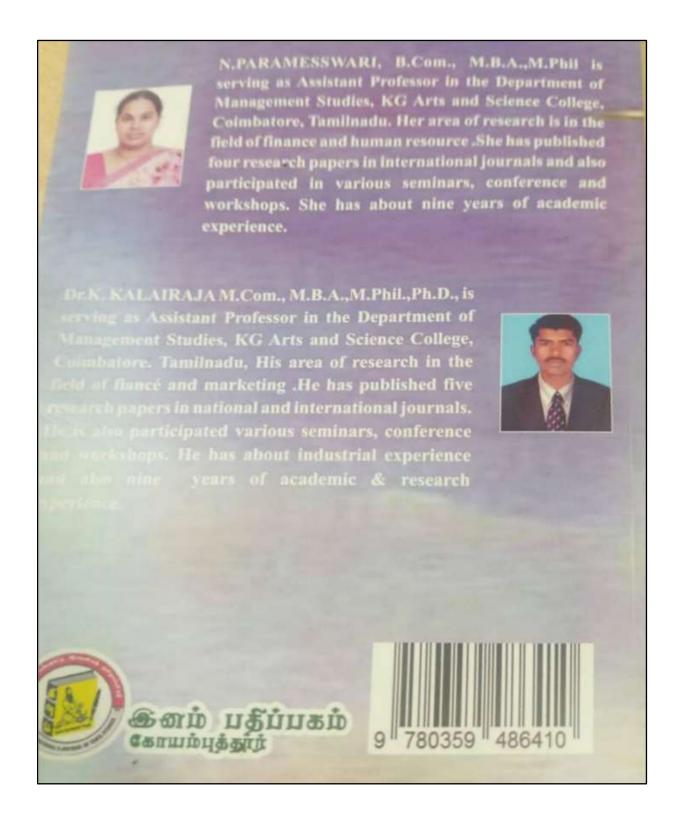
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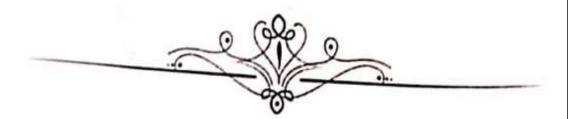
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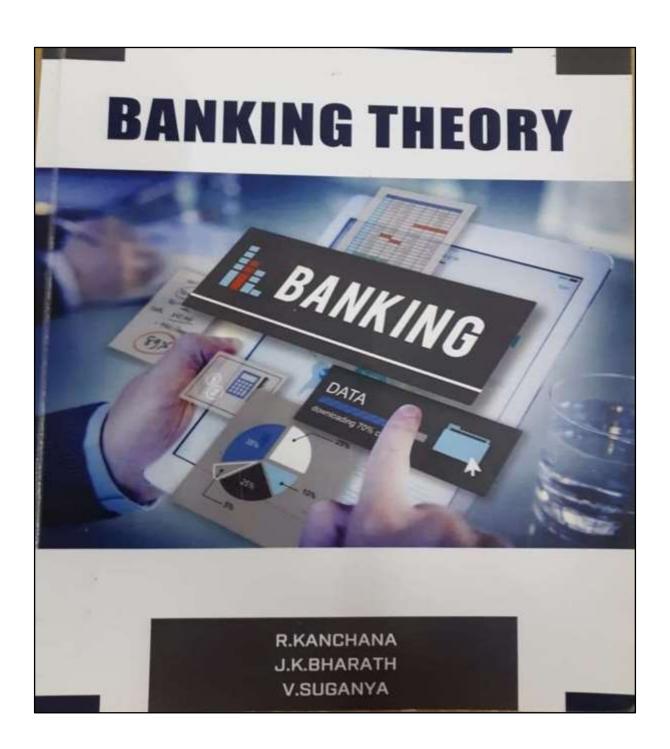




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## **BANKING THEORY**

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#### **ABOUT THIS BOOK**

Banking is an important subject for studying commerce graduate courses, many universities in India have formulated their banking courses to include theory, law and practices of banking, but also for professional bankers and those who pursue more advanced and practically oriented studies on the subject. Banking Theory and Practice covers the entire gamut of topics in the field of banking-from its evolution to the latest Wands. The Indian banking system is undergoing unprecedented changes as a result of new legislations and reforms in response to the contemporary needs.

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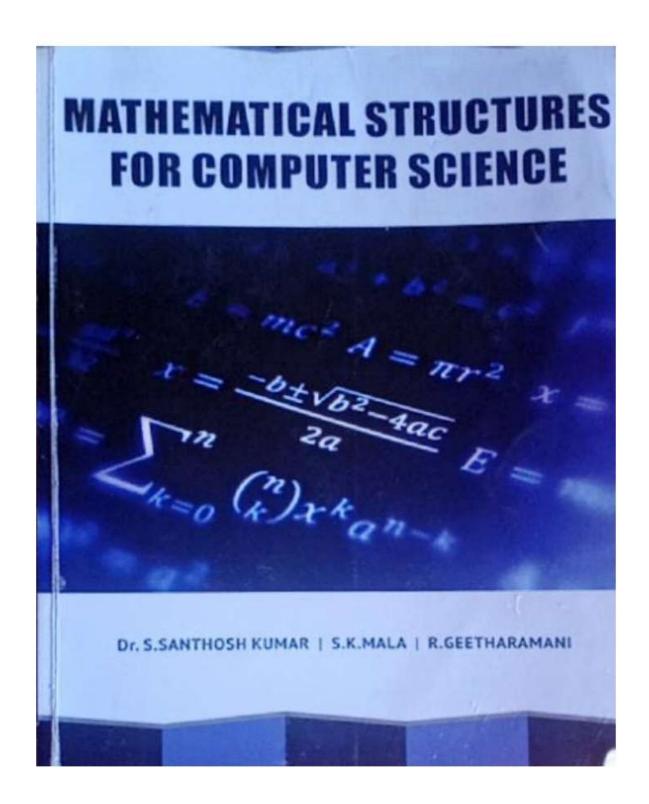
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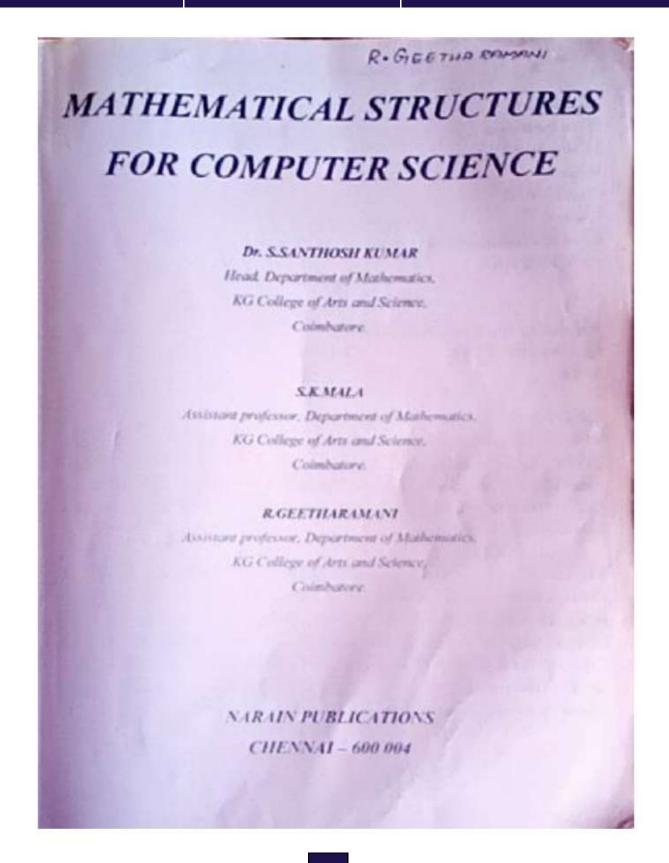
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## MATHEMATICAL STRUCTURES FOR COMPUTER SCIENCE

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#### ABOUTTHIS BOOK

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#### **ABOUTTHIS BOOK**

This book has been written to meet the requirement of students to know how computer fundamental and architecture worked. This is a book about computer organization and architecture. It focuses on the functions and design of the various components necessary to process information digitally. The study of computer organization focuses on this hierarchy and the issues involved with how we partition the levels and how each level is implemented. The majority of information contained in this textbook is devoted to computer hardware, computer memory, organization and architecture and their relationship of microprocessor with memory organization.

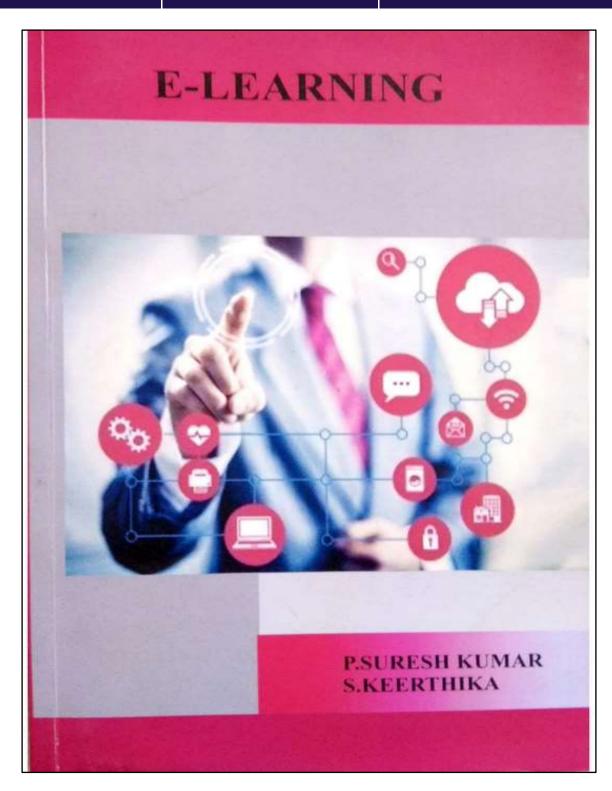
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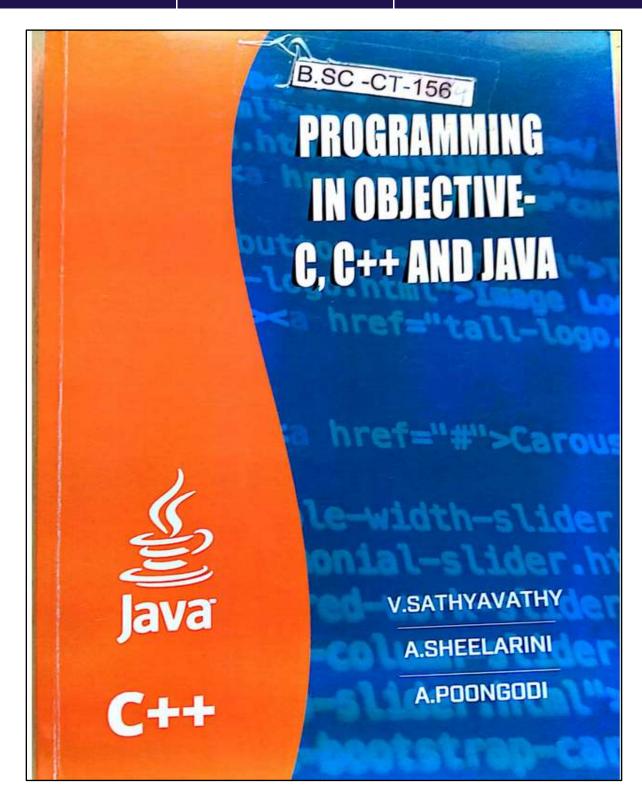


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# PRUGRAMMING IN OBJECTIVE-C, C++ AND JANA



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