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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

S.No.	Name of the Author	Title of the Book	Link to the Document
1	Dr.R.Latha	Strategic Management	View Document
2	Dr.R.Anuja	Managerial Economics	View Document
3	Ms.N.Parameshwari	Entrepreneurship and Small Business Management	View Document
4	Ms.S.Malini, Dr.R.Latha	Services Marketing	View Document
5	Mr.J.K.Bharath, Ms. R.kanchana, Ms.V.Suganya	Banking Theory	View Document
6	Dr.Santhosh Kumar Ms.S.K.Mala Ms.R.Geetharamani	Mathematical Structures for Computer Science	View Document
7	Ms.M.Usha Mr.S.Boopalan & Ms.V.Loganayaki	Digital Fundamentals & Architecture	View Document
8	Mr.P. Sureshkumar & Ms.S.Keerthika	E- Learning	View Document
9	Ms.V.Sathyavathy Ms.A.Poongodi & Ms.R.Sheela Rini	Programming in Objective - C,C++,Java	View Document

Title : Strategic Management

Authors : Dr. R. Latha,

Department : Management Studies

Year of Publication: 2017

STRATEGIC MANAGEMENT

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R.JANANI

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STRATEGIC MANAGEMENT

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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.



ABOUT THIS 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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ISBN: 978-81-932808-8-7

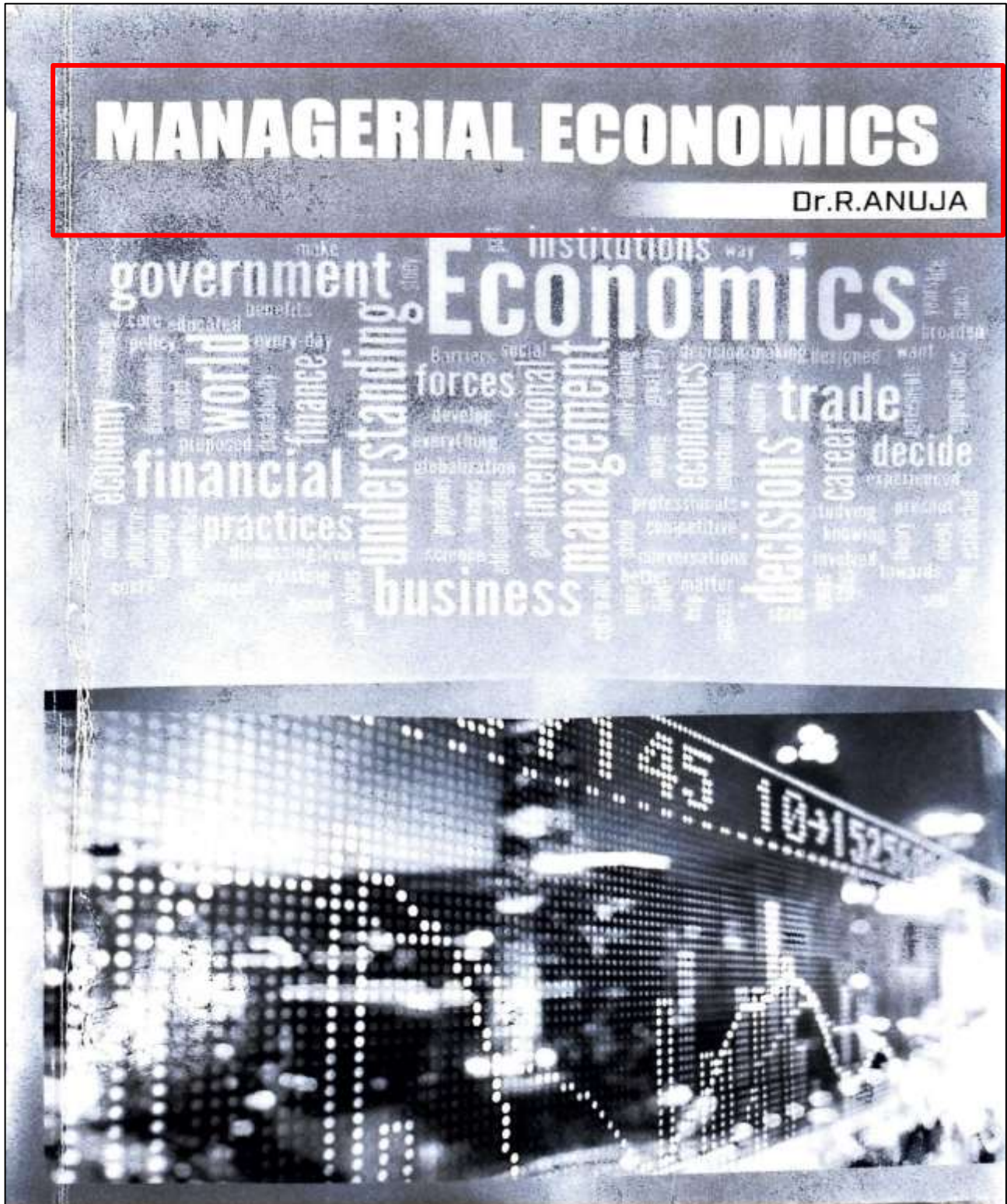
Rs. 120/-

Title : Managerial Economics

Author : Dr. R. Anuja

Department : Management Studies

Year of Publication: 2017



MANAGEMENT COPY

MANAGERIAL
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MS 314

Dr.R.Anuja

*Professor and Head of the Department of Management,
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Published by
Narain Publications
RK Math Road,
Mylapore,
Chennai- 600 004
Tamilnadu

Managerial Economics

ISBN: 982-74-1283-761-9

Rs. 250/-

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Laser typeset at: Kumaran Computers, Chennai- 600 021

Printed at: Marathi Offset Printing, Chennai- 4

*Dedicated to
My family members and well-wishers...*

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 an attempt has been made to incorporate the latest developments in the field.

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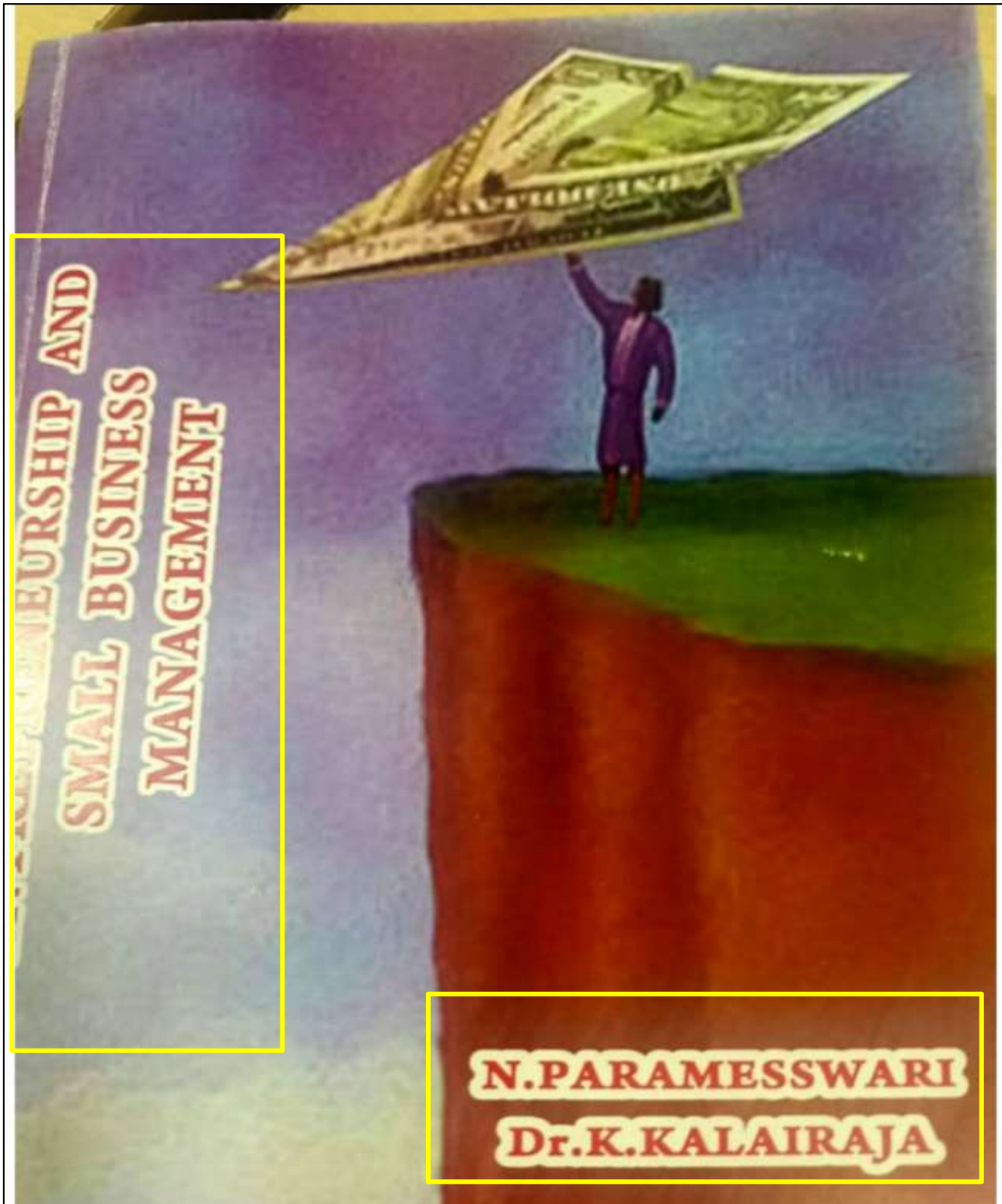
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Title : Entrepreneurship and Small Business Management

Authors : Ms.N.Paramesswari

Department : Management Studies

Year of Publication: 2017



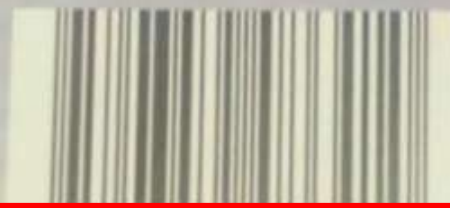


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Title : Service Marketing
Authors : Ms.S.Malini, Dr.Latha
Department : Management Studies
Year of Publication: 2017

SERVICES MARKETING

Dr.R.LATHA, S.MALINI

First Edition : 2018

Published by - INAM

B-7, Door No-2

Vallalaar Appartments, Vallalaar Nagar,
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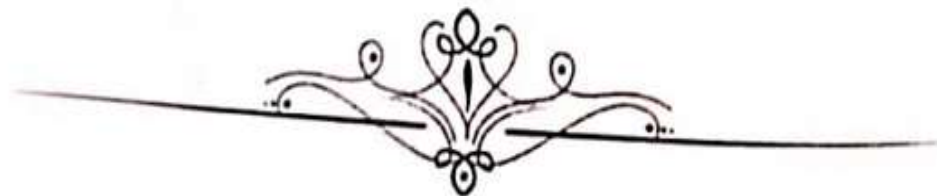
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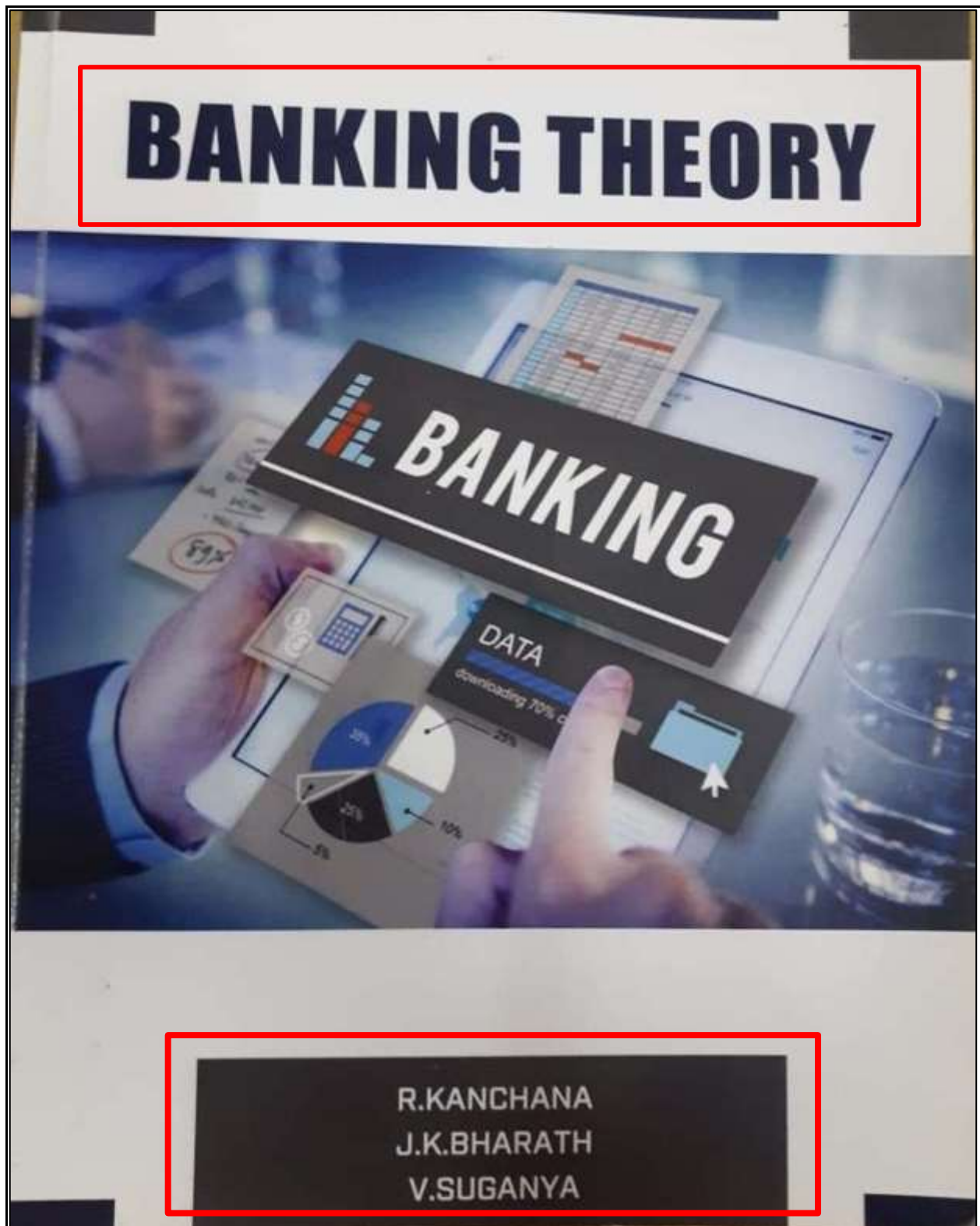


Dr.R.Latha holds Ph.D. in Management from Bharathiar University, Coimbatore. She has submitted Ph.D. thesis in Technology Upgradation and She has 7 years of academic experience and currently working as Assistant Professor in the Department of Management Studies at KG College of Arts and Science, Coimbatore, India. She has published many articles under various titles in refereed journals both National and International



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Title : Banking Theory
Author : Mr.J.K.Bharath, Ms. R.kanchana, Ms.V.Suganya
Department : Commerce with Computer Applications
Year of Publication : 2017



BANKING THEORY

ABOUT THE AUTHORS

Mrs.R.Kanchana is working as Associate Professor and Head in the Department of Commerce with Professional Accounting at KG College of Arts and Science, Coimbatore. She is pursuing Ph.D degree in Government Arts and Science College, Coimbatore and Post Graduate Degree holder in Marketing. Her voice echoes in the class room as a teacher for last 10 years. She has more than 8 research publication to his credit in International Journals with high impact factor, 20 National and International conferences.



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Mrs.V.Suganya is working as Associate Professor, Department of Commerce with Professional Accounting, KG College of Arts and Science, Coimbatore. She has more than Six years of working experience in academic institutions. She is pursuing Ph.D degree in Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, Master of Philosophy in Commerce, post graduate and under graduate degrees from Bharathiar University, Coimbatore. She has published many articles under various titles in refereed journals both National and International.



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 trends. 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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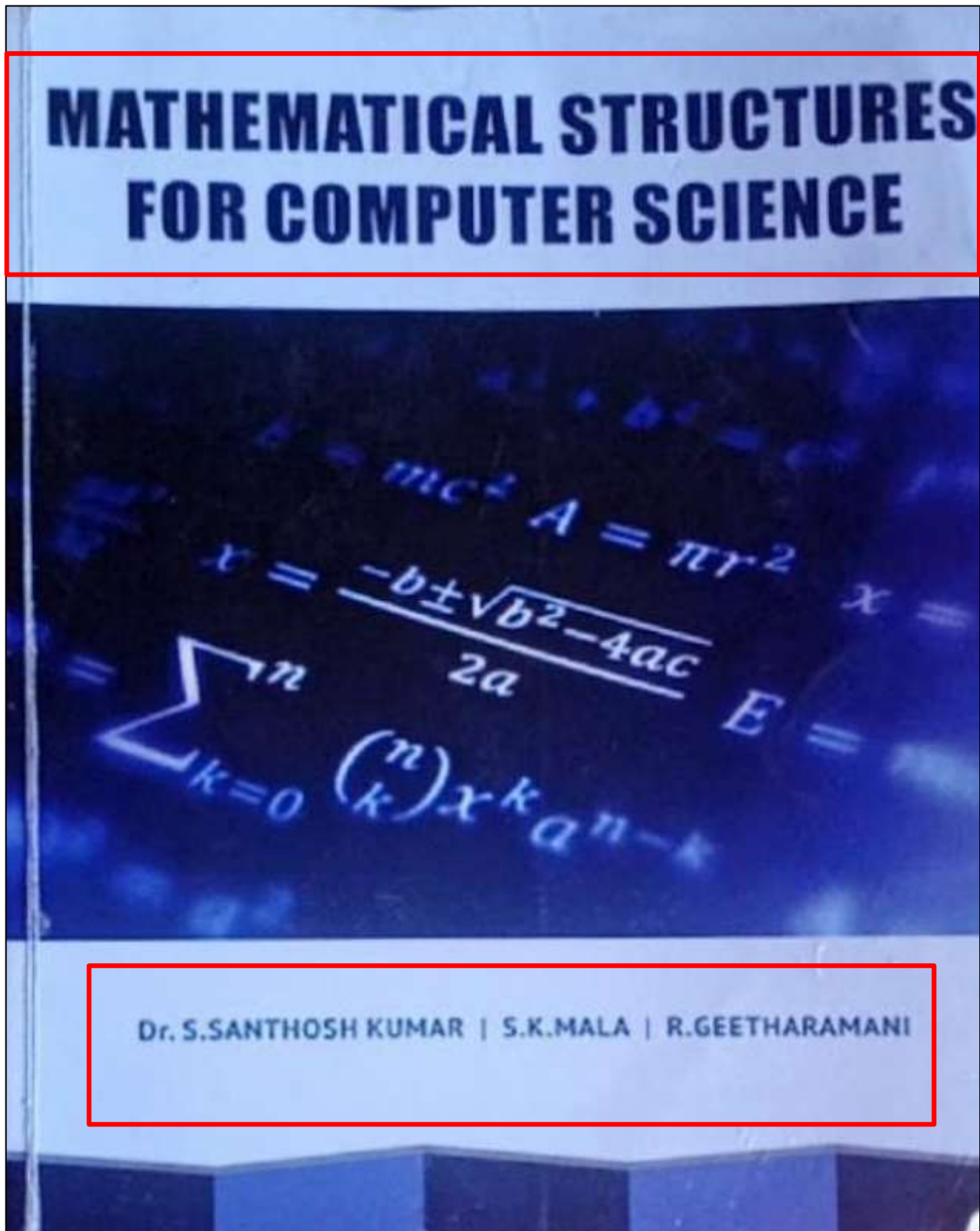
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Email: narainpublications@gmail.com
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ISBN: 952-74-1283-761-3

Rs. 250/-

Title : Mathematical Structures for Computer Science
Authors : Dr.Santhosh Kumar, Ms.S.K.Mala, Ms.R.Geetharamani
Department : Mathematics
Year of Publication: 2017



R. GEETHA RAMANI

MATHEMATICAL STRUCTURES FOR COMPUTER SCIENCE

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Narain Publications

RK Math Road,

Mylapore,

Chennai- 600 004

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Phone: 044-2650361

Mathematical Structure for Computer Science

ISBN: 978-81-932808-8-2

Rs. 250/-

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MATHEMATICAL STRUCTURES FOR COMPUTER SCIENCE

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ABOUT THIS BOOK

This book gives more details about Numerical method and Statistical analysis. Students will feel satisfied with the examples and exercise problems. Many university question paper problems are solved which will help the student to gain more marks in the university examination.

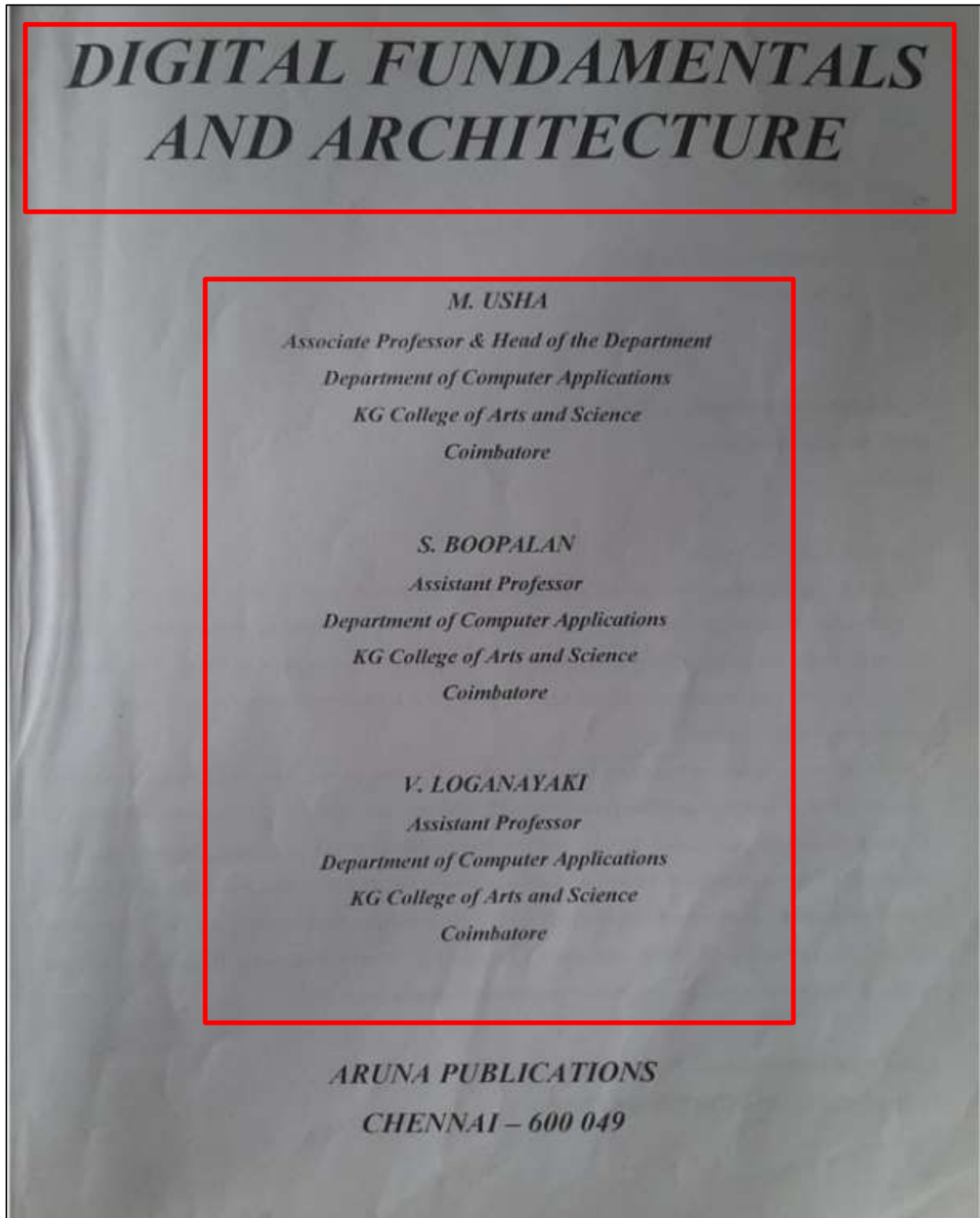
SPECIAL FEATURES

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 Rs. 250/-

Title : Digital Fundamentals and Architecture
Authors : Ms.M.Usha, Mr.S.Boopalan, Ms.V.Loganayaki
Department : Computer Applications
Year of Publication: 2017



DIGITAL FUNDAMENTALS AND ARCHITECTURE

ABOUT THE AUTHORS

Mrs.M.Usha is working as Associate Professor and Head in the Department of Computer Applications at KG College of Arts and Science, Coimbatore. She is pursuing Ph.D Degree in Sri Ramakrishna College of Arts and Science for Women, Coimbatore and holds Post Graduate Degree in Computer Science. Her voice echoes in the class room as teacher for last 12 years. She has more than 7 research publication to her credit in International Journals with high impact factor, 15 National and International Conferences.



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ABOUT THIS 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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ISBN: 941-78-1353-721-6

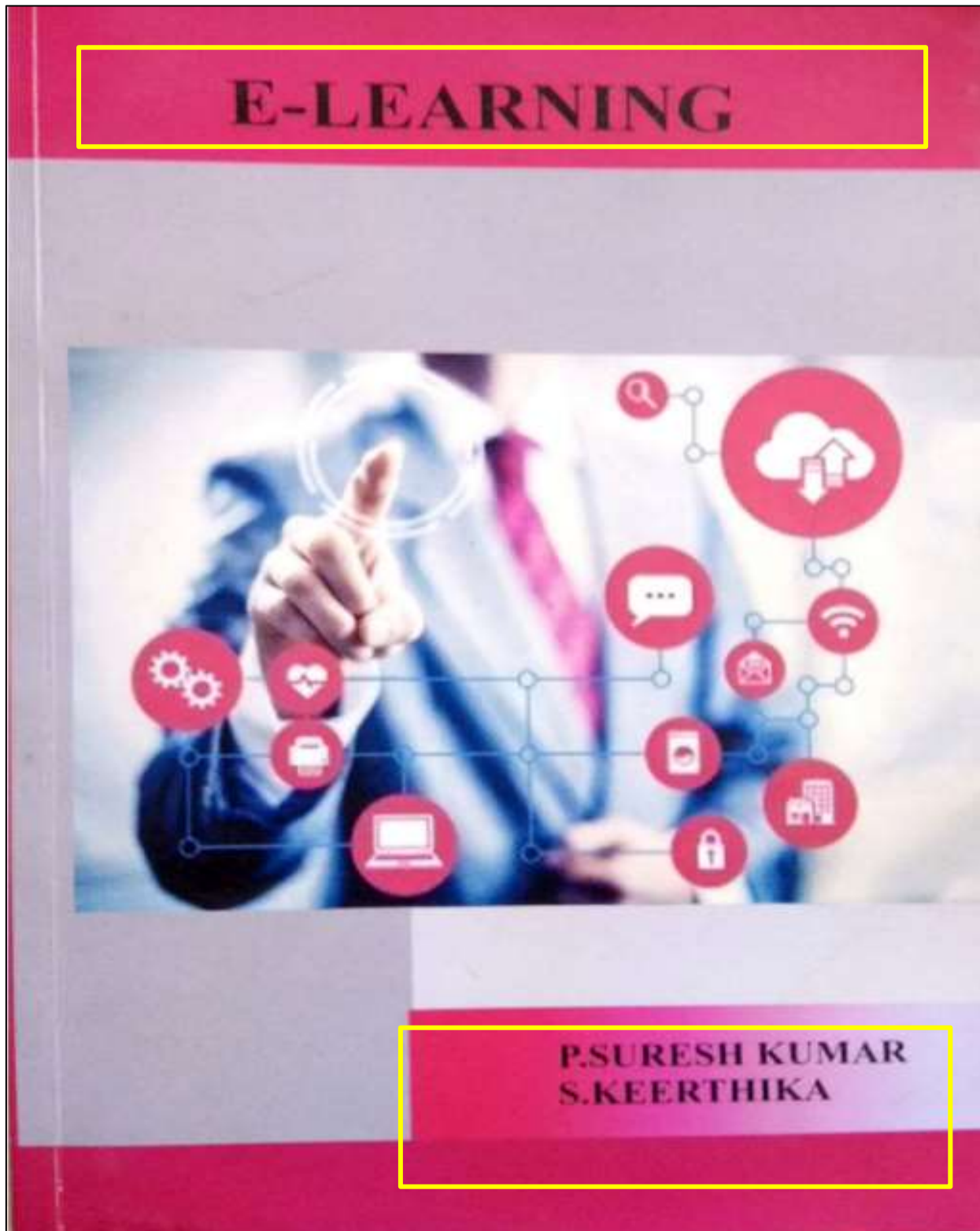
Rs. 250/-

Title : E-Learning

Authors : Mr. P. Sureshkumar, Ms.S.Keerthika

Department : Information Technology

Year of Publication : 2017



ABOUT THE AUTHORS



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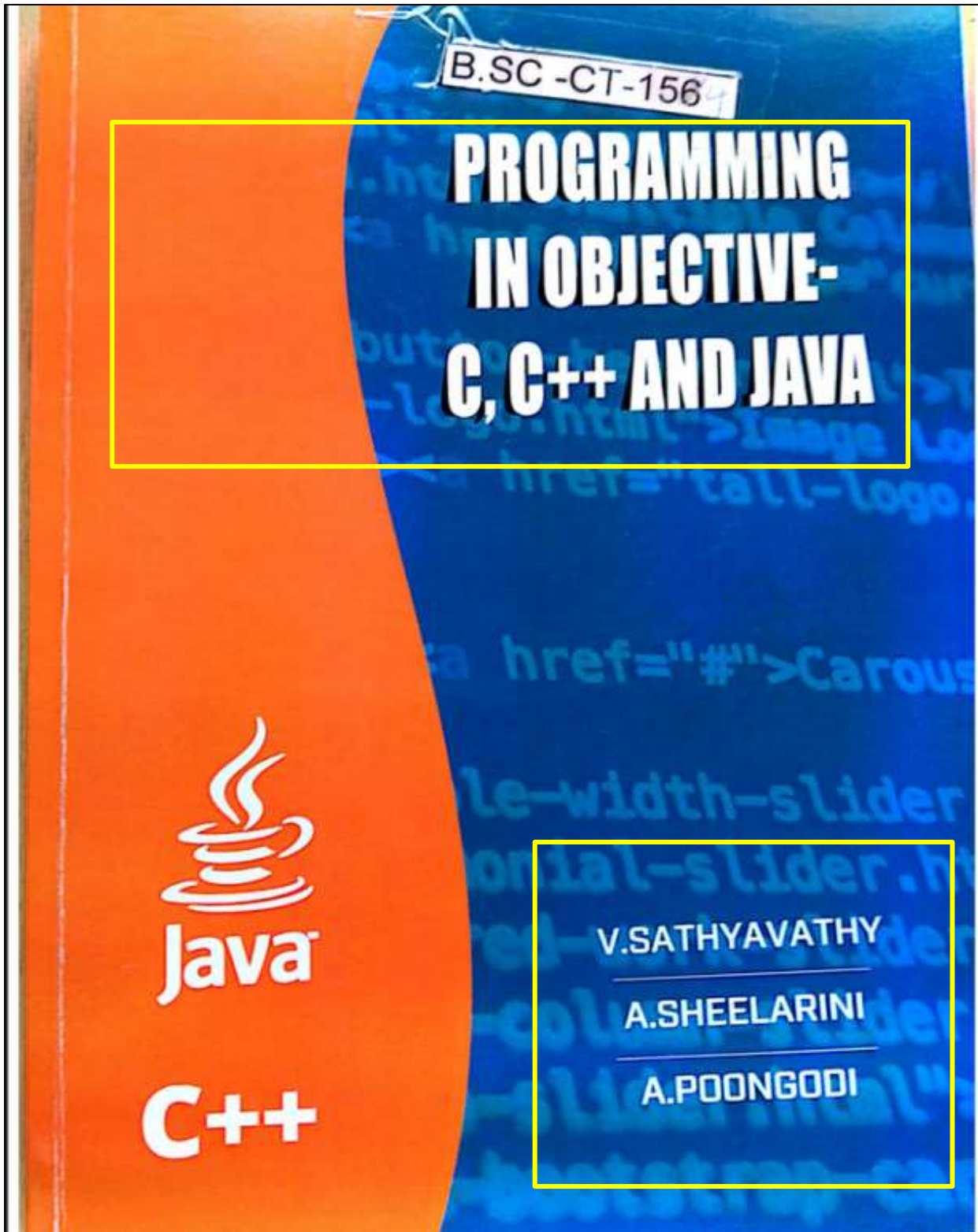


Title : Programming in Objective – C, C++ and Java

Author : Ms. V. Sathyavathy, Ms. A. Poongodi, Ms. R. Sheela Rini

Department : Computer Technology

Year of Publication: 2017



PROGRAMMING IN OBJECTIVE-C, C++ AND JAVA


ABOUT THE AUTHORS



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Ms. A. Sheela Rini is currently working as an Assistant Professor in the Department of Computer Technology, KG College of Arts and Science, Coimbatore. She received her under graduate and Post graduate degrees in Computer Science from Bharathiar University, Coimbatore. She is currently pursuing her Ph.D in the field of Cloud Computing. She has more than 5 years of teaching experience and has published number of papers in journals.



Ms. A. Poongodi, currently working as an Assistant Professor in the Department of Computer Technology, KG College of Arts and Science, Coimbatore. She has fifteen years of teaching experience. She was received her post graduate and under graduate degrees from Bharathiar University, Coimbatore. She is pursuing her Ph.D in the domain of data mining. She has published research papers in refereed Journals both National and International.

ABOUT THIS BOOK

"Programming in Objective-C, C++ and Java" is a well-structured book for all graduate students of engineering and computer science. Programming is learned by writing programs. In this, programming is similar to other endeavours with a practical component.

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