

## Contents

Sl. No.	Title of the Paper	Page No.
1.	<b>A Study on Shopping Involvement in Online Shopping An Exploratory Study of its Antecedents and Consequences</b> * Dr.Hari Sundar.G.Ram ** Praveen Raj. D *** Dr. D. Sudha Rani Ravindran	1
2.	<b>A Study on Emotional Intelligence and its Relationship with Work life Balance among Women Faculty Members in Colleges</b> * Mrs. S. Banumathi ** Dr. D. Muruganandam *** Ms. A.S. Shuvetha	13
3.	<b>Customer Satisfaction of Handloom Products- A Study with Reference to Erode District</b> * Dr. A. Kumudha ** Dr. Rizwana. M	22
4.	<b>Sustainable Supply Chain for Short PLC Products</b> *Richa Tiwari ** Dr. R Swamynathan	30
5.	<b>Strategic Alliances and Tie-Ups to Meet the Challenges</b> * Dr. S. Gayathry	37
6.	<b>A Study on Users Attitude towards USB Internet Modem with Special Reference towards Erode Town</b> * Dr. G. Kalaimani	42
7.	<b>Green Marketing</b> * A. Mariselvam ** S. Sathish *** E. Suriyaprakash	53
8.	<b>An Empirical Study on the Diversified Funds of an Individual towards Various Investment Opportunities with Reference to Erode District</b> * V. Manimegalai ** K. Nathya	59
9.	<b>A Study on Service Quality in Private Sector Bank's with Special Reference to Karur (DT)</b> * Prithiviraj. S ** Ravisankar. A *** Dr. D. Muruganandam	63
10.	<b>Spotlight on Indian Public Sector Health Insurers</b> * P. Saravana Kumar	68
11.	<b>Business Work Advanced Level Timesheet Tracking Projects Reports Solution (BWT)</b> * Mrs. K. Rupa Sunthari ** M. Mujeeb	72
12.	<b>A Study on Customer Relationship Management towards Big Bazaar</b> * Mrs. G. Kalaivani ** Dr. V. Rajeswari	78
13.	<b>A Study on Farmers' Opinion towards the Present Agricultural Employability Position with Special Reference to Dharmapuri District</b> * Dr. M.S.R. Mariyappan ** M. Karthikeyan	83
14.	<b>A Study on the Financial Performance of Selected Steel Units in India Using Z Score Analysis</b> * Dr. K. Subramaniam	92
15.	<b>Information and Communication Technology in Educational Service</b> * S. Kumaraperumal ** Dr. D. Muruganandam	100
16.	<b>Role and Importance of Viral Marketing in Launching a New Product in the Market</b> * S. Muthumari	103
17.	<b>An Innovative Financial Strategy- Green Banking Trends in Banking Sectors in India</b> * Mrs.K.Vimaladevi ** Mr.N.Senthil kumar	111
18.	<b>A Study on Financial Performance in Seshasayee Paper and Boards Limited (SPB), Erode</b> * Dr. P. Poongodi ** S. Bhuvaneshwari	117
19.	<b>An Empirical Study on the Customer Services offered by Fast Track Call Taxi in Erode City</b> * N. Devaraj ** N. Thamilchelvam *** J. Tamilarasu	130

20.	<b>Human Resource Management in Emerging Markets: Performance Management</b> * M. Saranyadevi ** T. Pradeepraj *** A. Aravindh Kumar	137
21.	<b>Employee Benefits and its Effect on Employee Productivity</b> * Sudha S ** Nithya M	143
22.	<b>Emerging Trends and Challenges in Human Resource Management</b> * Dr. E.T. Loganathan ** Dr. K.K.A. Alaguappan	148
23.	<b>A Study on Career Development Practices at BPO Firm in Bangalore</b> * Rashmi S.B	153
24.	<b>Human Resource Management in Emerging Markets: Work Life Balance</b> * J. Nivas ** R. Anbazhagan *** M. Manikandan	157
25.	<b>A Study on the Development of Women Entrepreneurship Problems and Prospects of Indian Economy</b> * E.Kamatchi Muthulakshmi	165
26.	<b>“Financial Inclusion in India – Measures to Achieve” Track: Managing Finance &amp; Banking in Emerging Markets</b> <b>Sub-theme: Financial Issues and Challenges</b> A. Rajeswari	173
27.	<b>Effectiveness Of Training And Development And Its Impact on Employee Job Productivity: A Study With reference to Bharat Heavy Electricals Ltd. Bengaluru</b> * Dr.Senthilkumar ** Prof.Tejas Vyas ***Dr J Gajendra Naidu Auden Institute of Technology	179
28.	<b>The Synergy between Selected Indian Stock Market Indices and Selected Asia – Pacific, European Market Indices: An Econometric Analysis</b> * B. Gayathri ** Dr. K. Rajini	191
29.	<b>Work Life Balance in Concurrence with IT Professionals</b> * B.K. Hemalatha	200
30.	<b>Mobile Banking Services in India: A Perspective on Purpose, Utility and Problems of Customers</b> * Ms. D. Hepzibah Vinsyah Jeyaseeli	205
31.	<b>Consumer Repeat Purchases behaviour towards Electronics Items – A Theoretical Framework</b> * D. Muthukrishnaveni ** Dr. D. Muruganandam	210
32.	<b>Student’s Attitude and Preference on Marketing Strategies of Business School’s</b> *Dr. Nalini Palaniswamy **Dr. Muruganandam Duraiswamy	216
33.	<b>A Study on Performance Management</b> *V.G.Sumathy *C.Yasotha	223