

## GANADIPATHY TULSI'S JAIN ENGINEERING COLLEGE

### Department of MBA

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#### PUBLICATION

- Paper Presented in National Level Seminar on **“Pricing Strategies”** (ISBN 978-81-909199-2-8 & Page No: 415) organized by Ranippettai Engineering College, 18<sup>th</sup> September 2013.

#### PAPER PRESENTED AND PARTICIPATED IN CONFERENCES/ SEMINARS/ WORKSHOPS:

- Participated in Workshop for **“Institutional Development Program”** organized by GTEC on 5<sup>th</sup> Nov to 11<sup>th</sup> Nov 2014.
- Paper Presented in National Level conference on **“Enterprise Resource Planning”** organized by Sairam Institute of Management Studies-Chennai, 2014.
- Paper Presented in National Level Seminar on **“RECENT ADVANCEMENT IN BUSINESS PRACTICE”** organized by Nehru Institute of Management Studies-Coimbatore, 15<sup>th</sup> March 2013.
- Attended 2 Days National Level FDP on **“RETAILING STRATEGY FOR RETENTION OF CUSTOMER”** organized by Sairam Institute of Management Studies-Chennai, 12<sup>th</sup> & 13<sup>th</sup> August 2013.
- Paper Presented in National Level Seminar on **“Global Dynamics in Innovation and Project Management”** organized by Prist School of Business, Prist University (Approved by AICTE), 2012.
- Attended Workshop on **“Google Apps”** at Ganadipathy Tulsi's Jain Engineering College, 2014.
- Attended 2 Days National Level FDP on **“DATA ANALYSIS ( SPSS )”** in Abdul Hakeem College Of Engineering & Technology-Vellore. 2012.
- Attended State Level Workshop on **“FINANCIAL DERIVATIVES & ENTREPRENEURSHIP”** organized by Sacred Heart College-Tirupatur, 7<sup>th</sup> September 2012.