

GANADIPATHY TULSI'S JAIN ENGINEERING COLLEGE

Department of MBA

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NATIONAL / INTERNATIONAL JOURNALS

- Paper published in Indian journal for applied research on **“A study on customer satisfaction towards hotel industry in Vellore.”** (ISSN-2249-555X) Volume: 4 | Issue: 2 | Feb 2014.
- Paper Presented in National Level conference on **“Pricing Strategies”** (ISBN 978-81-909199-2-8 & Page No: 826) organized by Ranippettai Engineering College, 18th September 2013.
- Paper Presented in International conference on **“Marketing Strategies for Global Business crisis”** (ISBN: 978-81-921764-3-7) organized by Sri Sai Ram institute of management studies, volume No: III 22&23rd September 2011.

PAPER PRESENTED AND PARTICIPATED IN CONFERENCES/ SEMINARS/

WORKSHOPS:

- Paper Presented in International conference on **“Impact of Global Crisis in Indian Business.”** organized by Annai Mathammal Sheela Engineering College, held on 14th September 2012.
- Paper Presented in National conference on **“Online advertisement”** organized by GRT Institute of Engineering and Technology held on 21st October 2011.

Participated in State Level Seminar on **“Career Development”** organized by K.M.G college of Arts and Science in Gudiyattam. Held on 8th October 2009.