



CRITERION III

3.4.4 Conference Proceedings Published During 2019 - 2020

S. No	Name of the Teacher	Title of the proceedings of the conference	ISBN	Link
1.	R. Shankar and Deepu Nair	Facts on Silver Metal Traded in India	ISBN 978-93-89105-28-5	Link
2.	V. Venkatachalam and B. Gunasekaran	Digital Transformation in Insurance Sector	978-93-89105-28-5	Link
3.	N. Saranya and V. Sumathi	A Study on Sentiment Analysis Techniques	978-93-89105-28-5	Link
4.	N. Yamuna Devi and P. Devika	Role of Marketing in Modern Era	978-93-89105-28-5	Link
5.	Dr.R.A.Ayyaparajan	A study on Organisational culture and employee satisfaction level at retail textile shops in Coimbatore city	978-93-89105-28-5	Link
6.	A. Vijayakumar and R. Mahadevi	Risk and Return Analysis of Selected Banks in India	978-93-89105-28-5	Link
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9.	K. Indhu and N. Sathyabama	Corporate Social Responsibility in India	978-93-89105-28-5	Link
10.	B. Janani and S. Santhosh Kumar	A Study on Consumer Buying Behaviour towards Fast Moving Consumer Goods with Special Reference to Health Drinks in Coimbatore City	978-93-89105-28-5	Link
11.	M. Vijayakumar	A Survey on Heart Disease Prediction Using Data Mining Techniques	978-93-89105-28-5	Link
12.	N. Saranya	A Study on Sentiment Analysis Techniques	978-93-89105-28-5	Link
13.	N. Yamuna Devi and P. Devika	Role of Marketing in Modern Era	978-93-89105-28-5	Link
14.	M. Rupak and D. Devika	A Study on Emotional Intelligence at PSG Arts & Science College, Coimbatore	978-93-89105-28-5	Link
15.	S. Sabeena	Hybrid Feature Selection for Dimensionality Reduction	978-93-89105-28-5	Link



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16.	S. Sambath Kumar and S. Salai Jeeva Gayathri	A Study on Customer Satisfaction towards Public Distribution Store with Reference to Coimbatore District	978-93-89105-28-5	Link
17.	R. Shankar and Deepu Nair	Facts on Silver Metal Traded in India	978-93-89105-28-5	Link
18.	S. Shanthi and K. Mythili	Financial Services and Intermediaries	978-93-89105-28-5	Link
19.	D. Shyamsundar and S. Bavithra	An Escalation of FP Magnification Contrivance Based on Map Reduce	978-93-89105-28-5	Link
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21.	Dr.A. Sumathi	Micro Finance Through Neighborhood Group– Empowerment Mantra for the Sustainable Development	978-93-89105-28-5	Link
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25.	Ritu Shepherd and Malathi	Oriental and Occidentals Ways of Human Life: In the Novels of Kamala Markandaya and Pearl Buck	978-93-89105-28-5	Link
26.	Susmi Mariam Blesson and Mercy Rani	Elements of Culture through the English Life Portrayed in the Scarlet Letter by Nathaniel Hawthorne	978-93-89105-28-5	Link
27.	M. Devendran and V. Shanthi	Degradation in Indian Society in Silence! The Court is in Session	978-93-89105-28-5	Link
28.	Kavitha and Rufina	Existentialist Feminist Behavior in Anita Desai's and Kamala Markandaya's Novel Isolation, Alienation, Separation, Detachment in the Modern World . 'Bye Bye the Black Bird', 'Cry of the Peacock', 'Nectar in the Sieve', 'Some Inner Fury', 'Coffers Dams'	978-93-89105-28-5	Link
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48.	A. Vijaya and M. Senthilkumar	Statistical Approach of Digital Learning Implementation in Higher Education using Mining Techniques	978-93-89105-28-5	Link
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