



NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University)

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.

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CRITERION III

3.4.4 Conference Proceedings Published During 2021 - 2022

S. No	Name of the Teacher	Title of the proceedings of the conference	ISBN	Link
1.	S. Priya Srivastava & D. Devika	Evolution of Startup Companies - Indian Scenario	9789393333148	📎
2.	R. Gunavathi & N. Saranya	Least squares twin support vector machine technique on social media for sentiment analysis	9789393333148	📎
3.	Dr.R.A.Ayyaparajan	A Review of coronavirus disease using a machine learning model	9789393333148	📎
4.	Dr. R. A.Ayyaparajan	Customer's satisfaction towards mobile banking with special reference to Coimbatore city, Tamil Nadu	9789393333148	📎
5.	Dr.R.A.Ayyaparajan	Concept of Working capital Management	9789393333148	📎
6.	Mr.A.Vijay Kumar	Challenges Faced by Working Women Employees with Special Reference to Coimbatore District	9789393333148	📎
7.	V. Veerakumaran	Usage of Fully Convolution Network with Clustering Routing Protocols in Wireless Sensor Networks	9789393333148	📎



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8.	R. Mahadevi & Mr. Venkatachalam	Women Entrepreneurship Challenges and Issues	9789393333148	Link
9.	K. Mythili	Concept of Working Capital Management	9789393333148	Link
10.	N. Karthik	Blocking the Internal Collusion Attack on Privacy-Preserving in Data Mining Systems	9789393333148	Link
11.	S. Sambath Kumar	Challenges Faced by Working Women Employees with Special Reference to Coimbatore District	9789393333148	Link
12.	A. Arun Joseph & U. Praveen	SEAS: Secure Email With Asymmetric Cryptography and Steganography	9789393333148	Link
13.	S.Sabeena	A Study on Artificial Intelligence in E-Commerce	9789393333148	Link
14.	K. Gowri	Digital Banking an Indian Perspective	9789393333148	Link
15.	M. Kanagarathinam & K. Indh	An Empirical Study on Farmers Awareness on Agriculture Subsidies Provided By Central Government in Coimbatore District	9789393333148	Link



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16.	K. Arthi & S. Gayathri	Green Entrepreneurship – Attitude and Awareness of Customers	9789393333148	📎
17.	N. Saranya	Least Squares Twin Support Vector Machine Technique on Social Media for Sentiment Analysis	9789393333148	📎
18.	Dr.R.A. Ayyapparajan & Dr.K.RajaRajeswari	Customer's Satisfaction Towards Mobile Banking With Special Reference to Coimbatore City	9789393333148	📎
19.	Dr.C.Boopathi	Merger on Performance of Indian Banks in 2021: A Study	9789393333148	📎
20.	Ms. Mythili K and Ms. Divya Priya. T	Concept of Working Capital Management	9789393333148	📎
21.	Mr.B.Gunasekaran & Ms. S..shanthi	Sales promotional Activities on consumer Buying Behaviour in Modern Era	9789393333148	📎
22.	J. Mercy Rani & Phoebe	Social Issues and Understanding Gender Practices and Identity in Virginia Woolf's 'To The Light House'	9789393333148	📎
23.	V. Lathika & Rufina Roslin Mary	Mental Deterioration : A Psychological Study of Paulo Coelho's "Veronica Decides To Die"	9789393333148	📎



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S. No	Name of the Teacher	Title of the proceedings of the conference	ISBN	Link
24.	Sreejith Ramachandran & K Rajkumar	Reflections of Real-life Characters in the Select Works of Garcia Marquez	9789393333148	Link
25.	A. Stefi Mary & D. Vijayaraghavan	Effective Methods of Teaching English Language Through Online in the Pandemic Situation	9789393333148	Link
26.	K. Sunisha & D. Pradeek	Comparison and Analysis on Metaphysical Poetry With Special Reference to John Donne and George Herbert	9789393333148	Link
27.	G. Bini & V. Shanthi	Kiran Desai's Hullabaloo in the Guava Orchard-A Study of Magic Realism	9789393333148	Link
28.	S. Subha & S. Kavitha	Gender Roles in the Future? Theoretical Foundations and Future Research Directions	9789393333148	Link
29.	V.Kavitha & T.P. Anupama	A Keladoscopic View of Ecological Aspects in Yann Martel's Life of PI	9789393333148	Link
30.	R. Nirmal Kumar & K. Rajkumar	Autobiographical elements in R.K. Narayan's the English teacher	9789393333148	Link
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33.	Ms. M. Dhanalakshmi & Dr. S. Selvarasu	A brief notes on Asanas and its benefits in Day to Day life	9789393333148	Link
34.	Ms. P. Sheeba Maybell & K. S. Hrudeesh	A study on Intuitionistic Fuzzy soft matrices in decision making	9789393333148	Link
35.	Dr. K. Reena & G. Vasunthara Devi	Rough Lattice Approximation space	9789393333148	Link
36.	Dr. N. Saranya	Chapter: Blended Learning in Higher Education Institution	9789393333148	Link
37.	Dr. A. Anitha	Biological Hydrogen Production from Kitchen Waste Using a Novel System	9789393333148	Link
38.	Dr. D. Vimal Kumar	Data Sharing Scheme Using Cipher Policy Attribute Based Encryption for Mobile Cloud Computing	9789355260758	Link
39.	Dr. D. Vimal Kumar and K.Sumathi	Distributed Denial of Service Attacks Detection in Mobile Networks Using Hybrid IP Trace Back Techniques	9789355260758	Link



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40.	M. Senthilkumar DR. A. Krishnakumar	Educational Data Mining Tools For Digital Learning Process In Educational Sectors	9789355260758	Link
41.	V. Veerakumar	An Analysis of Infrastructure and Networking Technologies for Energy Organization In Buildings And House Cybernation	9789355260758	Link
42.	P. Usha and Dr. N. Kavitha	Machine Learning Method for Diabetes Mellitus	9789391347024	Link
43.	S. Saranya and Dr. N. Kavitha	Predictive Modeling of Depression Using Machine Learning Techniques	9789391347024	Link
44.	V. Vadivu and Dr N. Kavitha	A Study on Challenges and Strategy of Storage in Big Data Environment	9789391347024	Link
45.	R. Anitha and D. Vimal Kumar	A Survey on E-Commerce Recommendation Systems Future Directions	9789391347024	Link
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48.	Dr. R. Kasimani, Dr. P. Vinoth Kumar, Dr. B. David Jayaseelan & Dr. S. Esath Natheer	Characterization of pigment production by soil bacterial isolates from tannery effluents	9788191074857	Link
49.	Dr. Thulasi Sivaraman	Neutralizing Potential of Rauwolfiaserpentin a root extract against <i>Naja naja</i> venom	9788191074857	Link
50.	Dr.Pradeep K	Psychoiogy of Visual Communication for Effective Design	978-93-93333-07-0	Link
51.	K. Selvavinayaki	Misbehavior Detection Efficiency of Verifiable Secret Sharing AOMDV Routing Protocol	9789393333148	Link
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