



# NEHRU ARTS AND SCIENCE COLLEGE

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## DVV CLARIFICATION

### CRITERION III

#### 3.4.4 Research Contributions: Books / Chapters / Conference Proceedings

S. No	Authors	Department	Title of the book published	ISBN	Year of Publication	Link
1	A. Sumathi and R. Sethu Madhavan	Business Administration	A Study on Financial Performance of Scheduled Commercial Banks in India	9789382570974	2017	<a href="#">Link</a>
2	V. Venkatachalam and B. Gunasekaran	Commerce	A Study of Account holders Awareness Level of Post Office Saving Schemes towards Monthly	9789353218850	2018	<a href="#">Link</a>
3	B. Anirudhan and Shobhana Kokkadan	Hindi	Excellence through Quantifiable Outcomes	9789389105285	2019	<a href="#">Link</a>
4	R. Shankar and Deepu Nair	Commerce	Facts on Silver Metal Traded in India	9789389105285	2019	<a href="#">Link</a>
5	V. Venkatachalam and B. Gunasekaran	Commerce	Digital Transformation in Insurance Sector	9789389105285	2019	<a href="#">Link</a>
6	N. Shani and T. S. Kavitha	Business Administration	Quality of Work Life Among Employees in MSMEs with Reference to Coimbatore District	9788194855538	2020	<a href="#">Link</a>
7	N. Saranya and P. Boopathi	Commerce	Sentiment Analysis Techniques on Social Media	9788194855538	2020	<a href="#">Link</a>
8	S. Priya Srivastava & D. Devika	Commerce	Evolution of Startup Companies - Indian Scenario	9789393333148	2021	<a href="#">Link</a>