



Rani Anna Government College for Women, Tirunelveli – 627 008

PG & Research Department of Commerce

Department Activities

2019-20

S.No.	Name of the programmes	Resource Persons	Year
1	Online Quiz	NTA NET COMMERCE QUIZ 2020	20.5.2020 to 29.5.2020.
2	E Quiz	Intellectual Property Rights	28- 31/05/2020
3	National Annual Business Research Conference	Prof. S. Mercia Selva Malar, D Dean, Lourdes Matha Institute of Management Studies, Trivandrum	24.06.2020



Online based Quiz on NTA NET Commerce 2020

SRIPARASAKTHI COLLEGE FOR WOMEN, COURTALLAM

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, TamilNadu, India)

&

RANI ANNA GOVERNMENT COLLEGE FOR WOMEN, TIRUNELVELI

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, TamilNadu, India)

NTA NET COMMERCE QUIZ 2020

10 days course for Paper-II Commerce

Rani Anna Government College for Women, Tirunelveli and Sri Parasakthi College for Women, Courtallam jointly organised 10 days NTA NET Commerce quiz from 20.5.2020 to 29.5.2020. The quiz covered 10 units of Paper-II Commerce syllabus in 10 days, allotting one unit per day. The study materials were provided to all the participants. Every day the link for the quiz was posted in the Whatsapp group, where the participants were added. The quiz link remained active from 10.50 A.M to 12.30 P.M.


SRI PARASAKTHI COLLEGE FOR WOMEN, COURTALLAM
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India)
 and
RANI ANNA GOVERNMENT COLLEGE FOR WOMEN, TIRUNELVELI
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India)


NTA NET COMMERCE QUIZ 2020

10 days course for Paper-II Commerce

Dear NET Aspirants,

Cracking NTA NET Commerce requires prodigious amount of preparation along with practice. Sri Parasakthi College for Women, Courtallam, Tamil Nadu, in association with Rani Anna Government College for Women, Tirunelveli, organizes 10 days NTANET Commerce Quiz 2020

Date of Registration: 16.5.2020-17.5.2020
Duration of Programme: 20.5.2020-29.5.2020
Time: 11.A.M. – 12.P.M. everyday

- ❖ Participants will be allowed on first come first serve basis
- ❖ Registration link:
https://docs.google.com/forms/d/e/1FAIpQLSeme_0ZngETmxTPijU_7_PgqdiKq6nzWirC76_PCeF8wIqfiA/viewform?usp=sf_link
- ❖ 10 units will be covered in 10 days.
- ❖ Study Materials consisting of 200 questions with answers for practice will be provided before the day of quiz.
- ❖ **Certificate of participation will be issued to the participants, who attend the quizzes successfully in all the ten days. Certificate of Appreciation will be provided to those who score above 80%. Printable e-certificate will be issued to the registered mail id.**

Programme Chairman

Dr.R.Geetha
Principal, Sri Parasakthi College for Women, Courtallam
and
Dr.C.V.Mythili
Principal, Rani Anna Government College for Women, Tirunelveli

Coordinators

Dr.M.Murugeswari, SPC
Dr.S.V.Divya, SPC
Dr.R.Raghadevi, SPC
Mrs.N.Sindhu Abirami, SPC
Mrs.S.Jai bakya lakshmi, SPC

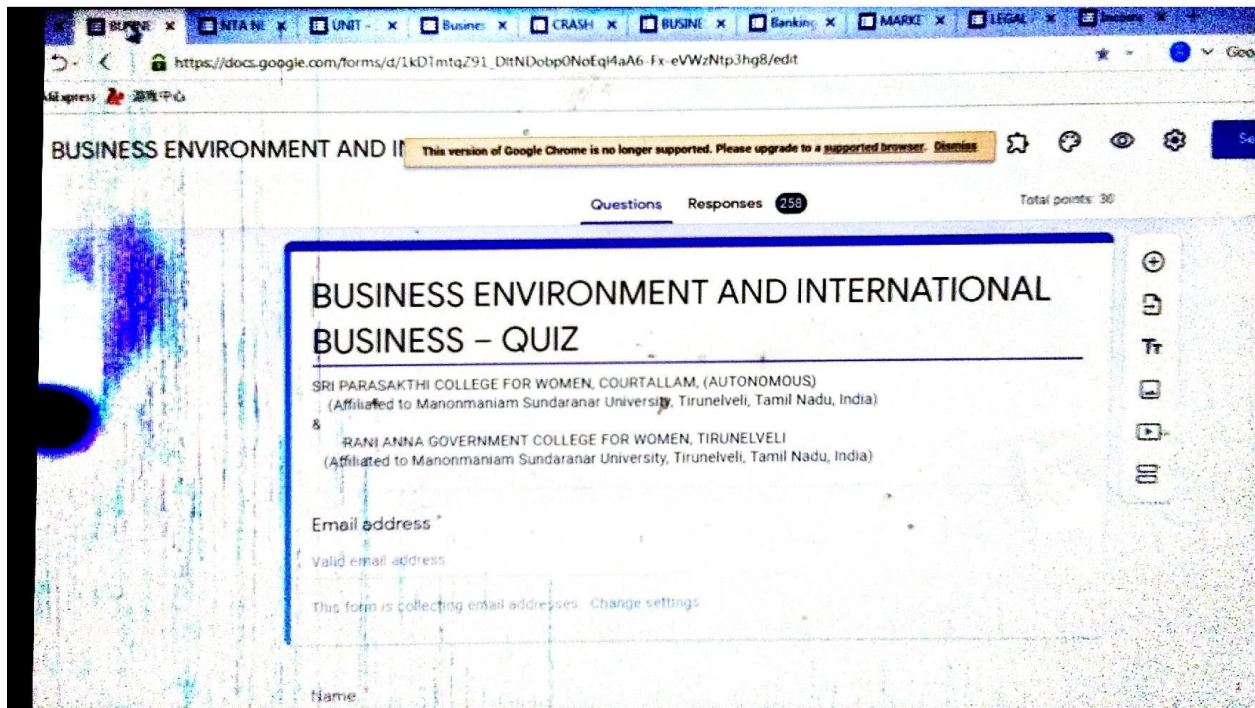
Coordinators

Dr.J.Sunitha, RAC
Mrs.A.Surya, RAC

Mr.P.Murugan, MSU

For further details contact,
Dr. S.V.Divya 9940801422
Mrs. A.Surya 7598893800

There were 611 participants registered, out of whom 362 were Faculty, 72 were Research Scholars, 123 were students and 55 belong to others category.



Webinar participant's details

S.No	Designation	Registered Participants Total :611	Attended Participants Total:379
1	Teaching Faculty	59.2%	67.6%
2	Research Scholar	11.7%	16.2%
3	Students	20.1%	16.2%
4	Others	9.0%	-

A feedback form was issued among the participants to gauge their opinions. 68.6% of the participants felt that 10 days quiz were excellently organised, 0.3% opined that it was fairly organised. 98.6% of the participants felt that the entire quiz session was useful.60.7% strongly agreed that the study

materials were prepared well. 59.7% stated that the quiz has increased their knowledge and skill in the discussed topic.59.3% felt that the entire planning and execution of the quiz was excellent.62.4% asserted that they are willing to join such quiz if an opportunity comes in future.

Dr.J.Sunitha, RAC, Tirunelveli

Mrs.A.Surya, RAC, Tirunelveli

(Co-ordinators)

Rani Anna Government College for Women,

Tirunelveli -08



E Quiz

Questions

Responses

1,351

Settings

Total points: 100

E Quiz on Pros and Cons of Intellectual Property Rights

Dear Sir/Madam

Greetings! Research Department of Commerce, Rani Anna Government College for Women, Tirunelveli - 8 is conducting a National level E Quiz on the Pros and Cons of Intellectual Property Rights. The questions are based on the video attached in the quiz.

Date : 28/05/2020 to 31/05/2020

Registration: Free

E Certificates will be given for those who scored above 50%

Participants: Students of UG and PG of any discipline, Research Scholars, Academicians and others

Link for Quiz: <https://forms.gle/J77nivj1yBkd4NxbA>

Stay Home Stay Enriched Stay Safe

Patron: Dr. C. V. Mythili, Principal

Convener: Dr. J. Sunitha, Associate Professor and HOD

Organising Secretary: Dr. V. Darling Selvi

Email *

Valid email

This form is collecting emails. [Change settings](#)





Rani Anna Government College for
Women, Tirunelveli-8
Research Department of Commerce
E- Quiz on Pros and Cons of Intellectual
Property Rights

Name *

Short answer text

.....

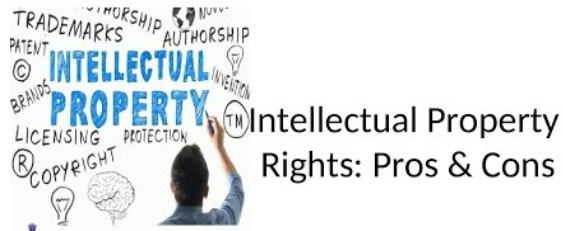
Designation *

- UG
- PG
- Research Scholars
- Academicians
- Others



Short answer text

Watch the video to get answers for the quiz



Dr. V. Darling Selvi

Assistant Professor of Commerce

Rani Anna Government College for Women

Tirunelveli - 627008

1. What is the meaning of “novelty” in relation to a product or a process? *

- Not used
- Not anticipated
- Not published
- All of the above

2. The first legislation in India relating to patents was enacted in the year *

- 1856
- 1911
- 1970



3. The owner of a patent can grant licenses *

- To registered companies only
- To individuals only
- To anyone
- To anyone, but only after taking permission from the Controller General of Patents, Designs and Trade ...

4. For a new variety of plant having flowers with medicinal value, protection can be availed for the new plant under *

- The Indian Patents Act, 1970
- Geographical Indications of Goods (Registration and Protection) Act, 1999
- The Protection of Plant Varieties and Farmers' Rights Act, 2001
- The Indian Wildlife (Protection) Act, 1972
- None of the above

5. What protects the intellectual property created by artists? *

- Copyright
- Geographical Indications
- Patents
- Registered Designs



6. What protects the intellectual property created by designers? *

- Copyright
- Geographical Indications
- Patents
- Registered Designs
- Trademarks

7. What protects the intellectual property created by inventors? *

- Copyright
- Geographical Indications
- Patents
- Registered Designs
- Trademarks

8. Which of these is a geographical indication? *

- BMW
- Darjeeling Tea
- Hogwarts
- Playstation



9. What does a trademark protect? *

- An Invention
- A Work of Art
- Logos, Names and Brands
- The Look, Shape and feel of a Product
- A Secret Formula

10. How long does copyright last for? *

- 10 years after the creation of the work
- 50 years after the creation of the work
- 10 years after the death of the person who created that work
- 50 years after the death of the person who created that work

11. If you write an original story, what type of intellectual property gives you the right to decide who can make and sell copies of your work? *

- Copyright
- Geographical Indications
- Patents
- Registered Designs
- Trademarks



12. Which of the following is NOT protected by copyright? *

- Videos
- Slogans
- Sculptures
- Songs

13. Once a trademark has been federally registered, which notation should be used with *

- @
- ©
- ®
- TM

14. The term “WIPO” stands for *

- World Investment Policy Organization
- World Intellectual Property Organization
- Wildlife Investigation and Policing organization
- World Institute for Prevention of organized crime

15. Which of the following is not an intellectual property law? *

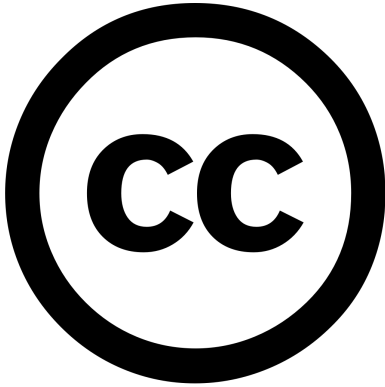
- Copyright Act, 1957



Trademark Act, 1999

- Patent Act, 1970
- Customs Act, 1962

16. This symbol stands for *



- All Rights Reserved
- Some Rights Reserved
- No Rights Reserved
- Share Alike

17. Intellectual Property Rights (IPR) protect the use of information and ideas that are of *

- Commercial value
- Moral value
- Ethical value
- All the above



18. Geographical Indication is *

- Private right
- Community right
- Intellectual property right
- Both (b) and (c)

19. -----is a product formula, pattern, design, compilation of data, customer list, or other business secret.

- Trade Secret
- Copyright
- Patent
- Trademark

20. Which one of the following is not a Geographical Indication? *

- Goa Feni
- Nagpur orange
- Indian Neem tree
- Kolhapuri chappal





E Quiz

Questions Responses 1,351 Settings

Total points: 100

1,351 responses



Not accepting responses



Message for respondents

This exam is not currently accepting submissions. Please check back again later.

Summary

Question

Individual

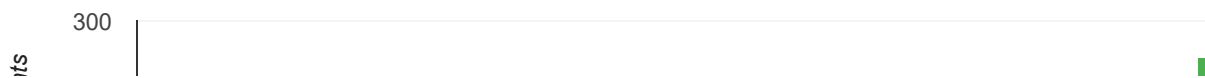
Insights

Average
71 / 100 points

Median
75 / 100 points

Range
5 - 100 points

Total points distribution



Scores

Release scores

Too many recipients to display.

Name

1,351 responses

Padmaja M U

M.MANICKAM

Mr. M. NALLA MANIKANDAN

Vikash Singh

SHYLAJA. P

PRINCY J

KARTHIKEYAN M

Amit Kumar

Shalini Yadav

M.AJITH KUMAR

Uma Shankar bagri

Priyanka

Anil Kumar

KHUSHI GUPTA

Sareena Goel

Livit. P

Divya pradhani

Vijay Laxmi

G. Selvarani

M.savithapriyadharshini

Anand Kumar

REEMA KHATWANI

Sonam chaurasiya

Mohni Parmar

Manish Garg

Dr.V.K.VEERAKUMAR

UMESH KUMAR P

Sarika mahor

Pratyasha Mohapatra

Dr. Farhat khan

J. HELEN

K. BEULA

KAVIN VM

S.CHELLASWAMY

Muskan gupta

P. RAJALAKSHMI

S.Jeyalakshmi

J. Joncy

Gghb

Manimaran

Dr.S.Kasthuri

Dr. P. NAYAGAM

Prince Kumar sharma

Subramani.D

Chithiraikumar

I.Michael Sherlin

Samreen Maharaj

Makwana Digen Bharatbhai

DEEPMALA KUMARI

VALLI . S

D.HEPSI BAI

SOLANKI DEVANSHI VIJAYKUMAR

Reshima j

MUTHUKUMAR C

AJEESH. A. J

W. SUNITHA

Booma.S

M.Arikrishnan

Punitika Batra

Shreya Acharya

Bharat Kumar

Nisha S J

Sitapara Tejas sanjaykumar

A.valarmathi

Mamta shivran

Suraj Malviya

Kamlesh

S.DIVYA

Manoj Kumar S

Bhola choubey

Parmar Parth Vinodbhai

INDRAJEET CHAUHAN

Gursimrat kaur monga

A. Antony Selvi

Solanki Vidhi Hemant Bhai

प्रशांत कुमार

Jasmin

PRATAP KU. SWAIN

Shyamala.K

Samriddhi chawla

Purnima devi

VIGNESH M.A

R.chandra naveena

Dr. K. SUDHA

Sebanya. S

Komal yadav

Shreya Rani

AMEERA S

NEHARIKA KUMARI

Purvi Jain

Dr. N. LALITHA

Drashti Hasamukhbhai Vora

Kushal

VINITA GUPTA

Sachin Mavi

Dr. Dipakkumar Vitthalbhai Patel

Prajapati Motiram Dineshbhai

Hhh

M.KARUPPASAMY

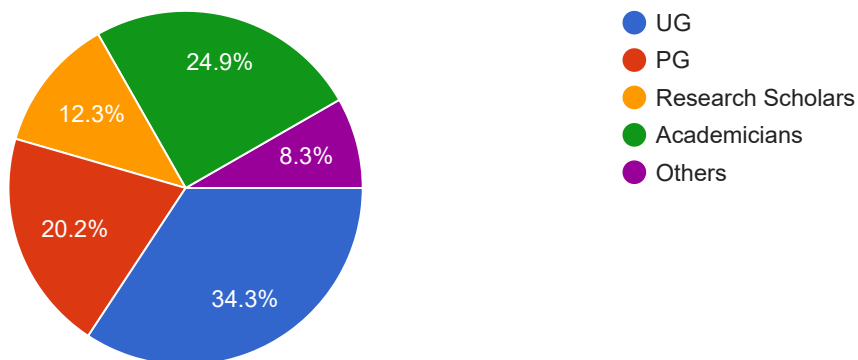
Ishita Jain

[View 1,225 more responses in Sheets](#)

Designation

 Copy

1,351 responses



Name and address of the Institution

1,351 responses

Sophia girls college ajmer

Sophia girls college ajmer

Sophia Girls College, Ajmer

Sophia Girls College Ajmer

Mahendra institute of technology

S T Hindu college

Annamalai University

DRBCCC HINDU COLLEGE

RVSKVV Gwalior

Mahendra Institute of Technology

BPCCS, GANDHINAGAR

SDNB VAISHNAV COLLEGE FOR WOMEN

Nesamony Memorial Christian College, Marthandam

SSD Women's Institute of Technology

University of Jammu

Sophia Girls College Ajmer

Sri sankara bhagavathi arts and science college

Kr college of arts and science

Sophia Girl's College, Ajmer

Sophia girls college Ajmer

University of Allahabad

Gandhi Business School,Bhubaneswar

Bholabhai Patel College of Computer studies,Sector-23,Gh-6,Gandhinagar.

Annamalai University

Rani Anna government college for women

Mahendra institute of technology

NANDHA ARTS AND SCIENCE COLLEGE

Scott Christian College, Nagercoil

G.L. BAJAJ INSTITUTE OF MANAGEMENT AND RESEARCH, GREATER NOIDA

ALAGAPPA UNIVERSITY, DDE,KARAIKUDI

BPCCS,GANDHINAGAR

Sophia girls college , ajmer

Rani Anna Government College for Women, Tirunelveli

GL bajaj institute of management and research

Holy Cross College,Nagercoil

BPCCS

Sophia college

Ksv gandhinagar

Sophia Girls' College, Ajmer

Bon Secours College for Women, Thanjavur

TDMNS College, T. Kallikulam

Sophia girls college ajmer autonomous

GI bajaj institute of management and research

Sophia girls college , Ajmer

Sree Devi kumari women's college kuzhithurai

Pscmr

Sri Sarada Niketan College of Science for Women, Karur

IGNOU

Dr.SNS Rajalakshmi college of arts and science

REVA University

Sophia College Ajmer

Gandhi business school

GANDHI BUSINESS SCHOOL

Nandha arts and science college, Erode.

Sri Sankara Bhagavathi arts and science college, kommadikottai.

College of agriculture RVSKVV gwalior madhya pradesh

Renaissance law college

M S UNIVERSITY CONSTITUENT COLLEGE, KANYAKUMARI

Scott Christian College (Autonomous) , Nagercoil.

Kamaraj Polytechnic College,Pazhavilai

IIMMI, SINGHANIA UNIVERSITY

-

Rani Anna government college for women

Scott Christian College

Gunf huu

PSNACET

Jayaraj Annapakiyam college for women

Einstein college of Arts and science

KSV University , gandhinagar gujarat

Ms Univesity. Trirunelveli

Mano college

Holy cross college(autonomous),Nagercoil -4, Kanyakumari dist.

Sophia Girls College Autonomous, Ajmer (Raj)

G.I bajaj

Padmashri dr.sivanthi aditanar college of nursing

PUMS Pottagavayal

Holy cross college nagarcovil

Annamala university, Annamalai nagar, Chidambaram Cuddalore Dist - 608002

Nesamony memorial Christian college, Marthandam

NESAMONY MEMORIAL CHRISTIAN COLLEGE MARTHANDAM

RVS kumaran arts and science college,ayyalur,dindigul

Tecnia Institute of advanced studies, Delhi

Bholabhai patel college of computer studys

G.L. bajaj institute of management and research .UP

Scott Christian College, Nagercoil

B.P. COLLEGE OF COMPUTER STUDIES GANDHINAGAR

RVSKVV , Gwalior

Dr. B.R. Ambedkar University Of Social Sciences, Indore

Shri Varshney College Aligarh

KR COLLEGE OF ARTS AND SCIENCE, KOVILPATTI

CNY, Hazaribagh

Bpccs sector 23 Gandhinagar

Shri Varshney College Aligarh, dbu agra

St. Xavier's College, Tirunelveli.

Bhola Bhai Patel colleage,ghandhinagar,bpccs_bca

S V college aligarh

Gandhinagar Jasmin patel

Gandhi business school, Raghunathpur,janla

XIBA, St Xaviers College, Palayamkottai

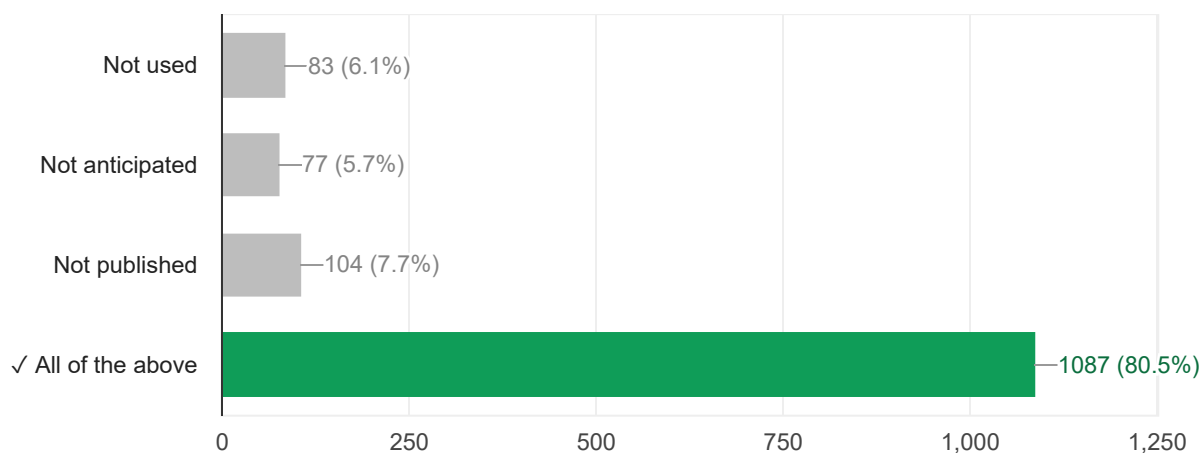
Sophia college, ajmer

[View 1,146 more responses in Sheets](#)

1. What is the meaning of “novelty” in relation to a product or a process?



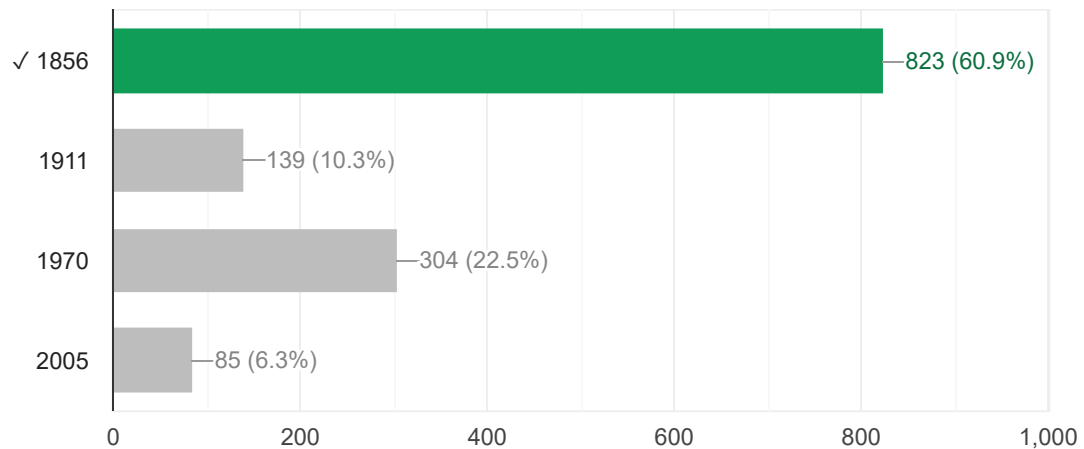
1,087 / 1,351 correct responses



2. The first legislation in India relating to patents was enacted in the year



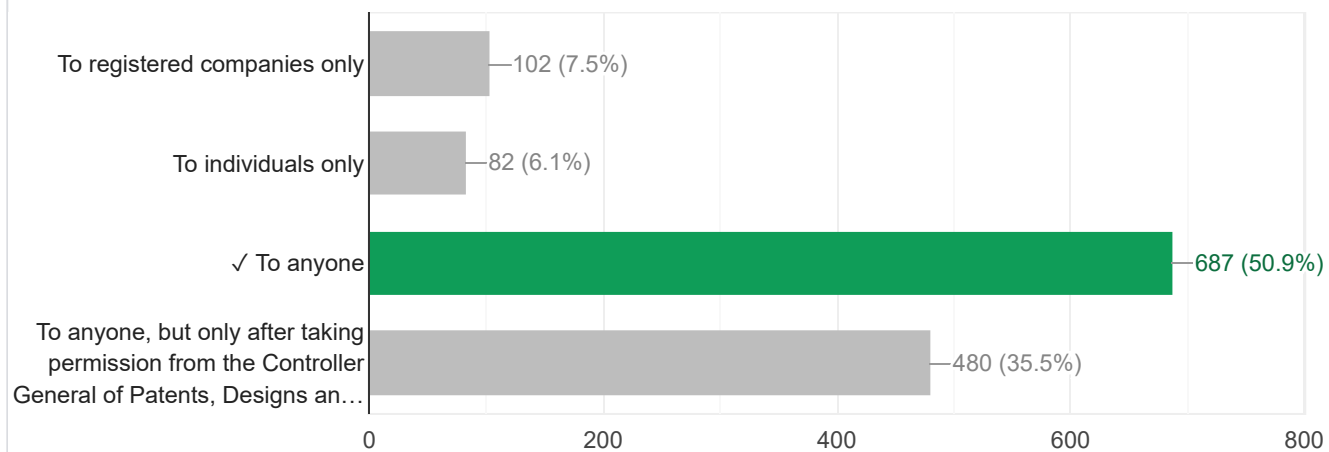
823 / 1,351 correct responses



3. The owner of a patent can grant licenses



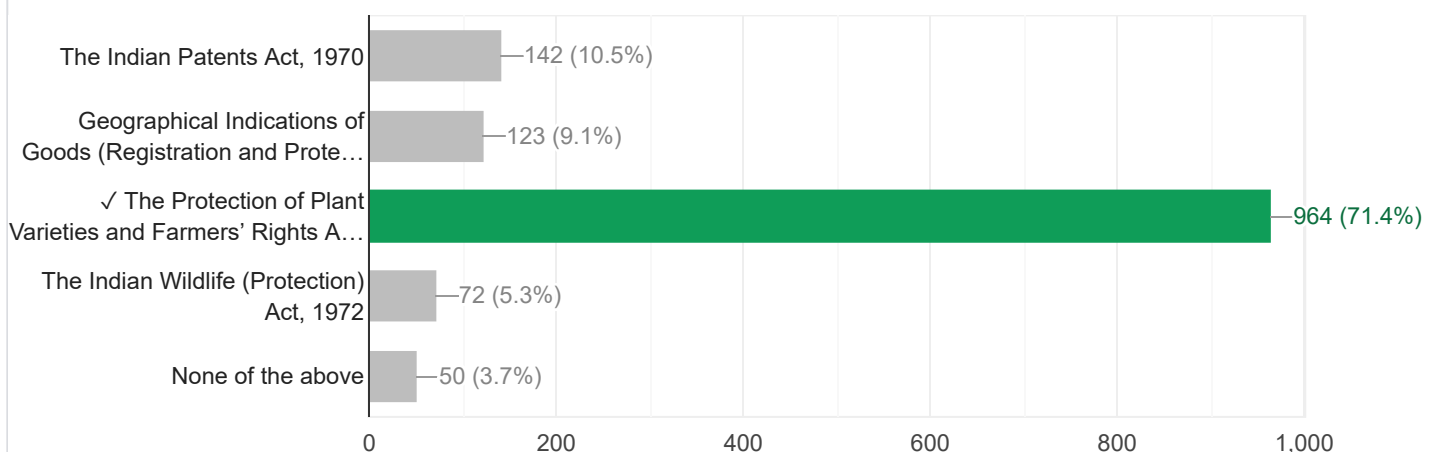
687 / 1,351 correct responses



4. For a new variety of plant having flowers with medicinal value, protection can be availed for the new plant under



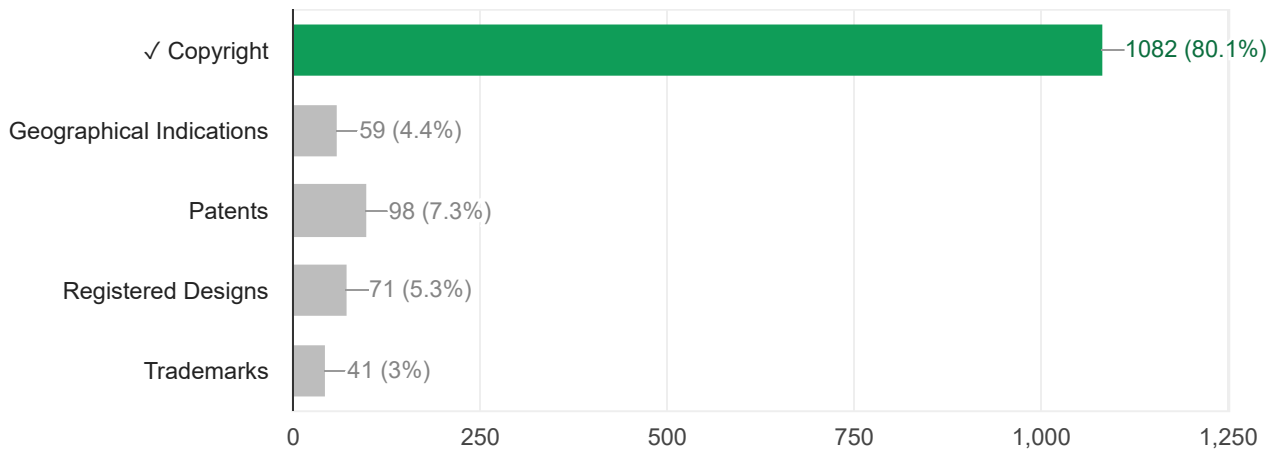
964 / 1,351 correct responses



5. What protects the intellectual property created by artists?



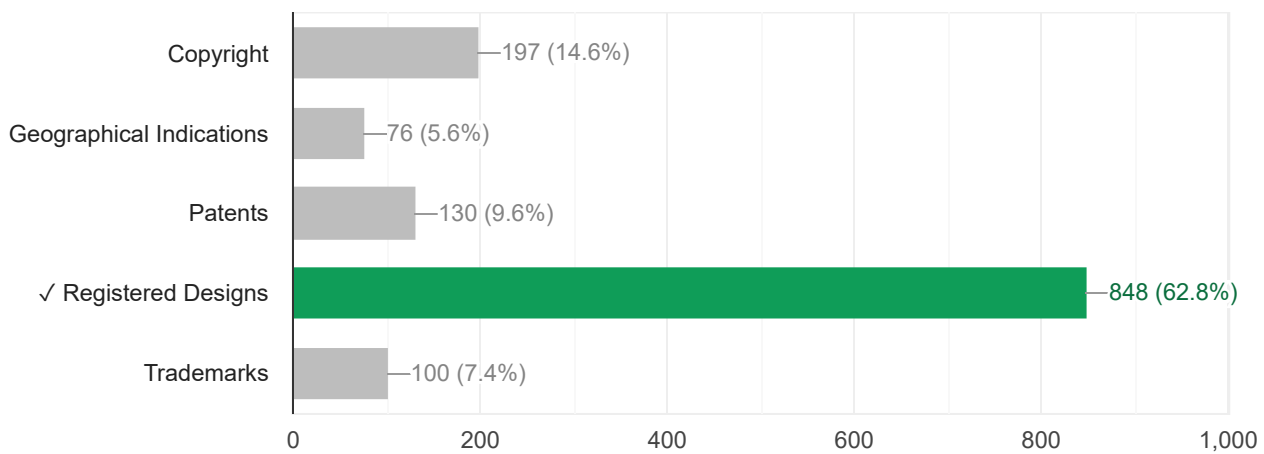
1,082 / 1,351 correct responses



6. What protects the intellectual property created by designers?



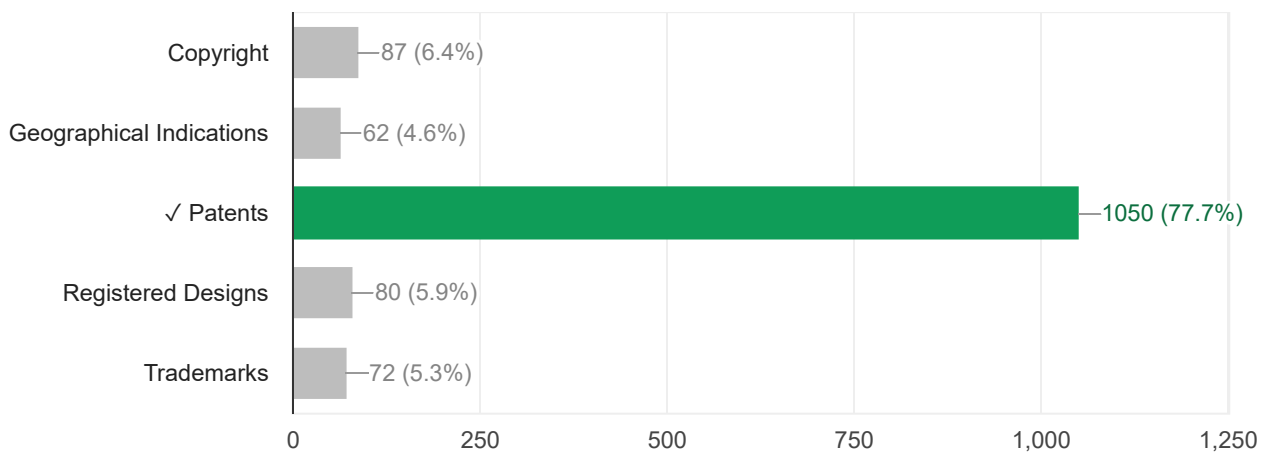
848 / 1,351 correct responses



7. What protects the intellectual property created by inventors?



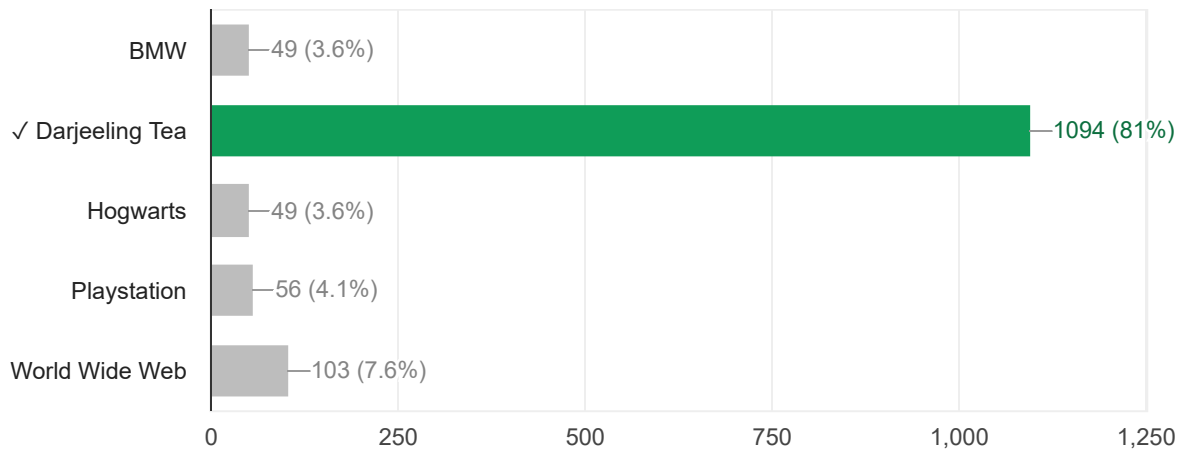
1,050 / 1,351 correct responses



8. Which of these is a geographical indication?



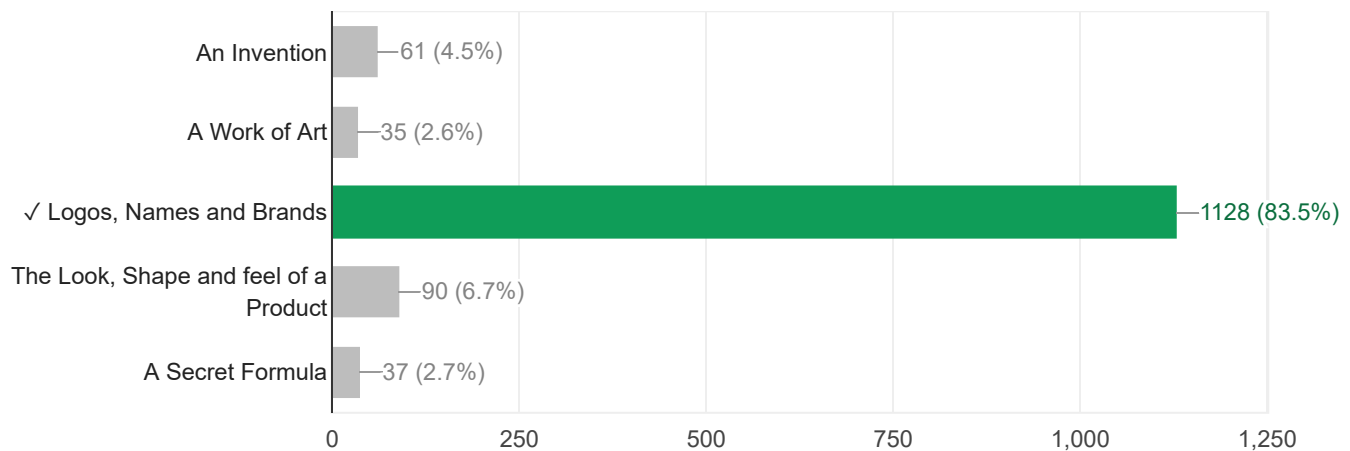
1,094 / 1,351 correct responses



9. What does a trademark protect?



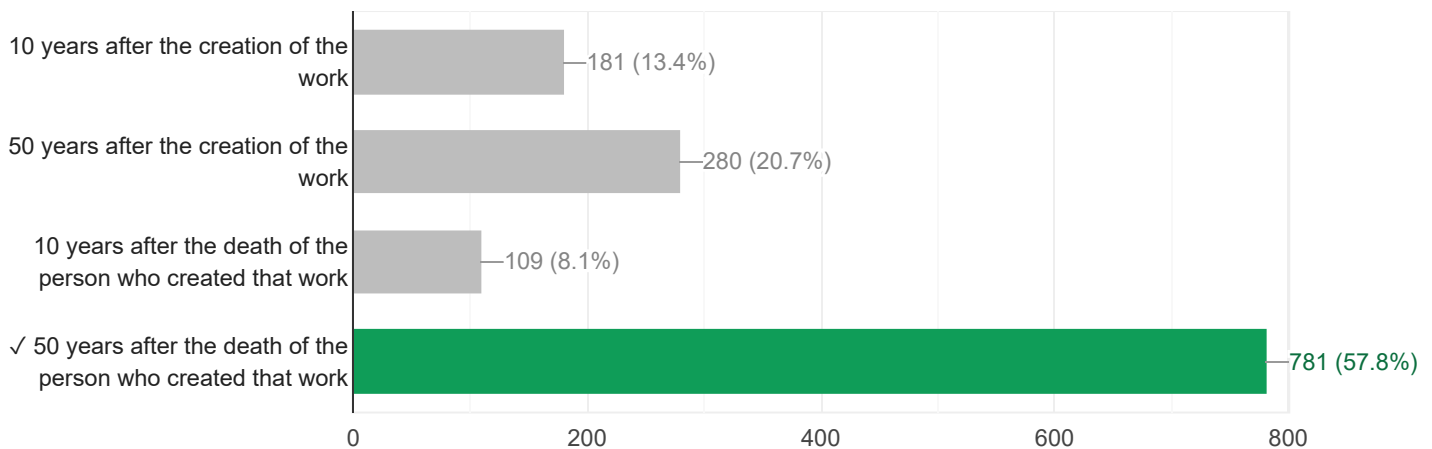
1,128 / 1,351 correct responses



10. How long does copyright last for?



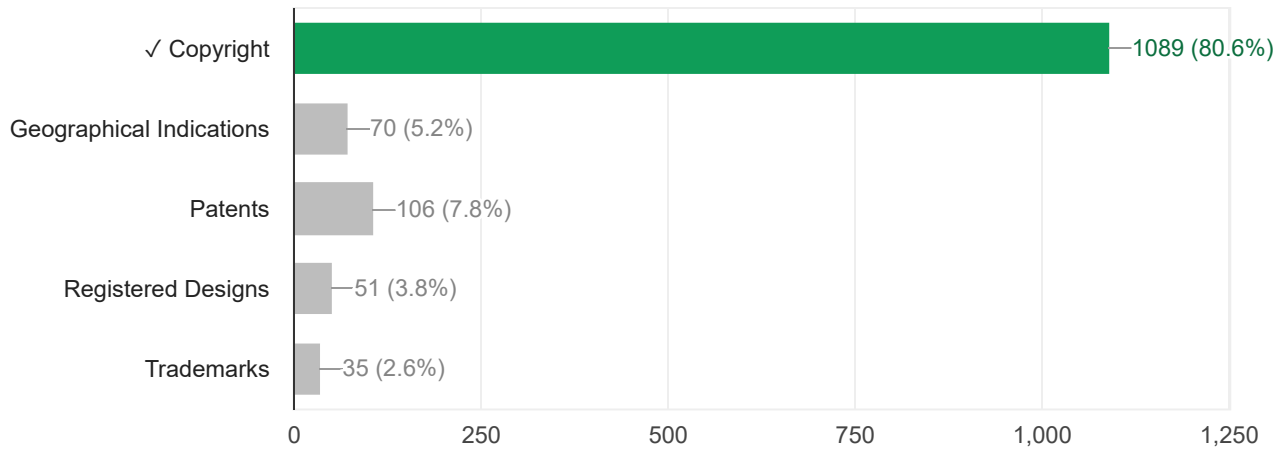
781 / 1,351 correct responses



11. If you write an original story, what type of intellectual property gives you the right to decide who can make and sell copies of your work?



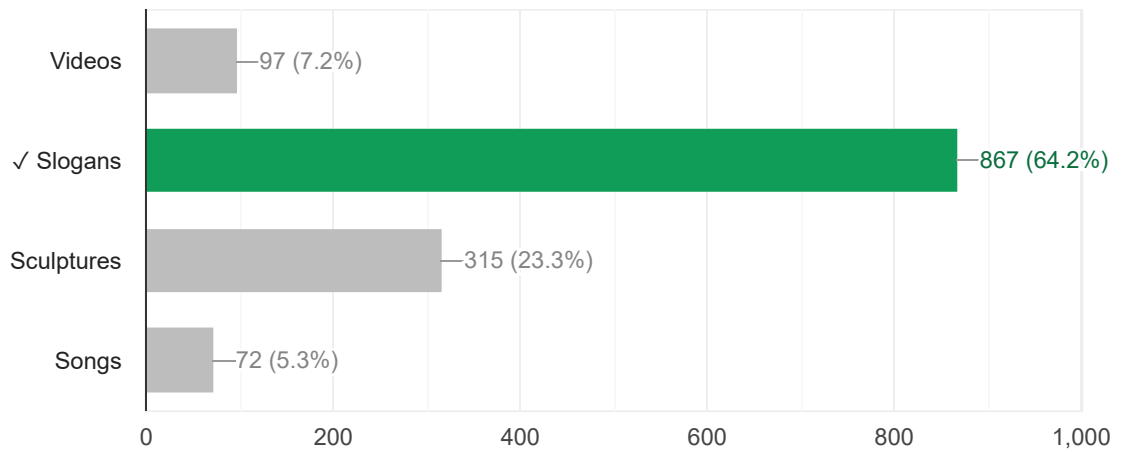
1,089 / 1,351 correct responses



12. Which of the following is NOT protected by copyright?



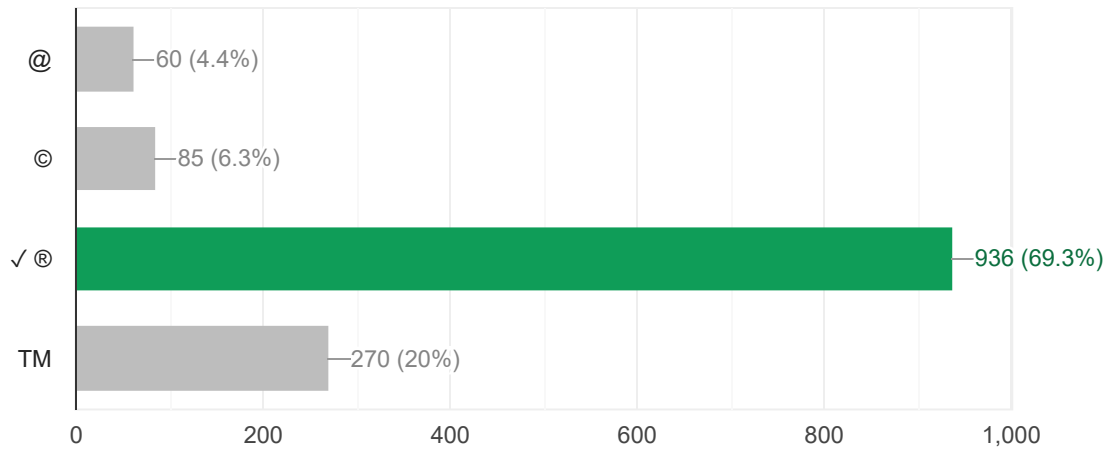
867 / 1,351 correct responses



13. Once a trademark has been federally registered, which notation should be used with it?



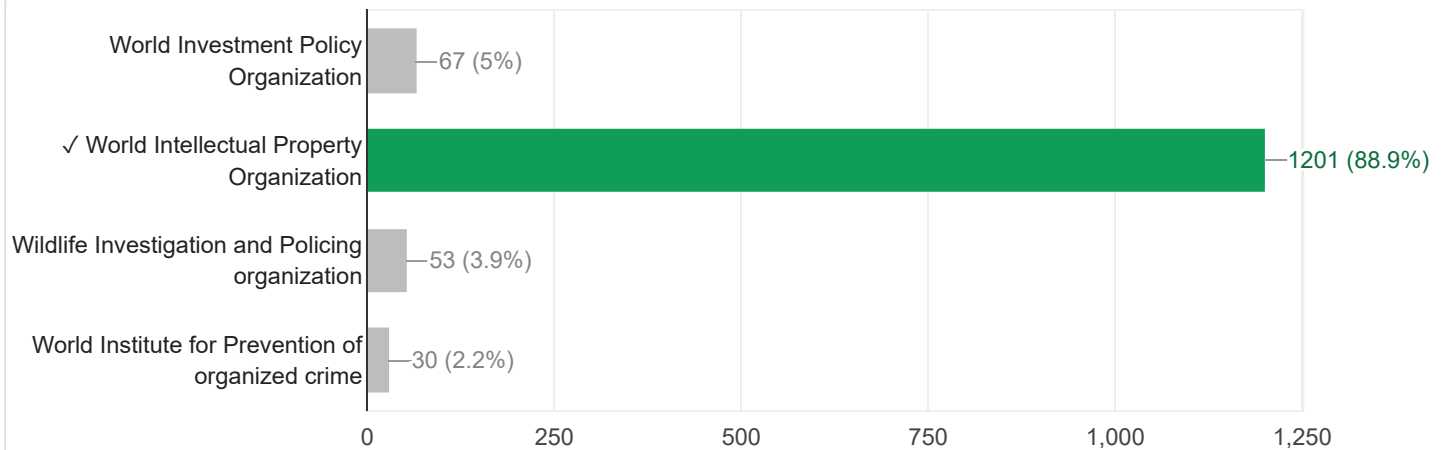
936 / 1,351 correct responses



14. The term “WIPO” stands for



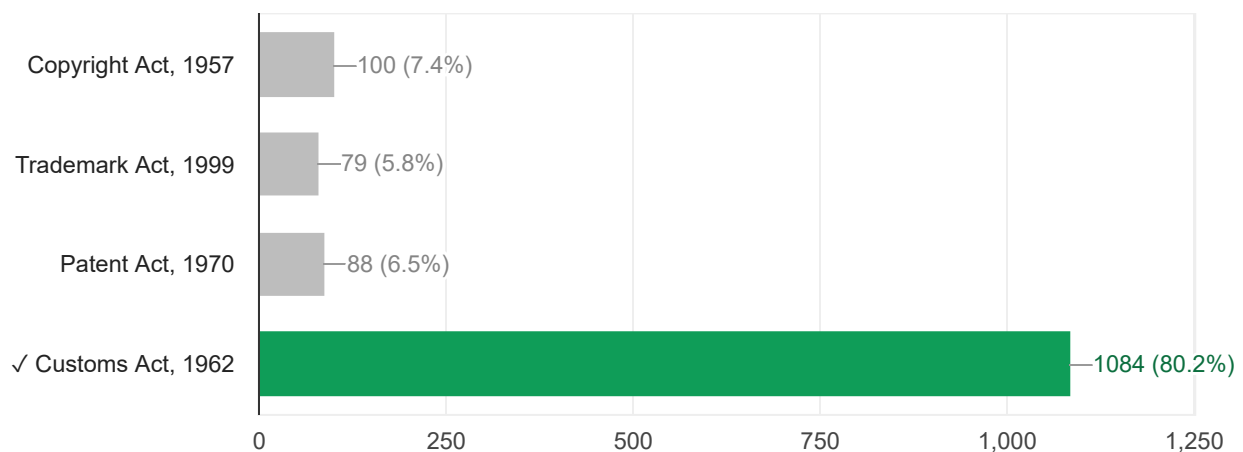
1,201 / 1,351 correct responses



15. Which of the following is not an intellectual property law?



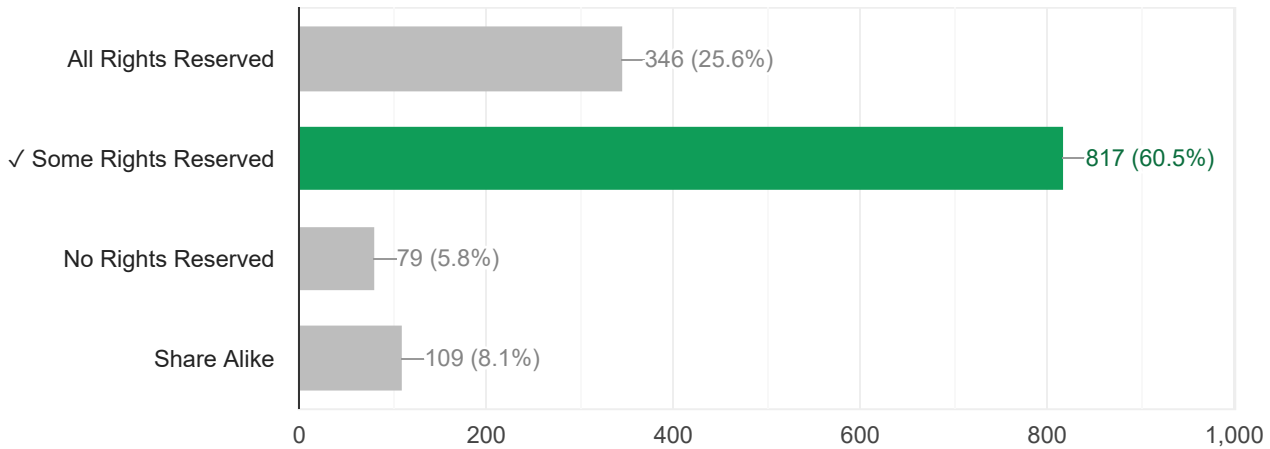
1,084 / 1,351 correct responses



16. This symbol stands for



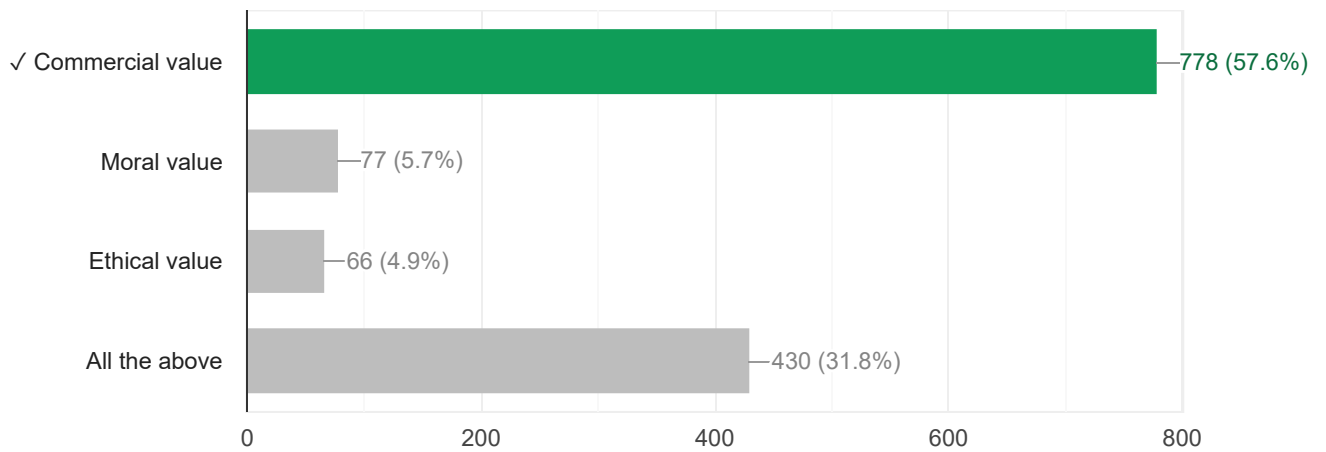
817 / 1,351 correct responses



17. Intellectual Property Rights (IPR) protect the use of information and ideas that are of



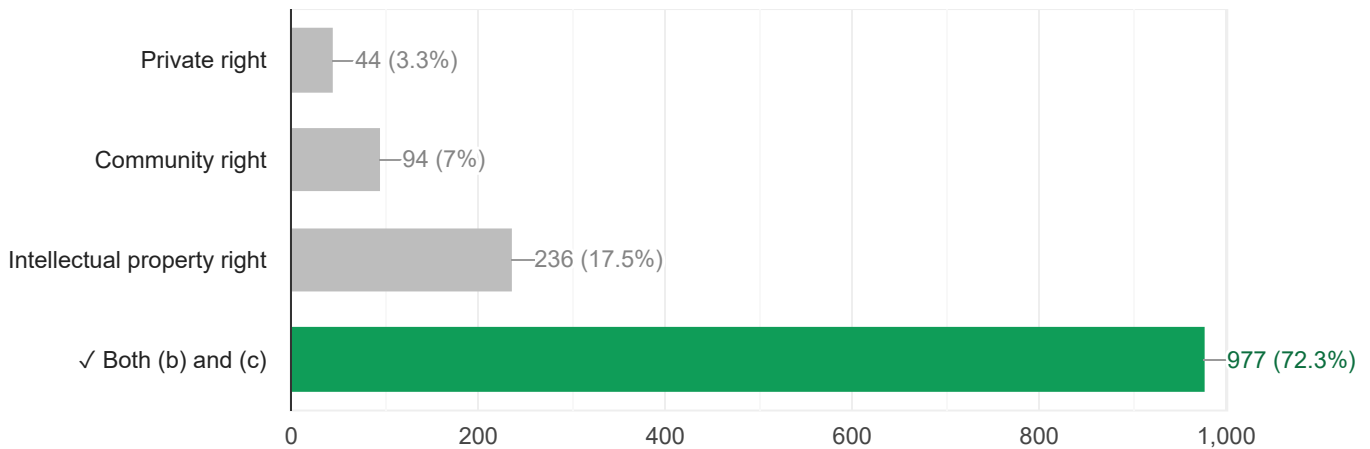
778 / 1,351 correct responses



18. Geographical Indication is



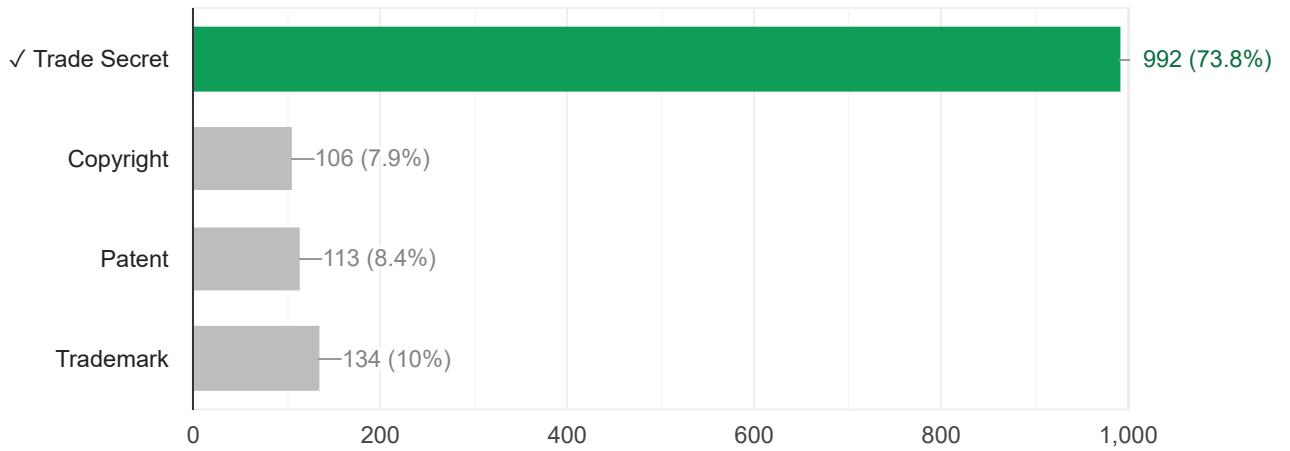
977 / 1,351 correct responses



19. -----is a product formula, pattern, design, compilation of data, customer list, or other business secret.



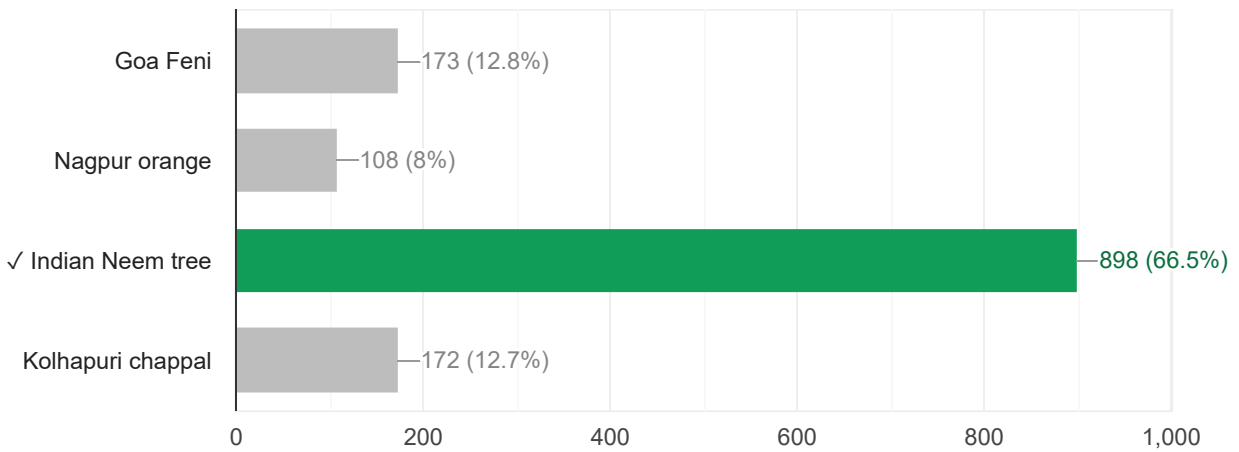
992 / 1,345 correct responses



20. Which one of the following is not a Geographical Indication?



898 / 1,351 correct responses





**FRI
03
APR**

**PG and Research Department of Commerce
Rani Anna Government College for Women**

Re-accredited with A Grade in 3rd Cycle by NAAC , Affiliated to Manonmaniam Sundaranar University
Gandhi Nagar, Tirunelveli 627008, Tamil Nadu, India

in Association with



Coimbatore Research Forum

Coimbatore - 641 046

Organizes

National

Annual Business Research Conference

on

**Imperative Issues in Business, Economics,
Social Sciences and Management Research**



Powered by



Institute of Management Development and Research
A National Academic Publication House
Bangalore | Coimbatore

About the College

Rani Anna Government College for Women, Tirunelveli was started in the year 1970 by the Government of Tamil Nadu. The college is affiliated to Manonmaniam Sundaranar University which educates women even from socially downtrodden and economically deprived sections of the society. The college is situated at the outskirts of Tirunelveli on the Tenkasi Road nearby Manonmaniam Sundaranar University in a sprawling ground of 40 acres. The College is having 13 UG departments, 15 PG departments, 4 M.Phil courses and 10 departments are upgraded as Research Centres offering Full time and Part time PhD programs and seven departments impart Higher Education through Tamil medium too. The college is reaccredited with A grade in 3rd Cycle by NAAC. The motto of the college is "Let the darkness of mind depart and the rays of wisdom linger." The vision of the College is to impart literacy to students of economically backward rural area and weaker sections of the society. The mission of the College is to improve the lives of rural girls and to make them women graduates as agents for social change.

About the Department

The **Department of Commerce**, Rani Anna Government College for women started its journey from the year 1983 with commencement of Under Graduate education of Commerce, extends its services by the introduction of Shift II in the year 2006 to accommodate more number of students in the commerce stream.

The Post-Graduation of Commerce was introduced in the year 2011 and as a glorious mark of the development of the department, it has been upgraded as the Research Department in the year 2015.

The department gives key importance in nurturing the Research attitude of the Students leading to the recognition of the projects by the Tamil Nadu State Higher Education Council and the British Council.

Coimbatore Research Forum

Coimbatore Research Forum (CRF) has come into its operation since intellectual people of professional world were in search of a common forum for focused interaction and interdisciplinary research. CRF has till date been world class interactive professional association for technical, managerial & scientific knowledge sharing, where the national and international academics and professional community frequently meet. Sharing of knowledge in a proper, perfect and exclusive forum leads to its expansion in addition to updates on latest advancement on relevant research fields. Coimbatore Research Forum has transformed into a national academic and scientific forum organizing several desks of discussions which has made our events a perfect platform for B to B and academic as well as scientific research oriented interaction. CRF along with its highly proficient team reaches all the research scholars, research organization, students, educational institutions throughout India and other developing countries to make the activities of forum provide solutions for challenges to academics and development of humanity.

CRF conferences and seminars are hosted thrice every year on emerging fields on varied academic spectrum and has proved to be the epicenter of congress of scientists and scholars with their thought provoking talks on the current scenario.

National Annual Business Research Conference (NABRC-2020)

The main objective of National Annual Business Research Conference (NABRC – 2020) is to provide a platform for researchers, professionals, academicians as well as industrial professionals to present their research results and development activities in Commerce, Banking, Finance, Economics, Humanities and Management.

This conference provides opportunities for the delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration.

Key Themes of the Conference

Business and Management

International Business
Globalization
International Market Entry
Organizational Studies
Organization Behavior
Organization Development
Organization Culture and Values
Operations & Supply Chain Management
Operations Management
Logistics & Supply chain strategy
Human Resource Management
Marketing Management
Hospitality and Tourism
Advertising, Branding, Promotion
Consumer Behavior
Social Responsibility
Social Entrepreneurship and SME Management
SME Challenges & Issues
E-Commerce & E-biz
Small – Medium size Firms in Crisis
Social Issues in Management

Finance, Economics & Accounting

Financial Accounting
Management Accounting
Auditing Tax Accounting
Accounting Information Systems
Islamic Finance
Financial Markets
Money and Capital Markets
International Finance
Derivatives & Foreign Exchange Rates
Islamic Banking
Portfolio & Funds Management
Behavioral Finance
International Economics
Public Finance (GST & Taxes)
Monetary Economics
Macroeconomic Issues.

Social Sciences Track

Adult Education
Distance Education
Education Systems and Politics
E-learning
Higher Education
Teaching and learning
Vocational Education
Arts
Humanities
Interdisciplinary studies
Multidisciplinary Studies
Philosophy
Psychology
Anthropology
Social Sciences
Sociology
Culture and Civics.

(Apart from the above thematic concepts, papers will be accepted on the topics relevant on the Main Theme)

Call for Papers

The organizing committee invites empirical, conceptual papers, case studies, meta analysis and Field researches from academicians, business people, research scholars, academic institutions to submit papers and participate in the National Conference.

Dates to Remember

Deadline of Abstract Submission	March 8th 2020
Notification of Acceptance	March 12th 2020
Final Paper Submission Deadline	March 23rd 2020
Final Date of Registration	March 25th 2020
Conference Date	April 3rd 2020

Registration Fee

Faculty Members	Rs.500
Research Scholars (Full Time Only)	Rs.450
Post Graduate Students	Rs.400
In absentia Papers	Rs.500

Note: No on the Spot Registration shall be Entertained as it Creates lot of Confusion in Publication process.
** Registration Fee includes: Conference Kit, Working lunch with Snacks, ISBN Conference Proceeding CD and Certificate of Participating/Presenting.

Publication Opportunity

Publication Charges in **UGC CARE LISTED JOURNAL** Provided the Research Papers are submitted according to the Dates as Mentioned. Late Submitted Papers will be Published 15 days after the Conference Date. Rs.2250 for two authors (to be paid separately) Inclusive of 18% GST and Plagiarism Charges. If the Plagiarism is more than 15%, the paper shall not be accepted for publication by Coimbatore Research Forum.

VISIT www.crfconferences.in for guidelines and details of submission of papers

Publication Charges in SCOPUS Q3 LISTED JOURNAL for Publication in the Month of June 2020 provided the Research Papers are submitted according to the Dates as Mentioned.
Late Submitted Papers will be Published in the month of July 2020.
Rs.7750/- for two authors (to be paid separately) Inclusive of 18% GST and Plagiarism Charges.
If the Plagiarism is more than 12%, the paper shall not be accepted for publication by Coimbatore Research Forum

Guidelines for Submission of Papers

Paper presenters must send the abstracts and the accepted papers to nabrc.2020@gmail.com.
Abstracts and papers should be neatly typed in MS word format with font size 12 Times New Roman.
The full paper must not exceed 2500 words, including the tables and references.

VISIT OUR CONFERENCE WEB PAGE www.crfconferences.in for all necessary guidelines.

Organizing Committee

CHAIRPERSON

Dr. C. V. Mythili, Principal, Rani Anna Government College for Women, Tirunelveli

ORGANIZING SECRETARY

Dr. V. Darling Selvi, Assistant Professor, PG and Research Department of Commerce, IQAC Coordinator
Rani Anna Government College for Women, Tirunelveli

CONVENERS

Dr. J. Sunitha, Associate Professor and Head, PG and Research Department of Commerce,
Rani Anna Government College for Women, Tirunelveli

Prof. Suman Raj CSP, Founder and Managing Director,
Coimbatore Research Forum

COORDINATORS

Dr. R. Ezhil Jasmine, Assistant Professor, Department of Commerce, RAGC for Women, Tirunelveli.

Dr. S. Mabel Latha Rani, Assistant Professor, Department of Commerce, RAGC for Women, Tirunelveli.

Dr. K. Mariammal, Assistant Professor, Department of Commerce, RAGC for Women, Tirunelveli.

Registration Details

Registration for the National Conference and Paper Publication can be remitted through Demand Draft drawn in favor of Coimbatore Research Forum, payable at Coimbatore

OR Cash payment/IMPS/NEFT can be done to the Account Number 3061101007717 of Canara Bank with IFSC Code: CNRB0003061 Branch VADAVALLI, Coimbatore.

Please enter <your name.nabrc.2020> in the Remark Column.

Please send the Payment receipt made through Cash/IMPS/NEFT to nabrc.2020@gmail.com

Each Author should pay separate registration fee for multiple papers.

Communication Address

Dr. V. Darling Selvi,
Organizing Secretary, NABRC 2020
Assistant Professor and IQAC Coordinator,
PG and Research Department of Commerce
Rani Anna Government College for Women
Tirunelveli 627 008, Tamil Nadu, India.
Contact Number: +91 94423 64293

**For Registration and Publication
Contact**

Prof. Suman Raj CSP
Convener, NABRC 2020
Coimbatore Research Forum
Coimbatore 641 046
Contact Number: +91 63852 83118

www.crfconferences.in
nabrc.2020@gmail.com



PG and Research Department of Commerce
Rani Anna Government College for Women

Re-accredited with A Grade in 3rd Cycle by NAAC, Affiliated to Manonmaniam Sundaranar University
Gandhi Nagar, Tirunelveli 627008, Tamil Nadu, India

in Association with

Coimbatore Research Forum

Coimbatore - 641 046

24th June 2020



Organizes
**National
Annual Business Research Conference**
on
**Imperative Issues in Business, Economics,
Social Sciences and Management Research**

Program Agenda and Presentation Schedule

OPENING CEREMONIES (10.00 AM - 10.30 AM)

10.00 AM - 10.05 AM	Welcoming the Participants
10.05 AM - 10.10 AM	Welcome Address by Prof. Darling Selvi , Assistant Prof, RAGCW & Organizing Secretary - NABRC 2020
10.10 AM - 10.15 AM	Inaugural Address by Prof. C.V. Mythili , Principal, RAGCW & Convener - NABRC 2020
10.15 AM - 10.20 AM	Key Note Address by Prof. S. Mercia Selva Malar , Dean, Lourdes Matha Institute of Management Studies, Trivandrum
10.20 AM - 10.25 AM	Conference Theme Address by Prof. Sumandiran C.S.P , Founder & Managing Director, Coimbatore Research Forum and Convener - NABRC 2020
10.25 AM - 10.30 AM	Felicitation by Prof. J. Sunitha , Associate Prof, & Head, Research Dept of Commerce, RAGCW

SESSION 1 (10.35 AM - 12.15 PM)

Moderator: Dr. G. Mahalakshmi

Associate Professor & Head, Dept. of Economics, RAGCW, Tirunelveli

10.35 AM - 12.00 PM Research Paper Presentation from 10 Researchers

12.00 PM - 12.15 PM Moderator Remarks

SESSION 2 (12.15 PM - 1.45 PM)

Moderator: Dr. Jegan P

Assistant Professor, Department of Commerce, AVVM Sri Pushpam College, Thanjavur

12.15 PM - 1.30 PM Research Paper Presentation from 10 Researchers

1.30 PM - 1.45 PM Moderator Remarks

SESSION 3 (2.15 PM - 3.45 PM)

Moderator: Dr. Arunmozhi M

Research Fellow, RUSA 2.0 Bharathiar University, Coimbatore
Technical Trainer and Consultant, International Open Access Technical Group, Serbia

2.15 PM - 3.30 PM Research Paper Presentation from 10 Researchers

3.30 PM - 3.45 PM Moderator Remarks

VALEDICTORY SESSION (3.45 PM - 4.00 PM)

Valedictory Address by

Prof. Darling Selvi,

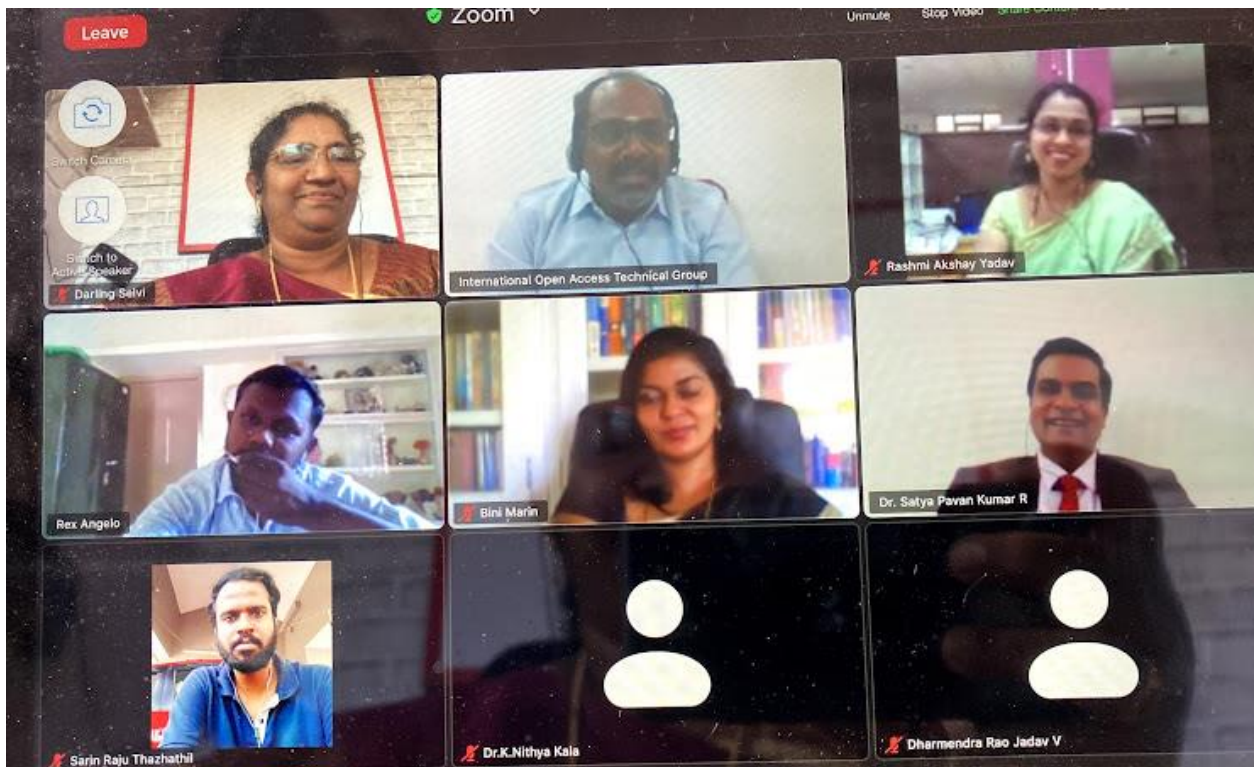
Assistant Prof, RAGCW & Organizing Secretary - NABRC 2020

NABRC 2020
TIME: JUN 24, 2020 09:45 AM INDIA
JOIN ZOOM MEETING
MEETING ID: 961 988 0850
Password: 8DpcFg

Paper Number	Name of the Author/Presenter	Co Author/s	Topic of the Research Paper
Session: 1 Moderator: Dr. G. Mahalakshmi, Associate Professor & Head, Dept., of Economics, RAGCW, Tirunelveli			
Time: 10.35 AM - 12.15 PM (8 Minutes for Presentation and 2 Minutes for Q&A)			
NABRC01	S. Kavitha	Dr J. Kamala Juliet Isaac	Work Life Balance of Women school Teachers: A Study With Special Reference to Private Schools in Tirunelveli District
NABRC02	Ms.Anita Rajendran		Think-Pair-Share Technique as a teaching strategy in an Accountancy Class
NABRC03	M. RANI SUBATHRA	DR.S.BULOMINE REGI and G.JABEZ RAJAN	INVESTMENT STRATAGEM AND BEHAVIOUR OF IT SECTOR INVESTORS WITH RESPECT TO CHENNAI CITY
NABRC04	B.Anisha	Dr.C.L.Jeba Melvin	A Study on Work Life Balance Practices of the Higher Education Teachers
NABRC05	Ed.Priyadharshini	Dr.A.Hamil	A study on Customer Satisfaction towards Fast Food in Palayamkottai City
NABRC06	D. Ashlin Melbha	Dr. C.L. Jeba Melvin	Occupational Stress of Bank Employees in Kanyakumari District using Garrett Ranking Technique
NABRC07	Olivia George	Dr. C.L. Jeba Melvin	GREEN MARKETING PRACTICES FOR RESPONSIBLE TOURISM- THE TOURISTS' PERSPECTIVE AND SATISFACTION
NABRC08	MARIA KALAI SELVI	Dr. P. ABRAHAM	A STUDY ON ATTITUDES TOWARDS ENTREPRENEURSHIP AMONG UNDER GRADUATE COMMERCE STUDENTS IN RURAL SOUTH TAMILNADU
NABRC09	Dr. G. Balachandar	Dr. T. Kumar and Dr. N. Panchanatham	Motivation – A knowledge Factor for the Gratification of Insurance Company Officers
NABRC10	Dr.D.Hepzibah Vinsyah Jeyaseeli	Mrs. A.Aysha Muzammila	LEVEL OF AWARENESS TOWARDS ISLAMIC BANKING – A STUDY WITH REFERENCE TO THE RESIDENTS OF KAYALPATNAM

Paper Number	Name of the Author/Presenter	Co Author/s	Topic of the Research Paper
Session: 2 Moderator: Dr. Jegan P, Assistant Professor, Dept of Commerce, AVVM, Sri Pushpam College, Thanjavur			
Time: 12.15 PM - 1.45 PM (8 Minutes for Presentation and 2 Minutes for Q&A)			
NABRC11	S.Parvathi	Dr.M.Malarvizhil	INCOME AND EXPENDITURE PATTERN OF WOMEN PROFESSORS IN ARTS AN SCIENCE COLLEGES TIRUNELVELI CITY
NABRC12	S.LAKSHMI	Dr.P.Abraham	INVESTMENT PATTERN IN LIFE INSURANCE POLICY – A STUDY WITH SPECIAL REFERENCE TO POLICY HOLDER IN TIRUNELVELI DISTRICT
NABRC13	Mrs. D. Kalarani	Dr. V. Darling Selvi	Youngster’s Attitude towards the usage of Social Media
NABRC14	Ms. P. Rajaprabha	Dr. V. Darling Selvi	Causes and Consequences of Academic Stress among College Students
NABRC15	K.VEILATCHI	Dr. V. Darling Selvi	Economic Viability of Women Workers in Match Industries
NABRC16	M.Visagalakshmi	Dr .J. Kamala Juliet Isaac	SERVICE QUALITY OF CELLULAR SERVICE PROVIDERS IN TIRUNELVELI DISTRICT
NABRC17	Ms. Gracia. A	Dr. R. Seleena	RETAILING THROUGH SENSORY CUES IN RESTAURANTS
NABRC18	NISHA C A	R.Paulmoni and Dr. P.Geetha	A STUDY ON CHALLENGES IN GREEN MARKETING
NABRC19	S.SUBHAMANGALA	DR.V.ANANDHA VALLI	A STUDY ON LIVING CONDITIONS AND WORKING PATTERNS OF STREET VENDORS IN TENKASI
NABRC20	Dr. K. Bhavana Raj	Dr. Mohmad Mushtaq Khan	Adoption of IT Tools in the MSME Sector in India

Paper Number	Name of the Author/Presenter	Co Author/s	Topic of the Research Paper
Session: 3 Moderator: Dr. Arunmozhi M, Research Fellow, Bharathiar University, Coimbatore			
Time: 2.15 PM - 3.45 PM (8 Minutes for Presentation and 2 Minutes for Q&A)			
NABRC21	Dr.G.Mahalakshmi	Dr.C.Ramesh	Centre State Financial Relations in Tamil Nadu
NABRC22	Mrs. J. SUTHA	Dr. V.Anandhavalli	A STUDY ON ECONOMIC STATUS OF UNORGANISED WOMEN CONSTRUCTION WORKERS IN TENKASI DISTRICT
NABRC23	Ms. R. Jenelin Kamalam	Dr. P. S. Nagarajan	A STUDY ON CUSTOMERS PERCEPTION ON SERVICE QUALITY AND THE USE OF SELF SERVICE TECHONOLOGY IN RETAIL BANKING
NABRC24	G.VELAMMAL SELVI	Dr.K.SHEIK MYDEEN	BUYER PERCEPTION AND PREFERENCES TOWARDS GOVERNMENT PETROLEUM RETAIL OUTLETS IN TIRUNELVELI CITY
NABRC25	Dr. G.KAMALASELVI		ROLE OF EMOTIONAL INTELLIGENCE ON WORK LIFE BALANCE AMONG FEMALE NURSES IN THOOTHUKUDI DISTRICT
NABRC26	Ms. Rashmi Akshay Yadav	Ms. Dikshitha Gujarkar	AN OVERVIEW OF THE INDIAN BANKING SECTOR – POST COVID-19 SCENARIO
NABRC27	Ms. C. Meghana		Crowd Funding in India: A Literature Review
NABRC28	Mr. G. Gokul		CAMEL Model Analysis for SBI Groups in India
NABRC29	Mr. Santosh Kumar		Social Media Marketing on Buying Behaviour of Consumers to Indian Smart Phone Industry
NABRC30	ESTHER ZIONIA	SATHYAPRIYA.J	FENESTRATED PAVEMENT TO CATCHUP TALENT: HACKATHONS & BOOTCAMPS
NABRC31	SANDEEP KUMAR.R		A CONCEPTUAL STUDY ON E-LEARNING AND SMART LEARNING AS A TOOL FOR EFFECTIVE DISSEMINATION OF KNOWLEDGE AND INFORMATION



Pumping in more liquidity to the banks will not work. Rather banks must be given **enhanced opportunity for lending** and new credit guarantee schemes must be initiated.

- II. Banks have been exposed to the surge of bad loans post Covid. In this situation **banks** having **low NPA's** and good margin will once again gain the position in investor's portfolio.
- III. The measures adopted by RBI till now are temporary relief. RBI must consider a degree of forbearance in terms of other policies like Relief packages, and much talked **COVID-19 Bond consoles**.
- IV. Adaptation of a strong model like **Balanced Score Card** is required to bring in goal-oriented culture.



WhatsApp Chat 11:37 AM Tue 1 Sep

Zoom

Leave

Microphone, Stop Video, Share Screen, Participants, More

INTRODUCTION

❖ Sanitation falls under the preventive type of public health. It is also another monopoly function to be undertaken by the municipality. Sanitation includes removal of rubbish, sludge, night soil, dead animals, controls of mosquito's, drain drainage and sweeping. Prevention is better than cure an improvement is a general sanitation in the inhabited areas of the cities and towns to provide salutary.

❖ Sanitary workers have played an important role in improving the urban and semi-urban ecological environment and the urban modern civilization. meeting the needs of people's desires for physical, spiritual.

Darling Selvi

Ranjith kumar

A.rajalakshmi

HOD Commerce-V.C.Shankar

Ranjith kumar's screen



PRESENT SCENARIO

- ❑ ATMA NIRBHAR BHARAT
- ❑ BORDER BARRIERS
- ❑ TRADE BARRIERS /TRADE WARS
- ❑ NAFTA (10% Tariffs on aluminium)

"When one door of happiness closes, another opens, but often we look so long at the closed door that we do not see the one that has been opened for us.

-- Helen Keller

Entrepreneur



Slides Outline

- 1 CSR Function of Social Entrepreneurship Organizations for Sustainable Development in India
By
THANU KISHAN
Dr. P. Suresh
G. Suresh
- 2 CSR
Corporate social responsibility (CSR) is the responsibility of an organization towards its stakeholders. It is a part of an organization's business strategy and is aimed at creating long-term value for all stakeholders. CSR is a key element of sustainable business and is essential for the success of any organization in the long run.
- 3 SOCIAL
Social entrepreneurship
Social entrepreneurship is a business model that aims to create social impact. It is a combination of social and business entrepreneurship. Social entrepreneurs use business principles to create social value and address social problems. They are often driven by a passion to make a difference in the world.
- 4

CSR

Corporate social responsibility has gained unprecedented importance and become imperative to all the companies in strategic decision making.

Government alone will not be able to ensure success in its endeavour to uplift society.

Corporate social responsibility (CSR) is how companies manage their business processes to produce an overall positive impact on society. It covers sustainability, social impact and ethics.

Slide Show

Resume Slide Show

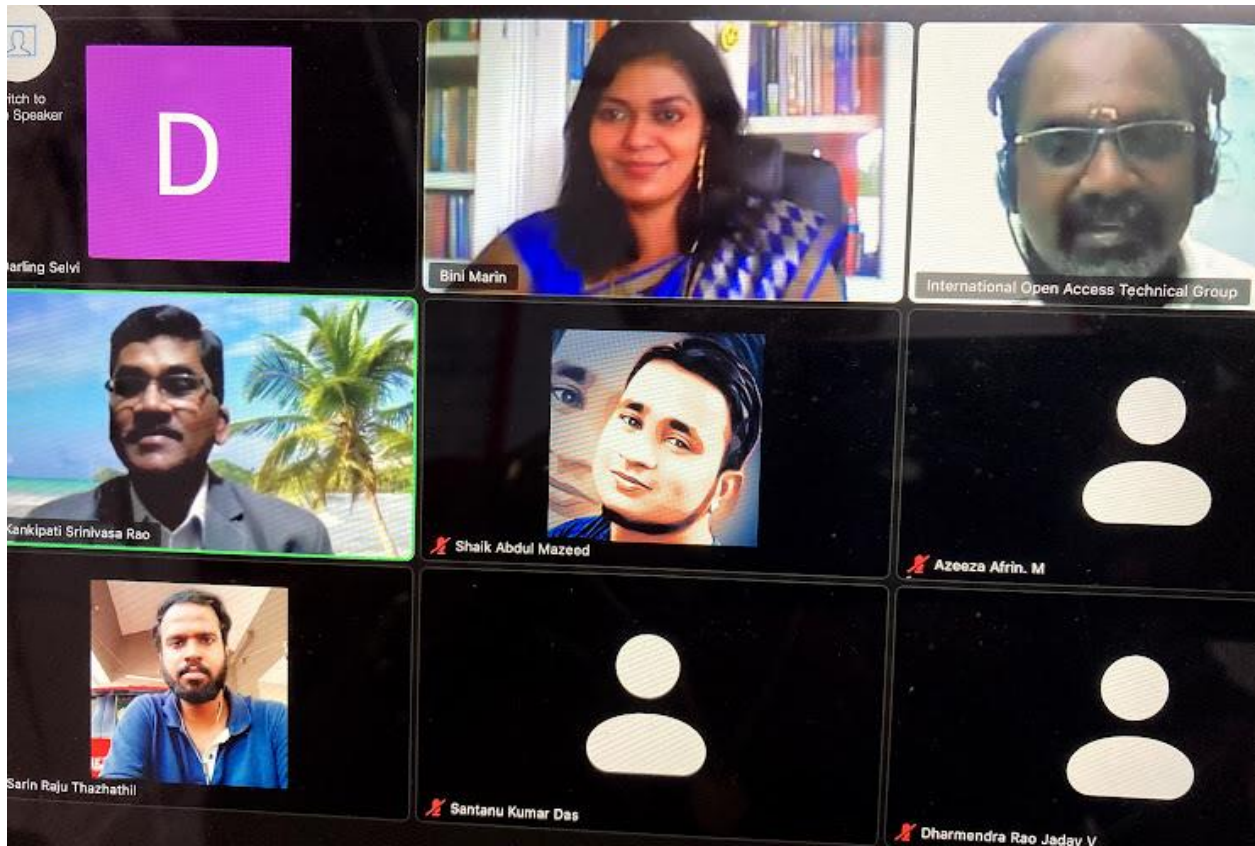
Darling Selvi

Bini Marin

Shaik Abdul Mazed

Azeza Afrin. M

Shaik Abdul Mazed's screen





PG and Research Department of Commerce
Rani Anna Government College for Women

Reaccredited with A Grade in 3rd Cycle by NAAC, Affiliated to Manonmaniam Sundaranar University
Gandhi Nagar, Tirunelveli - 627 008, Tamil Nadu, India

Conference Proceedings

NATIONAL ANNUAL BUSINESS RESEARCH CONFERENCE ON IMPERATIVE ISSUES IN BUSINESS, ECONOMICS, SOCIAL SCIENCES AND MANAGEMENT RESEARCH

JUNE 24TH 2020



**Dr. Darling Selvi V
Dr. Arunmozhi M**

in association with



Coimbatore Research Forum, Coimbatore
www.cberf.in | Email: suman@cberf.in

Publication Partner



Institute of Management Development and Research
Coimbatore



**Proceedings of
National Annual Business
Research Conference on
Imperative Issues in Business,
Economics, Social Sciences and
Management Research**

June 24, 2020

Dr. Darling Selvi V

Dr. Arunmozhi M



Institute of Management Development and Research

Copyright 2020 by IMDR, Coimbatore. All rights reserved. No Part of this Publication may be reproduced or distributed in any form or by any means or stored in a data base or retrieval system, without the prior permission of the publisher.

IMDR Edition 2020

Printed in India at Coimbatore in arrangement with M/s Akshhya Inkspot, Coimbatore.

ISBN 9781-941978436

Published By:

Institute of Management Development and Research
(A National Publishing House)

Coimbatore – 641 046

Tamil Nadu, India.



RANI ANNA GOVERNMENT COLLEGE FOR WOMEN

Re-accredited with A grade by NAAC

Tirunelveli – 627 008.

Dr. (Tmt). C.V.Mythili, M.Sc., M.Phil., Ph.D.,
Principal

Phone : 0462 2322432
Fax : 0462 2321657
Email: raniannatvl@yahoo.com

The key idea behind CSR is for corporations to pursue other pro-social objectives, in addition to maximizing profits. Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. Formal corporate social responsibility programs can boost employee morale and lead to greater productivity in the workforce. Corporate social responsibility (CSR) is a self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public. Often, companies that adopt CSR programs have grown their business to the point where they can give back to society. Thus, CSR is typically a strategy that's implemented by large corporations. After all, the more visible and successful a corporation is, the more responsibility it has to set standards of ethical behavior for its peers, competition, and industry. The relevance and importance of corporate social responsibility (CSR) is highly significant today in this capitalist economy, to ensure the sustainability of life and business in the future. It has been five years since CSR became mandatory, but mere financial contributions are not enough to make companies more socially responsible. As millions of workers lost their job due to lockdown and slowing economic activities last year, the CSR projects will be giving thrust on the skill development and job-oriented training programme to enable job-seekers for new jobs. The skill training programmes will be focussing on new skills that could help job-seekers find jobs in the changing market scenario in the backdrop of COVID reality. At this juncture, to bring to light the CSR activities of corporate in various perspectives to the society at large, the Research Department of Commerce have arranged an International Online Conference on CSR, Economy and Financial Markets towards sustainability – 2020. I wish the contributors and readers of the conference proceeding to carry the message of CSR with the outlook of suggesting innovative ways to reach and to benefit the community as a whole for the development of the nation.

Dr. C. V. Mythili
Principal

Editorial Note

The National Annual Business Research Conference on Imperative Issues in Business, Economics, Social Sciences and Management Research - a national conference that brought academics, researchers, students, and practitioners into Economic and Business scientific forum in order to provide the opportunity to connect author's ideas to be shared in the name for the betterment of society. The conference aimed to discuss solutions for any problem that aroused during the era, to share empirical results in accounting, economics and management perspective about how companies address the disruption challenge and the conference a platform to share experience between provider academicians and practitioners about any problems and solution in digital era.

The world is currently entering the era of the fourth industrial revolution which is often referred as the Industrial Revolution 4.0. To be in alignment with the new era, it is necessary to encourage various updates and betterments in all aspects of life. In this era, disruption becomes inevitable. Thus, innovation absolutely needs to happen being eroded by the rapid advances in this century. Disruptive innovation is currently coming up and creating various upheavals in the community. Through this consideration, several topics were raised in this year's conference addressing the occurring problems, including Digital Human Resources and Management, Financial Management and Accounting, Digital Economy, Entrepreneurship, E-Commerce, Financial Technology, as well as Sustainability Business.

The Conference was held Virtually on June 24th, 2020 and attended by participants countries around the country. Up to 39 scientific papers were submitted through this conference and made a contribution to the most recent scientific finding in the field of Economics and Business. It is a pleasure to say that these papers were published in both Scopus and UGC recognized journal. In honour of all contributed authors and invited speakers, this book is created that are carefully arranged and organized to provide participants with a detailed description regarding the discussed theme. We deeply hope that through this creation, new ideas and innovation can continuously emerge which stimulates further research and study for a sustainable future.

Last but not least, we would like to thank all speakers, co-hosts, committee, and participants for their contribution.

Dr. Darling Selvi V
Dr. Arunmozhi M
Editors

Contents

Sl. No.	Title	Page No.
1.	Work Life Balance of Women school Teachers: a Study with Special Reference to Private Schools in Tirunelveli District - Dr J.Kamala Juliet Isaac, S.Kavitha	1-8
2.	Think-Pair-Share Technique as a teaching strategy in an Accountancy Class - Ms.Anita Rajendran	9-20
3.	A Conceptual Study on E-Learning and Smart Learning as A Tool For Effective Dissemination of Knowledge and Information - Sandeep Kumar.R	21-31
4.	Investment Stratagem and Behaviour of It Sector Investors With Respect to Chennai City - G.Jabez Rajan, M. Rani Subathra, Dr.S.Bulomine Regi	32-39
5.	Fenestrated Pavement to Catchup Talent: Hackathons & Bootcamps - Esther Zionia.A, Sathyapriya.J	40-47
6.	A Study on Work Life Balance Practices of the Higher Education Teachers - B.Anisha, Dr.C.L.Jeba Melvin	48-53
7.	A study on Customer Satisfaction towards Fast Food in Palayamkottai City - Ed.Priyadharshini, Dr.A.Hamil	54-69
8.	A Study on Occupational Stress of Bank Employees - D. AshlinMelbha, Dr. C.L. Jeba Melvin	70-75
9.	Green Marketing Practices for Responsible Tourism - The Tourists' Perspective and Satisfaction - Olivia George, Dr. C L Jeba Melvin	76-86
10.	A Study on Attitudes towards Entrepreneurship Among Under Graduate Commerce Students in Rural South Tamilnadu - Dr. P. Abraham, A. Maria Kalai Selvi	87-93
11.	Motivation – A knowledge Factor for the Gratification of Insurance Company Officers - Dr. G. Balachandar, Dr. T. Kumar, Dr. N. Panchanatham	94-104
12.	Income and Expenditure Pattern of Women Professors In Arts And Science Colleges Tirunelveli City - Dr.M.Malarvizhil, S.Parvathi	105-109
13.	Special Reference to Policy Holder in Tirunelveli District - S.Lakshmi Dr.P.Abraham	110-113
14.	Occupational Stress among Construction Workers - B. Gayathri, R. Ezhil Jasmine	114-121
15.	Youngster's Attitude towards the usage of Social Media - Dr. V. Darling Selvi, Mrs. D. Kalarani	122-127
16.	Causes and Consequences of Academic Stress among College Students - Dr. V. Darling Selvi, Ms. P. Rajaprabha	128-140
17.	Corporate Social Responsibility - Its Erstwhile And Modern Development In India - Dr. Arunmozhi M	141-158
18.	Economic Viability of Women Workers in Match Industries - Dr.V.Darling Selvi, K.Veilatchi	159-171
19.	An empirical analysis the impact of exports and imports in post liberalization period on exchange rates in Indian economy - M. Karupphasamy	172-179
20.	Service Quality of Cellular Service Providers in Tirunelveli District - M.Visagalakshmi, Dr .J. Kamala Juliet Isaac	180-187
21.	Impact of Agricultural Credit Given By Financial Institutions on Agriculture Productivity in Coimbatore District - M.Soundarya, Dr. G.Jayabal	188-198
22.	Retailing Through Sensory Cues in Restaurants - Gracia. A, Dr. R. Seleena	199-208

23.	A Study on Challenges in Green Marketing - <i>Nisha C A, R.Paulmoni, Dr. P.Geetha</i>	209-219
24.	Factors Influencing Customer's At The Time of Purchasing of Women Fashion Products Through Digital Marketing In Chennai City - <i>S.Soniya, Dr. S.Sudhamathi</i>	220-231
25.	A Study on Living Conditions and Working Patterns of Street Vendors in Tenkasi - <i>Dr.V.Anandha Valli, S.Subhamangala</i>	232-238
26.	A STUDY ON "TAXIBOTS" - <i>Vattem Mythri, M Prashanth, Santhosh</i>	239-248
27.	Adoption of IT Tools in the MSME Sector in India - <i>Dr. K. Bhavana Raj, Dr. Mohmad Mushtaq Khan</i>	249-261
28.	Financial Constraints of Entrepreneurship - <i>T. Austin Santhosh Kumar, Dr. V. Darling Selvi</i>	262-270
29.	Centre State Financial Relations in Tamil Nadu - <i>Dr.G.Mahalakshmi, Dr.C.Ramesh</i>	271-276
30.	A Study on Economic Status of Unorganised Women Construction Workers in Tenkasi District - <i>J. Sutha, Dr.V.Anandhavalli</i>	277-283
31.	Perception towards Social, Economic and Personal Issues and Problems of Fisher Women in Coastal Villages of Thoothukudi District - <i>S.Veniswari, Dr. B. Revathy</i>	284-294
32.	A Study on Customers Perception on Service Quality and the Use of Self Service Techonology in Retail Banking - <i>R. Jenelin Kamalam, Dr. P. S. Nagarajan</i>	295-303
33.	Buyer Perception and Preferences towards Government Petroleum Retail Outlets in Tirunelveli City - <i>G.Velammal Selvi, Dr.K.Sheik Mydeen</i>	304-310
34.	Role Of Emotional Intelligence On Work Life Balance Among Female Nurses In Thoothukudi District - <i>Dr. G.Kamalaselvi</i>	311-317
35.	Indian Banking Post Covid Scenario - <i>Rashmi Akshay Yadav, Dikshitha Gujarkar</i>	318-330
36.	Entrepreneurial Emotional Intelligence and Entrepreneurial Success – A Study among SME Entrepreneurs in Coimbatore District - <i>Nimisha, M, Dharmaraj, A</i>	331-341
37.	Study on Some Selected Nationalized Banks in India - <i>Dr. Elizabeth Renju Koshy, Dr. Jerlin Jose</i>	342-364
38.	Dimensions of Generic Benefits realized owing to Financial Inclusion Measures - <i>Dr. Ilankumaran G, Govindaraja V</i>	365-377
39.	A study on Analysis of E-contract issues in E-tailing - <i>V.R.Hiremath, Dr.Sanjeev Ingalagi, Dr.P.M.Kulkarni</i>	378-384