

**SCHOLAR** : *APARNA VEMULAPALLI*  
**Guide** : **Dr. M. Victor Louis Anthuvan**  
**Area** : **Finance Management**



### Published / Presented Papers

- A study on CD ratio and growth, LIBA Annual Research Scholars Colloquium, 2013.
- Allied Activities and Inclusive Growth, Andhra Pradesh Economic XXXII Annual Conference during 8-9 February 2014
- A Study on Determinants of Deposits of PACS in India, Research Journal of Social Science & Management , The International Journal Research Publication, ISSN 2251-1571, Issue November 2016, Volume: 6 Number : 07. Pg: 129-140
- A study on Usage of Initiatives for Financial Inclusion by Dalit Women in Kancheepuram District" "International Journal of Research in Management, Economics and Commerce", ISSN 2250-057X, Volume 7, Issue 8, August 2017, page no. 111-119
- A study on Performance of Commercial, Regional Rural Banks and Primary Societies in Rural India (1996-2013), LIBA Journal of Management , Volume 1 January – June 2017, Issue 1

**SCHOLAR : A. DEENA MAHALAKSHMI**

**GUIDE : Dr. P. CHRISTIE**

**AREA : MARKETING**



### SEMINARS AND CONFERENCES PARTICIPATED

- Participated in the Conference on ‘Green Technologies for Automotive Sector’ organized by Tamil Nadu Technology Development and Promotion Center
- Participated in the 12<sup>th</sup> edition of Green Building Congress 2014 organized by CII- Indian Green Building Council, as part of which the following activities were undertaken:
  - ✓ Advanced Training Programme on Green Buildings
  - ✓ International Conference on Green Buildings
  - ✓ International Conference on Green Homes, Green Existing Buildings and Green Schools.
- Participated in the Seminar on Research Methodology organized by LIBA on February 27 & 28, 2015.
- Participated and presented a paper on, “*Consumer Decision Making Dynamics in Green Marketing*” in the Workshop on Academic Writing organized by LIBA on April 8, 2015.
- Participated in the ten day Workshop on Research Methodology sponsored by ICSSR and organized by NIET at Coimbatore from September 28, 2015 to October 10, 2015.
- Participated in the conclave on “GREEN INDIA” (Green Energy, Green Buildings, Green Fields & Green Ideas), on December 12, 2015 organized by Madras Management Association.

- Attended the National Seminar on , 'Innovative Marketing Strategies for Sustainable Growth' organised by Jayaraj Annapackiam Collge for Women, Theni and presented a paper on '*A Study on Behavioural Factors Involved in the Adoption of Eco-innovation*', on 15<sup>th</sup> & 16<sup>th</sup> December, 2015.
- Attended a Case conference, 'Certatus' organized by Loyola Institute of Business Administration, on April 8, 2017.
- Attended the 'International Conference on Finance and Economics organized by Loyola Institute of Business Administration, on July 28, 2017.

**Scholar** : KHADEEJA BILQUEES. A  
**Guide** : Dr. Deepa Ittimani Thaloth  
**Area** : Marketing



### **Publications and workshops Attended**

- **"A Skin For Products: A Differentiation Dilemma"**, Presented a Case at LIBA-Ceratus 2017, 7th Apr 2017.
  
- **"A Comparative study of Loyalty Studies To Identify the Underlying Factors of Customer Loyalty"**, Paper submitted at KLS GOGTE INSTITUTE OF TECHNOLOGY, Sep 8th and 9th 2017
  
- **"Emerging Trends in Retail Sector"**, Published a paper at International Conference on Trends in Retailing and Branding 2015, 19 th and 20th Feb 2015

### **LIST OF CONFERENCES ATTENDED**

- **"Effective Strategies in Research Project Proposal Writing and Linking Funding Agencies"** LIFE -Loyola College and CAAS -Research Foundation, Oct 23rd and Oct 24th 2017
  
- **"Data Analysis using SPSS"**, A Two Day hands on Workshop, LIMCOS Loyola College, 12th and 13th Oct 2017
  
- **"Machine Learning with R and LaTeX"**, A Two Day Workshop, 15th and 16th July 2017

- **“Application of SPSS and AMOS In Business Research”,** by Department of Commerce, University of Madras in association with The Business Lab 6<sup>th</sup> – 8<sup>th</sup> June, 2017

**Scholar** : M. SUDHA PAULIN

**Guide** : Dr. B. Aiswarya

**Area** : Human Resource



### **Publications and workshops Attended**

- Attended and published a case in the Case Conference 2017- **“A Symposium on Business case studies on ‘A qualitative examination on Job Longevity of seafarers’”**, conducted by Loyola Institute of Business Administration, 7th April, 2017, (ISBN 978-1-947027-08-4)
- Presented and published a paper in the International Conference on Interdisciplinary Innovation in Business management & Technology (IIBMT) on the **“Impact of workforce diversity in the Knowledge Sharing of the Organisation”**, Annai Veilankanni’s College for Women, 10th August, 2017, (ISSN 2348 4705)
- Participated in International conference on Finance and Economics (ICFE 2017) on **‘Current Trends in Finance and Economics’**, Loyola Institute of Business Administration, 15th September, 2017.
- Participated in the Two-day Hands-on Workshop on **‘Data Analysis using SPSS’**, LIMCOS at Loyola College, 12th and 13th October 2017.
- Participated in the National level Advanced workshop on **‘Effective Strategies in Research Project Proposal Writing and Linking Funding Agencies’**, Loyola Institute of Frontier Energy (LIFE) and CAAS Research Foundation, 23rd and 24th October, 2017.

- Presented and Published a paper in the CONFLUENCE-2K17, International Conference on Implementation strategies for Sustainable Innovation on the **'Creativity and Innovation -A tool for an effective teamwork in the Organisation'**, D G Vaishnav College held on 25th October, 2017, (ISSN 2347-3940)

**Scholar** : SHALINI. T  
**Guide** : Dr. M. Victor Louis Anthuvan  
**Area** : Human Resource



### Published / Presented Papers

- Talent Retention Management in IT industry, International conference on “**Human resource excellence in global scenario**”, ISBN-13:978-81-8209-178-8, ISBN-10:81-8209-178-0, SRM University, Chennai, 27 August 2014.
  
- “**Factors driving Employee Retention in Indian IT industry - A conceptual study Social vision**”, (ISSN: 2349-0519) - Volume:1; Issue:4, APENG/2014/56403, January - March 2015
  
- Factors driving Employee Retention in Indian IT industry, Workshop on “**Academic Writing**”, LIBA, Chennai, 8 April 2015
  
- A study on Diversity factors that impact Turnover intention of Employees in the Organisation National Conference on “**Emerging trends in Service Sector - Issues and Challenges**”, 978-81-9295-813-2, D.G Vaishnav College, Chennai, 31 August 2016



### Conference Participated

- Beacon 2014, LIBA, Chennai, February 2014
- Systems & operations conclave 2013-'14, LIBA, Chennai, February 2014
- International conference on Human resource excellence in global scenario, SRM University, Chennai, 27 August 2014
- Role of Human Resources in Gaining Competitive Advantage, **3rd Edition of TN HR Summit 2014** conducted by CII, Park Sheraton, Chennai, 19 September 2014
- **Insight '14**, LIBA, Hotel Hilton, Guindy, Chennai, 14-15 November 2014
- Workshop on **Academic Writing**, LIBA, Chennai, 8 April 2015
- **Business Ethics Conference**, LIBA, Hotel Residency Towers, Chennai, 11 September 2015

**Scholar** : SOWMIYA. M  
**Guide** : Dr. B. Aiswarya  
**Area** : Human Resource



### PAPERS PRESENTED AND PUBLISHED

- **“Best and New HR Practices”**, Vel Tech- National Conference on Management Strategies for changing Business scenario, ISSN 2249-1260, 11.Sep.2012
- **“Human Resource Audit”**, Kongunadu Arts and Science- National Level Conference on Innovative and Challenging Strategies in Management, ISSN- 2321-9823, 20.Sep.2013
- **“Brand Loyalty”**, St. Peter’s University – National Conference on Branding the Brand, ISBN-97893-80508-01-6, 7. Oct. 2013
- **“Emerging Trends in HR”**, Hindustan College of arts and science-International Conference on Competitive Business Strategies for Sustainable Development, ISSN-978-93-81208-11-3, 13.Sep.2014
- **“Green Marketing”**, Vel Tech Multi Tech- National Conference on Innovation for sustainable Growth of Business, ISSN- 2231-5063, 28.Sep. 2013
- **“Recent Techniques in Managing Stress”**, Dr. MGR Janaki College – State level Seminar on Rethinking Management theories and practices in present Indian Economic context, ISBN-97893-81899335, 6.Jan. 2014
- **“People leave managers, not the Companies”**, Loyola Institute of Business administration, Chennai- A Symposium on business Case Studies, 7.April.2017
- **“Managing people across Culture”**, Annai Velakkani College for women-International Conference on Interdisciplinary Innovation in Business Management and Technology, ISSN 23484705, 10.Aug.2017

- **“Role of Servant Leadership on Today’s Scenario”**, D.G Vaishnav College-CONFLUENCE-2K17, International Conference on Implementation strategies for Sustainable Innovation, ISSN 2347-3940, 25.Oct.2017

### **SEMINARS PARTICIPATED**

- **“State Level -Entrepreneurship and the emerging Indian Economy”**, Dr. MGR Janaki College For Women, 27.Sep.2011
- **“National Level- National Consumer’s Day”**, Madras Metropolitan Consumer Rights Protection Centre, 9.Jan.2012
- **“National Level Symposium on Entrepreneurship in India”**, The Tamil Nadu Dr. Ambedkar Law University, 8. March.2012
- **“National Level- Bio diversity Conservation and law: Issues and Challenges”**, The Tamil Nadu Dr. Ambedkar Law University,5.June.2012
- **“National Level- Biological Conservation of Land, Water and Forests: Sustainable practices and Legal Strategies”**, The Tamil Nadu Dr. Ambedkar Law University, 22. March. 2013 & 23.March.2013
- **“National Level- Human Rights Education: Gender problems and perspectives”**, The Tamil Nadu Dr. Ambedkar Law University,8.April.2014
- **“International conference on Finance and Economics (ICFE 2017) on ‘Current Trends in Finance and Economics’”**, Loyola Institute of Business Administration, 15.Sep.2017

## WORKSHOPS ATTENDED

- **“One day National workshop on SEM & AMOS”, VIT University- Chennai, 12-8-2017**
- **“Workshop on ‘Data Analysis using SPSS’”, (LIMCOS) Loyola Research Institute of Mathematics and Computing Science- Loyola College, 12th and 13th October 2017.**
- **“National Advanced Workshop on Effective Strategies in Research Proposal Writing and Linking Funding Agencies”, Loyola Institute of Frontier Energy(LIFE)- Loyola College, 23rd & 24th October,2017**