Contents

1. No.	Title of the Paper	Page No.
1.	A STUDY ON HEALTH, SAFETY AND WELFARE MEASURES AND THEIR IMPACT ON WORK PERFORMANCE OF TEACHING FACULTIES WORKING IN ARTS AND SCIENCE COLLEGES IN CHENNAI CITY	01
	C. RamKumar, Dr. E.Anandharaja	
2.	A STUDY ON IMPACT OF GREEN BANKING ON FINANCIAL PERFORMANCE OF SELECTED PUBLIC AND PRIVATE BANKS WITH REFERENCE TO RAMANAGARA DISTRICT	07
	Deepu B, Dr. Baby Niviya Feston, Shwetha BB	
3.	ANALYTICAL STUDY ON CONSUMER BUYING BEHAVIOR OF GROCERYIN INDIAN RETAIL SECTOR	12
	Dr Anitha.G.H, Dr Bhojanna U	
4.	A STUDY ON FUTURE OF CRYPTO CURRENCIES IN INDIA AND ITS IMPACT ON STOCK MARKET	19
	Dr.G.Barani, Dr.S.Pavithra	
5.	A RELIABILITY ANALYSIS TOWARDS THE LEVEL OF CONSUMER PERCEPTION AND THE FACTORS RELATED TO M-COMMERCE - SPECIAL REFERENCE TO SALEM CITY, TAMILNADU	23
	Gunavelan.G, Dr.Madeswaran.A	
6.	EMERGING DIGITAL MARKETING TRENDS 2022 – AN OVERVIEW	30
	Dr. Madeswaran. A, Dr. V. Chandrasekhar Rao	
7.	A COMPARATIVE STUDY ECONOMY AFTER SPANISH FLU AND DURING COVID 19	42
	Dr. K V N Lakshmi	
8.	DOES FOREIGN DIRECT INVESTMENT PROMOTE ECONOMIC GROWTH? EMPIRICAL EVIDENCE FROM SECTORAL DATA IN INDIA	45
	Dr. T. Rajasekar, Dr. R. Rajesh, Mrs. G. S. Sangeerani	
9.	SOCIAL MEDIA INNOVATIONS – LATEST MARKETING TOOLS	51
9.	Dr. Shilpi Kulshrestha, Mr. Sunil Chauhan	
10.	A STUDY ON VARIOUS COSTING TECHNIQUES USED FOR KOMUL MILK	57
	Dr.P.Muthuraju	
11.	HOW SEARCH-ENGINE OPTIMIZATION WORKSAND ITS IMPORTANCE IN SMALL BUSINESS	60
	Harish Kumar P	
12.	A REVIEW PAPER ON MERITS/DEMERITS AND CHALLENGE OF E-COMMERCE	63
	Keshavardhani A	
13.	A STUDY ON EFFECTIVENESS OF INTERNET MARKETING ON CUSTOMER PURCHASING DECISIONS: A CASE STUDY	67
	Leebana Gracy.I	
14	FACTORS INFLUENCING ENTREPRENEURS IN SELECTION OF FRANCHISING AS A BUSINESS MODEL IN COIMBATORE - TAMIL NADU, INDIA	68
14.	M.Arunprasad	

15.	AN ANALYSIS ON HOW TO TURN THE TIDE TOWARDS BUSINESS INTERESTS USING LOCAL FESTIVALS AND OTHER EVENTS WITH SPECIAL REFERENCE TO SOUTH INDIA Dr M.Govindaraj	72
16.	A STUDY ON ONLINE PROMOTIONAL TOOLS FOR E BUSINESS Ms.G.Varalakshmi	77
17.	A STUDY TOWARDS INVESTOR'S PERCEPTION TOWARDS SAVING AND INVESTMENT BEHAVIOUR TOWARDS LONG TERM FINANCIAL PLAN	81
18.	Nasreen Sayyed OPERATION MANAGEMENT – AN OVERVIEW DK Haribaran Dr. C. Darani, Dr. T. Starsouthalalashari	90
19.	P.K.Hariharan, Dr.G.Barani, Dr. T.Suganthalakshmi AN EFFECTIVENESS OF EMPLOYEE RETENTION STRATEGIES IN AUTOMOTIVE INDUSTRY, TAMILNADU Dr P K Anjani, Prabavathi D	95
20.	RISE OF NEXT GENERATION ENTREPRENEURS THROUGH INNOVATIVE DIGITAL STRATEGIES IN MSMEs DURING COVID -19 Dr. Raji Rajan	98
21.	INFORMATION MANAGEMENT ROLE ON ORGANIZATIONAL EFFICACY Ranganayaki M	104
22.	INTERNET MARKETING: THE BUSINESSES IS HERE Ranjith R	109
23.	DIGITAL TRANSFORMATION OF NGOS IN INDIA S Kumuda Kumari	114
24.	PERFORMANCE OF THE EMPLOYEES BASED ON HUMAN RESOURCE ANALYTICS	121
25.	S.Sangavi A STUDY ON IMPACT OF COVID-19 ON INDIAN POPULATION Sayyed Nazneen Dawood Hasina, Dr. N Kala	125
26.	SOCIAL MEDIA MARKETING Shalini R, Sulthana A S R	129
27.	DATA MINING AND INTELLEGENT COMPUTING Ms. Shwetha H L, Ms. Lakshmi Sudha. N, Ms. Nandini A	131
28.	DYNAMICS OF SELF-MANAGEMENT AS A COMPONENT OF EMOTIONAL INTELLIGENCE – WITH SPECIAL REFERENCE TO IT INDUSTRY IN BANGALORE CITY Mr. Srinivas	136
29.	A STUDY ON IMPACT OF DIGITAL TRANSITION BY GST ON SELECTACCOUNTING PRINCIPLES IN ACCOUNTING DEDUCATION	144
30.	Dr. T Shenbagavalli, Dr. Reshma Sultana P.H AN EMPIRICAL INVESTIGATION OF FINANCIAL SOUNDNESS OF BANKING SECTOR IN INDIA	155
31.	Dr. T. Rajasekar, Dr. R. Rajesh, Mrs. G. S. Sangeerani BIG DATA IN HEALTH CARE S Vijaya Kumar	160