

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **Research Publications:**

#### **N.Ananthi**

- **“A Study on Women Empowerment through Delivery of Microfinance through Self Help Groups”**, National Journal on Advances in Computing and Management”, Volume 1, March 2010, ISSN NO: 0975-7295
- **“ Emerging Paradigms in Marketing-A Study on the FM Radio Market ”**, Presidency Journal of Management Thought and Research (PJMTR), June, 2011, ISSN 2229-5275.
- **“Self – Help Groups- A Catalyst for Women Empowerment and Poverty Eradication”**, published in “Poverty Eradication and Self Help Groups” Edited by Dr.V.Neelamegam and Dr.R.Dhanasekar, A.P.H. Publishing Corporation, New Delhi., Pg:29-46, ISBN No: 978-93-313-2119-0,
- **“Go Green- A Study on awareness of Organic foods in Chennai City”**, Journal of Green and Sustainable Development ,Published by International Society for Green, sustainable Engineering and Management, Vol 2, No.2, Pg No: 29-44, January 2015, ISSN 2350-1464,.

#### **Dr.P.Murugesan**

- Dr.P.Murugesan. **“Life Insurance policy Holders behavior”** -Journal of contemporary management. Vol.II 91(II) pages 45 to 49. Jan.2009