

## **FACULTY PROGRESSION 2016-17**

- Dr.S.F.Maleeka Begum of Bio Technology published an article entitled “Fabrication of layer by layer sandwich composite using Biopolymer and Antibacterial agent” in International journal of advanced research in science, Engineering and Technology with Impact factor:3.043 during June 2016.
- Dr.S.Anbumalar of Commerce presented and published a paper titled “Human Resource Accounting” in One Day National Conference on “Changing Role of HRM- The Strategic Opportunities and Challenges” organized by The school of Commerce Studies, Knowledge Campus, Jain University, Bangalore with ISBN: NO: 978-81-920992-7-9, on 03.03.2016.
- Mr.D.Kulothungan of Commerce participated in a Faculty Development Program on “Management and business process services” Organized by TCS from 25.05.2016 to 27.05.2016.
- Ms.C.Gayathiri Devi of Commerce presented and published a paper titled “Electronic Human Resource Management” in One Day National Conference on “Changing Role of HRM- The Strategic Opportunities and Challenges” organized by The school of Commerce Studies, Knowledge Campus, Jain University, Bangalore with ISBN: NO: 978- 81-920992-7-9 on 03.03.2016.
- Mrs. Aardhra Vasudevan of Commerce presented and published a paper titled “Green Human Resource Management” in One Day National Conference on “Changing Role of HRM- The Strategic Opportunities and Challenges” organized by The school of Commerce Studies, Knowledge Campus, Jain University, Bangalore with ISBN: NO: 978- 81-920992-7-9 on 03.03.2016.
- Mrs. S. Kowsalya of Commerce (CA) published a paper on “A Study on patron procuring attitude towards RTE (Ready To Eat) foods with reference to Coimbatore city” in International Journal of Advance Research & Innovative Ideas in Education with ISSN No. 2395-4396 during April 2016.
- Mrs.M.Jenifer & Mrs.A.Shobana of CSA & SS attended Faculty Development Programme on “Artificial Intelligence” at Sri Krishna college of technology 23.05.2016 & 24.05.2016.

- Mrs S.Saraswathi of CSA & SS presented & published paper on “Optimal Fit through Neural Network Based Clustering –A Case Study on Thermal Power” in IJARTET with ISSN 2394-3785 during June 2016.
- Mrs.K.P.Mangani of CSA & SS presented & published paper on “Crafting an Enhanced Semantic Grid in Flood forecasting Simulations” in IJARTET with ISSN 2394-3785 (Online) during June 2016.
- Faculty orientation programme has been organized for new faculty members on 02.07.2016 and 16.07.2016.
- Mr.V.Subramaniyan of Information Technology attended ten days Training Programme on "Big Data Analytics" organized by Bharathiar University from 04.07.2016 to 15.07.2016.
- Mr. C.Julian Gnana Dhas of BBA CA attended CII (UVA) Meeting at CII Office, Sungam Coimbatore on 08.07.2016.
- All faculty members of Computer Science participated in Faculty Development Programme on R Programming on 16.07.2016.
- Mrs.K.Geetha, J.Mary Saranya, B.Subadra devi and S.Mahalakshmi of BBA participated in Faculty Development Programme on "Resource Mobilization for Research Work" at Pioneer College of Arts and Science, Coimbatore on 16.07.2016.
- Ms.S.Gomathi of CSA & SS participated in Faculty Development Programme on R Programming on 16.07.2016 at SKASC.
- Dr. P. Baba Gnanakumar, Principal acted as a Session Chair in Asian Pacific Conference on Economics and Finance held at East Asia Institute of Management Campus, Singapore on 27.07.2016.
- Dr.P.Baba Gnanakumar, Principal presented a paper entitled "Social Marketing activities to Augment the brands of faith in diversified marketing in India" in Asia-Pacific Conference on Economics & Finance (APEF 2016) held at Singapore on 27.07.2016 and 28.07.2016.
- Mrs. K.Geetha acted as a resource person and delivered a Guest Lecture on "At Cross Roads - Enterprise or Entrepreneurship" at Pioneer College of Arts and Science, Coimbatore on 29.07.2016.
- Mr. Rajesh. A. P, Ms. Sithara. A and Mr. Pradeepkumar. V of ECS participated in Seven Day FDP on "Multi scale Modeling and Simulation of Nano Electronic Devices - A

Research Perspective" sponsored by TEQIP - II organized by PSG College of Technology from 25.07.2016 to 31.07.2016.

- Mrs. S. Geetha Margret and Mrs.V.A. Rinsey Antony of Costume Design and Fashion Technology attended a one day workshop on research perspectives and global opportunities in Fashion Technology organized by PSG College of Technology, Coimbatore on 30.7.2016.
- Dr. K. Sampath and Mr. T. Veeramanikandasamy of ECS published a research article entitled "Influence of Precursor Molar Concentration on the Electrical and Magnetic Properties of synthesized MnS Nanocrystals" in SCI Journal, Journal of Material Science: Materials in Electronics during July, 2016.
- Dr.P.Baba Gnanakumar, Principal published a paper titled "Marketing Problems Faced by Self Help Groups(SHG) in Tamilnadu" in International Journal of Science and Research(IJSR) with Online ISSN No:2319-7064 and Index Copernicus Value(2013):6.14 and Impact Factor(2015):6.391 during July, 2016.
- Ms.B.Kirthika of Information Technology published a paper on "A Review on iphones & its features" in International Journal of Trend in Research & Development with ISSN: 2394-9333 during July, 2016.
- Ms.B.Kirthika of Information Technology published a paper on "A Review on Smart watch" in International Journal of Trend in Research & Development with ISSN: 2394-9333 during July, 2016.
- Mrs.K.S.Jeen Marseline of Information Technology presented a paper on "An Enhanced tool for Testing the software Quality " in IEEE sponsored 3rd International Conference on Innovations in Information, Embedded & Communication systems(ICIECS'16) at Karpagam College of Engineering during July, 2016.
- Mrs. S. Gomathi of Computer Technology published a research paper on "Mitigating Different Attacks in OLSR protocol-A Survey" in IJIRCCE June 2016.
- Mrs. K. Geetha of BBA acted as a Resource Person and Delivered a Guest Lecture on "At Cross Roads - Enterprise or Entrepreneurship" at Pioneer College of Arts and Science, Coimbatore on 02.08.2016.
- Dr.P.Prasanna of Commerce participated in BVOC Workshop organized by BFSI Sector Skill Council of India & NSDC, Mumbai on 12.08.2016.

- Dr. S. F. Maleeka Beghum of Biosciences conducted Ph. D public viva-voce at Bharathiar University on 19.08.2016.
- Mrs. Arthi Rashmi of Bio Informatics participated and presented a paper & Poster in DBT sponsored International Conference on "Structural & functional genomics" organized by Sastra University, Tanjore on 19.08.2016 & 20.08.2016.
- Mr. A. Alagarsamy of Social Work invited as resource person for a Motivational talk at Sharul Matriculation Higher Secondary School, Coimbatore on 20.08.2016.
- Dr.S.Anbumalar of commerce presented a paper titled "The Unorganized Sector : An Over View" in One day National Level Seminar on Professionalizing Unorganized Sector-A Corporate View organized by Dr. NGP Arts and Science College, Coimbatore on 24.08.2016.
- Dr. S. F. Maleeka Begum and Dr.K.P.Renukadevi of Bio Sciences Participated in Science Academies Lecture Workshop on "Prospects of Biosciences" organized by Hindustan College of Arts and Science, Coimbatore on 24.08.2016.
- Dr. T. Veeramanikandasamy of Electronics and Communication Systems completed Ph. D viva-voce on 29.08.2016.
- Mrs.C.Subha of Information Technology attended Two days Faculty training Programme on "IBM BLUEMIX" organized by Bharathiar University from 30.08.2016 to 31.08.2016.
- Mr. A. Alagarsamy of Social Work invited as an academic audit expert at Sri Ramakrishna Mission Vidyalaya, Coimbatore on 31.08.2016.
- Dr. P. Gnanakumar, Principal published an article entitled "Marketing Problems Faced by Self Help Groups (SHG) in Tamil Nadu" in International Journal of Science and Research with ISSN No. 2319-7064 during July, 2016.
- Mrs. S.Govardhini of Computer Technology published a research paper on "Attribute Based Encryption for Scalable and Secure Sharing of Cloud Computing Design and Implementation - Survey" in IJIRCCE during July, 2016.
- Mrs.Reshmi. S of Information Technology published a paper entitled "Secured Structural Design for Software Defined Data Center Networks" in International Journal of Computer Science and Mobile Computing with ISSN: 2320-088X during June 2016.
- Mr. A. Algarrsamy of Social Work acted as a Key Note Speaker on Teacher's day organized by Rotary Club of Coimbatore Metropolis on 07.09.2016.

- Prof. S. B. Krishnamoorthy of Mathematics orated a Poem on Teachers entitled “Kottum Murasu” on 06.09.2016.
- Mrs. S. Geetha Margret of Costume Design and Fashion presented a paper on Scope of Natural dyes in present scenario at SSM college of Technology on 09.09.2016.
- Mrs.V.A.Rinsey Antony of Costume Design and Fashion presented a paper on E- Textiles at SSM college of Technology on 09.09.2016.
- Mrs.P.Indumathi of Computer Science attended a workshop on “R- TOOL” at ISCLOR Soft Solutions on 10.09.2016.
- Maleeka begum, S.F. of Biotechnology participated in Science Academies Lecture Workshop on Trends in modern biology organized by Department of Biochemistry at Dr.N.G.P. Arts and Science College Coimbatore from 16. 09. 2016 to 17.09.2016.
- Dr.K.P.Renukadevi of Biotechnology participated in Science Academies Lecture Workshop on Trends in modern biology organized by Department of Biochemistry at Dr.N.G.P. Arts and Science College Coimbatore from 16. 09. 2016 to 17.09.2016.
- Mrs. S.Geetha Margret of Costume Design and Fashion acted as resource person for guest lecture on “Portfolio Presentation” at Kamadhenu Arts and Science College on 20.09.2016.
- Dr.P.Baba Gnanakumar (2016). Measuring the Promotional Effects of Price Bundling in Retail Markets; International Conference on Marketing, Technology and Society; IIM Kozhikode on 29.09.2016 to 01.10.2016.
- Mrs. Sunitha. C. (2016). An Overview: Haptic Technology And Its Application; National Conference on Computer Communication & Information Technology; NGP Arts and Science College, Coimbatore; ISBN : 978-1-941505-56-4.
- Ms. Karthika.S (2016). An Overview: White-Hat Hackers; National Conference on Computer Communication & Information Technology; NGP Arts and Science College, Coimbatore; ISBN : 978-1-941505-56-4.
- Mrs. Rajanandini. S (2016). Cloud Computing Architecture Supporting E-Governance; International Journal of Innovative Research In Technology; ISSN: 2349-6002
- Mrs. R. Suganya (2016). An Improved M-Layer Architecture to Minimize Energy in Heterogeneous Wireless Networks; *International Journal of Advanced Research in Computer and Communication Engineering (IJARCCE)*; November, 2016.

- Mrs.D.Shona (2016). Fast and Effective Network Intrusion Detection Technique Using Hybrid Revised Algorithms; *International Journal of Emerging Technologies in Engineering Research (IJETER)*; Volume-4, Issue-11, November (2016). Pages 42-46, ISSN No: ISSN: 2454-6410.
- Mrs.P.Indumathi (2016). IBM Cloud Computing; *International Research Journal of Advanced Engineering and Science*; Volume 1, Issue 4, 2016 pp. 89-91, 2016, ISSN No.: 2455-9024.
- Mr.C.Balaji (2016). Microsoft Azure The Cloud Computing; *International Research Journal of Advanced Engineering and Science*; Volume 1, Issue 4, 2016 pp. 89-91, 2016, ISSN No.: 2455-9024.
- Mrs. S. Geetha Margret (2016). Scope of Natural dyes in present scenario; *International Journal of Science, Technology and Management*; Volume 05, Issue 11 and presented in International Conference on Recent innovation in Science, technology, management and environment at New Delhi on 20.11.2016.
- Mrs. V.A. Rinsey Antony (2016). Eco friendly Textiles; *International Journal of Science, Technology and Management*; Volume 05, Issue 11 and presented in International Conference on Recent innovation in Science, technology, management and environment at New Delhi on 20.11.2016.
- Ms. S.Gomathi (2016). A Novel fusion approach on educational determining for student employment selection; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. K.P.Malarkodi (2016). Vintage Prediction in Arachis hypogaea using fuzzy cognitive map and multi objective firefly algorithm; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93- 80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Sunitha. C & Mr. A.C. Sountharraj (2016). Fuzzy Ant Colony Optimization (ACO) technique with Genetic Algorithm (GA) for Routing in Mobile Adhoc Networks (MANETs); *International Conference on Interdisciplinary Research Studies in Computer*
- Mrs. R. Suganya (2016). An Improved M-Layer Architecture to Minimize Energy in Heterogeneous Wireless Networks; *International Journal of Advanced Research in Computer and Communication Engineering (IJARCCE)*; November, 2016.
- Mrs.D.Shona (2016). Fast and Effective Network Intrusion Detection Technique Using Hybrid Revised Algorithms; *International Journal of Emerging Technologies in Engineering Research (IJETER)*; Volume-4, Issue-11, November (2016). Pages 42-46, ISSN No: ISSN: 2454-6410.
- Mrs.P.Indumathi (2016). IBM Cloud Computing; *International Research Journal*

*of Advanced Engineering and Science*; Volume 1, Issue 4, 2016 pp. 89-91, 2016, ISSN No.: 2455-9024.

- Mr.C.Balaji (2016). Microsoft Azure The Cloud Computing; *International Research Journal of Advanced Engineering and Science*; Volume 1, Issue 4, 2016 pp. 89-91, 2016, ISSN No.: 2455-9024.
- Mrs. S. Geetha Margret (2016). Scope of Natural dyes in present scenario; *International Journal of Science, Technology and Management*; Volume 05, Issue 11 and presented in International Conference on Recent innovation in Science, technology, management and environment at New Delhi on 20.11.2016.
- Mrs. V.A. Rinsey Antony (2016). Eco friendly Textiles; *International Journal of Science, Technology and Management*; Volume 05, Issue 11 and presented in International Conference on Recent innovation in Science, technology, management and environment at New Delhi on 20.11.2016.
- Ms. S.Gomathi (2016). A Novel fusion approach on educational determining for student employment selection; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800-64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. K.P.Malarkodi (2016). Vintage Prediction in *Arachis hypogaea* using fuzzy cognitive map and multi objective firefly algorithm; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800-64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Sunitha. C & Mr. A.C. Sountharraj (2016). Fuzzy Ant Colony Optimization (ACO) technique with Genetic Algorithm (GA) for Routing in Mobile Adhoc Networks (MANETs); *International Conference on Interdisciplinary Research Studies in Computer*

- *Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Meena Preethi. B (2016). Adaptive Genetic Algorithm Based Fuzzy Support Vector Machine (AGA-FSVM) Query Mechanism for Image Mining; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Ms. Devika Rani Dhivya. K (2016). Improved Time Performance of Adaptive Random Partition Software Testing By Applying Clustering Algorithms; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Rajanandini. S (2016). Cyber Security In BYOX Computing and Security from Crypto-Ransomwares using R-Decrypter; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN: 978-93- 80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
  
- Mrs. R. Suganya (2016). An Improved M-Layer Architecture to Minimize Energy in Heterogeneous Wireless Networks; *International Journal of Advanced Research in Computer and Communication Engineering (IJARCCE)*; November, 2016.
- Mrs.D.Shona (2016). Fast and Effective Network Intrusion Detection Technique Using Hybrid Revised Algorithms; *International Journal of Emerging Technologies in Engineering Research (IJETER)*; Volume-4, Issue-11, November (2016). Pages 42-46, ISSN No: ISSN: 2454-6410.
- Mrs.P.Indumathi (2016). IBM Cloud Computing; *International Research Journal of Advanced Engineering and Science*; Volume 1, Issue 4, 2016 pp. 89-91, 2016, ISSN No.: 2455-9024.
- Mr.C.Balaji (2016). Microsoft Azure The Cloud Computing; *International Research Journal of Advanced Engineering and Science*; Volume 1, Issue 4, 2016 pp. 89-91, 2016, ISSN No.: 2455-9024.
- Mrs. S. Geetha Margret (2016). Scope of Natural dyes in present scenario; *International Journal of Science, Technology and Management*; Volume 05, Issue 11 and presented in International Conference on Recent innovation in Science, technology, management and environment at New Delhi on 20.11.2016.
- Mrs. V.A. Rinsey Antony (2016). Eco friendly Textiles; *International Journal of Science, Technology and Management*; Volume 05, Issue 11 and presented in International Conference on Recent innovation in Science, technology,



management and environment at New Delhi on 20.11.2016.

- Ms. S.Gomathi (2016). A Novel fusion approach on educational determining for student employment selection; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. K.P.Malarkodi (2016). Vintage Prediction in Arachis hypogaea using fuzzy cognitive map and multi objective firefly algorithm; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93- 80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Sunitha. C & Mr. A.C. Sountharraj (2016). Fuzzy Ant Colony Optimization (ACO) technique with Genetic Algorithm (GA) for Routing in Mobile Adhoc Networks (MANETs); *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Meena Preethi. B (2016). Adaptive Genetic Algorithm Based Fuzzy Support Vector Machine (AGA-FSVM) Query Mechanism for Image Mining; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Ms. Devika Rani Dhivya. K (2016). Improved Time Performance of Adaptive Random Partition Software Testing By Applying Clustering Algorithms; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Rajanandini. S (2016). Cyber Security In BYOX Computing and Security from Crypto-Ransomwares using R-Decrypter; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN: 978-93- 80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs. Meena Preethi. B (2016). Adaptive Genetic Algorithm Based Fuzzy Support Vector Machine (AGA-FSVM) Query Mechanism for Image Mining; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Ms. Devika Rani Dhivya. K (2016). Improved Time Performance of Adaptive Random Partition Software Testing By Applying Clustering Algorithms; *International Conference on Interdisciplinary Research Studies in Computer*

*Science, Biosciences and Electronics*; ISBN : 978-93-80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.

- Mrs. Rajanandini. S (2016). Cyber Security In BYOX Computing and Security from Crypto-Ransomwares using R-Decrypter; *International Conference on Interdisciplinary Research Studies in Computer Science, Biosciences and Electronics*; ISBN: 978-93- 80800- 64-6; Malaysia on 29.11.2016 & 30.11.2016.
- Mrs.P.Devika of BBA CA attended a National Level Workshop on “Time Series and Panel Data Analysis using Eviews and Stata” organized by Kongu Engineering College from 04.11.2016 to 06.11.2016.
- Mr. A. C. Sountharajan of BCA & SS acted as a resource person in two days workshop on “Networking” organized for III .B.Sc. ECS students on 12.11.2016 & 18.11.2016.
- Ms. S. Gomathi of CSA & SS, Mrs. S. Nandhini of CT, Mrs.S.Subhashini of BBA CA, Ms.S.Subha, Dr.K.R.Sivabhagyam, Ms.P.Vanithamani, Ms. M. Nithyapriya of Commerce and Ms. S. Asha of Commerce (CA) were attended Faculty Development Programme organized by Infosys @ Mysore on 17.11.2016 & 18.11.2016.
- Mrs. S. Geetha Margret of Costume Design and Fashion acted as a Resource person in “Pattern Making and Garment construction” programme held at NIFT College, Kannur on 21.11.2016 & 22.11.2016.
- Baba Gananakumar. P, Principal (2016). Devising Competitive Viral Supply Chain of Agriculture Products during Festival Season – A case Study; Biennial Supply Chain Management Conference; IIM Bangalore; 15.12.2016 & 16.12.2016.
- Baba Gananakumar. P, Principal (2016). Impact of Individualistic CSR Values on Productivity - a “Gear Man” Role”; Fourteenth AIMS International Conference on Management; MICA (Institute of Strategic Marketing and Communication), Ahmedabad; ISBN:978-1943295-05-0; 26.12.2016 – 28.12.2016.
- Devika Rani Dhivya. K of BCA & M.Sc (SS) (2016). A Review on Material Recommendation System; *International Journal of Computer Science & Engineering Technology (IJCSET)*; ISSN: 2229-3345; December, 2016.
- Anbumalar.S of Commerce (2016). Technology Shift from E-commerce to U-commerce; International conference on U- Commerce Opportunities & Challenges; Padmavani Arts & Science College for women, Salem; ISBN No: 936597759-6; December 2016.

- Sivabagayam.K.R of Commerce (2016). A Study on Mobile Phone Usage Among College Students in Palakkad; Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis; Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Gayathiri Devi. C of Commerce (2016). Level Of Green Human Recourses Management Practices As A Response To Strategic Requirements; Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis; Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Rajesh Kannan.S of Commerce (2016). A study on Effectiveness and behavioral Responses towards Brand Equity of Horlicks; Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis; Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Vanithamani.P of Commerce (2016). A study on Brand Preference and Consumption Patterns of Selected Home Appliances; Bonfiring International Journal of Industrial Engineering and Management Science in National Conference on sustainable development in Corporate Sector – Perspectives, Problems, and Prognosis; Karpagam University, Coimbatore; ISSN No.2250-1096; December 2016.
- Aardhra Vasudevan of Commerce (2016). U-Commerce Expanding the Universe of Marketing; International Conference on U-Commerce: Opportunities & Challenges; Padmavani Arts & Science College For women, Salem; ISBN No: 936597759-6; December 2016.
- Anbumalar. S of Commerce (2016). Models of Crowd Funding; UGC Sponsored National level Seminar on Dynamics of Crowdfunding; Sri G.V.G Visalakshi College for Women, Udumalpet; 23.12.2016.
- Aardhra Vasudevan of Commerce (2016). Crowd funding Determinants-its Success and Failure; UGC Sponsored National level Seminar on Dynamics of Crowdfunding; Sri G.V.G Visalakshi College for Women, Udumalpet; 23.12.2016.

- Geetha. K of BBA (2016). A study on strategic decisions for sustainability and Growth in today"s Scenario; Indian Journal of Research; ISSN No: 2250-1991; December, 2016.
- Sarulatha. K of BBA (2016). Marketing; Primax International Journal of Commerce and Management Research; ISSN No: 2321-3604; December, 2016.
- Mahalakshmi. S of BBA (2016). Human Resource - Time Management; Primax International Journal of Commerce and Management Research; ISSN No: 2321-3604; December, 2016.
- Mary Saranya. J of BBA (2016). Reen Banking in India; Primax International Journal of Commerce and Management Research; ISSN No: 2321-3604; December, 2016.
- Subadradevi. B of BBA (2016). Customer preference towards organic food products; Primax International Journal of Commerce and Management Research; ISSN No: 2321- 3604; December, 2016.
- Sumalatha. G of Computer Technology (2016). Enhanced Key Generation Based Proxy Server Using Key Protocol; IRJAET; Vol 2, Issue 6, November, 2016.
- Dr. T. Veeramanikandasamy of ECS organized Two day hands-on training on "Advanced Programming for the Arduino" for II M.Sc. ECS & III B.Sc (ECS) students during 03.12.2016.
- Dr. T. Veeramanikandasamy of ECS organized Two day hands-on training on "Embedded Systems using PIC Microcontroller" for I M.Sc. ECS students during 10.12.2016 and 12.12.2016.
- Prof. A. Alagarsamy of Social Work acted as Resource Person for State Level Training programme at Karpagam Polytechnic College and delivered the lecture on "Problems faced by polytechnic students" on 16.12.2016.
- Mr. S. Sudheesh of ECS organized a workshop on "Proteus Design Suite for Electronic Circuits" for I. M.Sc. ECS students on 20.12.2016.
- Prof. A. Alagarsamy of Social Work acted as Resource Person for YRC Inauguration at Sri Krishna Adithya College of Arts and Science on 22.12.2016.
- Dr. T. Veeramanikandasamy has designed and developed three PLC (Programmable Logic Controller – ABB: 07KR51) modules (No. of Input Ports: 8 (24V DC) No. of Output Ports: 6 Relay outputs - 24V DC) for ECS Department laboratory. The cost of the module is Rs.7,700/- per module during December, 2016.

- Baba Gnanakumar. P, Principal (2016). Devising the Pricing Strategy for Nested Markets during Festival season – A study conducted during the Onam Festival in Kerala; 20th Nirma International Conference on Management(NICOM – 2017) on Contemporary Marketing: Concept, Practice and Method at Institute of Management; Nirma University, Ahmedabad; ISBN No:978-93-86256-32-4; 05.01.2017 to 07.01.2017.
- Baba Gnanakumar. P, Principal (2016). Segmenting the Social Marketing Activities to Augment the Brands of Faith in Diversity Marketing – A Case Study of Branding the Products by Spiritual Foundation; 7th IIMA Conference on Marketing in Emerging Economies; Indian Institute of Management, Ahmedabad; ISBN No: 978-81-920800-6-2; 11.01.2017 to 13.01.2017.
- Aarthi Rashmi. B of Bioinformatics (2017). One day National seminar on Genome informatics in cancer and AgriBioinformatics; Mercy College, Kerala on 05.01.2017.
- Anbumalar. S of Commerce (2017) A Study on equity Securities Analysis; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC–2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Gayathiri Devi. C of Commerce (2017). Weather Derivatives; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Aardhra Vasudevan of Commerce (2017). A Study on Financial Performance of TATA Motors; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Vanithamani. P of Commerce (2017). Comparative Study on Financial Performance of SBI and ICICI Banks in India; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Subha. S of Commerce (2017). Reasons for Financial Inclusion; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Rajesh Kannan. S of Commerce (2017). Money Market Trends in India; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.

- Chandra Devi. P of Commerce (2017). Study of Primary Market; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Nithya Priya. M of Commerce (2017). A Comparison of Financial Performance in the Banking Sector: Indian Public Sector Banks; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Nandhini. A of Commerce (2017). A Study of Working Capital Management; UGC Sponsored Twelfth International Seminar on Financial Markets: Issues and Challenges – (FIM IC– 2017); Bharathidasan University, Trichy; 07.01.2017 & 08.01.2017.
- Geetha Margret. S of CDF (2017); Scope of Natural Dyes in present scenario; National conference on Emerging strategies in green textiles and sustainable fashion (NCESGTSF -2017); Alagappa University, Karaikudi; 10.01.2017 & 11.01.2017.
- Rinsey Antony. V.A. of CDF (2017); Eco friendly fibers; National conference on Emerging strategies in green textiles and sustainable fashion (NCESGTSF -2017); Alagappa University, Karaikudi; 10.01.2017 & 11.01.2017.
- Sumithra. S of CDF (2017); Manufacture of Recycled products; National conference on Emerging strategies in green textiles and sustainable fashion (NCESGTSF -2017); Alagappa University, Karaikudi; 10.01.2017 & 11.01.2017.
- Anbumalar. S of Commerce (2017). Demonetization and Economic Growth; International Seminar on Impact of Demonetization on small and medium scale industries; S.Vellaichamy Nadar College, Madurai; 27.01.2017.
- Gayathiri Devi. C of Commerce (2017). Impact of Demonetization on Small and Scale Industries; International Seminar on Impact of Demonetization on small and medium scale industries; S.Vellaichamy Nadar College, Madurai; 27.01.2017.
- Aardhra Vasudevan of Commerce (2017). Impact of Demonetization on Small and Medium Scale Industries; International Seminar on Impact of Demonetization on small and medium scale industries; S.Vellaichamy Nadar College, Madurai; 27.01.2017.
- Subha. S of Commerce (2017). Demonetization and Inflation; International Seminar on Impact of Demonetization on small and medium scale industries; S.Vellaichamy Nadar College, Madurai; 27.01.2017.

- Sivabakiyam. K. R of Commerce (2017). Demonetization and Inflation; International Seminar on Impact of Demonetization on small and medium scale industries; S.Vellaichamy Nadar College, Madurai; 27.01.2017.
- Sunitha. C of BCA & M.Sc (SS) (2017). Overview of Fifth Generation Networking; International Journal of Computer Trends and Technology (IJCTT); ISSN: 2231-2803; January, 2017.
- Kundalakesi. M of BCA & M.Sc (SS) (2017). Robust Video Data Hiding Using Forbidden Zone Data Hiding and Selective Embedding; International Advanced Research Journal in Science, Engineering and Technology (IARJSET); ISSN: 2393-8021; January, 2017.
- Dhanalakshmi. S of BCA & M.Sc (SS) (2017). Model Framework For Sensitive Data Preservation Using Fuzzy; Asian Journal of Information Technology; ISSN: 1682-3915; January, 2017.
- Arockia Panimalar. S of BCA & M.Sc (SS) (2017). Security Analysis in Cloud Computing; International Journal of Computer Application (IJCA); ISSN: 2250-1797; January, 2017.
- Subha.C & Kanimozhi.N of Information Technology (2017). Issues & challenges in Big Data mining & study of tools used in Big Data Analytics; International Journal of Trend in Research and Development; Volume 4(1), ISSN:2394 9333, IF:3.025; Jan – Feb 2017
- Deepa. B of Information Technology (2017). A Review on Cloud computing; International Journal of Trend in Research and Development; Volume 4(1), ISSN:2394 9333, IF:3.025; Jan – Feb 2017.
- Maleeka Begum. S. F of Bio Sciences (2017). Anti-Inflammatory and Anti-Microbial Activity of Alliinase Extracted from Allium sativum and Allium cepa; Journal of Global Biosciences; ISSN 2320- (6) 1; January, 2017.
- Maleeka Begum. S. F of Bio Sciences (2016). Molecular Identification of Azotobacter Chroococcum Isolated from different Wastes; Journal of Microbiology and Biotechnology Research (6);December, 2016.
- Maleeka Begum. S. F of Bio Sciences (2016). Ethnopharmacological update on Catharanthus Roseus; World Journal of Pharmaceutical, Research (5); December, 2016.

- Renukadevi. K. P of Bio Sciences (2016). Antimicrobial, antioxidant and cytotoxicity activity of pigment produced from *Serratia marcescens*; European Journal of Biomedical and Pharmaceutical Sciences; ISSN 2349-8870; January, 2017.
- Vijaya. A of Computer Science (2017). Essential Damage Detection Techniques Erected on Natural Hazards over LIDAR Imagery – A review; 51st Annual Convention Computer Society of India,CSI-2016; 23 – 25 January, 2017.
- Vadivu. T of Computer Science (2017). Blue Eye Technology; Innovative Trends in Computer Science and Application ICITCSA'17; Pioneer College of Arts And Science; ISBN NO 978-93-86176-49-3; January, 2017.
- Jambunathan. S of Computer Science (2017). A Blue Brain Technology; Innovative Trends in Computer Science and Application ICITCSA'17; Pioneer College of Arts And Science; ISBN NO 978-93-86176-49-3; January, 2017.
- Indumathi. P of Computer Science (2017). Operating System; Innovative Trends in Computer Science and Application ICITCSA'17; Pioneer College of Arts And Science; ISBN NO 978-93-86176-49-3; January, 2017.
- Balaji. C of Computer Science (2017). BIG DATA; Innovative Trends in Computer Science and Application ICITCSA'17; Pioneer College of Arts And Science; ISBN NO 978-93-86176-49-3; January, 2017.
- Suganya. R of Computer Science (2017). 5G Mobile and Wireless Networks; Innovative Trends in Computer Science and Application ICITCSA'17; Pioneer College of Arts And Science; ISBN NO 978-93-86176-49-3; January, 2017.
- Mrs. B. Aarthi Rashmi of Bioinformatics was invited as chief Guest for Biotechnology association meeting organized by Dr.R.V.Arts and Science College, Karamadi delivered a speech on “Bioinformatics and Biology Insights” on 04.01.2017.
- Thirty one faculty members of Science Streams have become members of “Indian Society of Systems for Science and Engineering, ISRO on 06.01.2017.
- Dr. K. Sambath, HoD, Dr. T. Veeramanikandasamy, Mr. A. P. Rajesh, Mr. S. Sudheesh of ECS attended the inaugural function of “Indian Society of Systems for Science and Engineering (ISSE)”- Coimbatore Chapter, held at PSG College of Technology, Coimbatore on 06.01.2017.
- Tharani . T & Sivagami. G of Commerce (CA) attended faculty development programme on Tally ERP 9 on 07.01.2017.



- Vijaya. A of Computer Science attended Main Conference & Parallel Sessions in TechNext India 2017 organized by IIT Bombay, on 14.01.2017 & 15.01.2017.
- Saraswathy. S of CSA & SS, Indumathi. P of Computer Science and Joselin. J of BCA & M.Sc (SS) got certified in Java by Oracle University on 20.01.2017.
- Indumathi. P of Computer Science certified as Oracle Certified Professional Java SE 6 Programmer by Oracle Corporation on 20.01.2017.
- Mr. S. Anandasaravanan of ECS, Senthilkumar. K of Commerce (CA), B. Deepa of Information Technology attended a FDP on “21st Century Learners and Skill sets Expectations & 21st Century Faculty and T/L Focus” conducted by CPDT, Sri Krishna Institutions on 21.01.2017.
- Kowsalya.S of Commerce (CA), C. Subha of Information Technology attended a FDP on “21st Century Learners and Skill sets Expectations & 21st Century Faculty and T/L Focus” conducted by CPDT, Sri Krishna Institutions on 28.01.2017.
- Prasanna. P of Commerce got approval for a Minor Research Project from UGC titled, “Determinants and Pattern of Saving Behavior in Rural Households of Coimbatore North and South Taluk and Madukkarai Taluk of Coimbatore District” during January, 2017.
- S.Nandhini, R.Lalitha of Computer Technology attended the National Level Workshop on “Software Testing Tool – Selenium” organized by Karpagam University, Coimbatore during January, 2017.
- Mohanapriya.B of Social Work (2017). Study on work life balance among women in Non- governmental Organization; National Conference on Sustainable Development; Bharathiar University; 02.02.2017 & 03.02.2017.
- Sangeetha Paul of Social Work (2017). A study on quality of work life among permanent employees with the special reference to sri rangavils mills (NTC Unit); National Conference on Sustainable Development; Bharathiar University; 02.02.2017 & 03.02.2017.
- Gandhimathi D of CSA & SS (2017). Cluster Analysis for Spatio Temporal data to Predict Nearest Neighborhood Points; Gandhigram Rural Institute Deemed University, Dindigul; 03.02.2017.
- Sivabagyam. K.R. of Commerce (2017). Test of Sharp Ratio on Selected Mutual Fund Schemes; International Conference on Innovation and Sustainability in Business and Management; VELS University, Chennai; 16.02.2017 & 17.02.2017.

- Sivabagyam. K.R. of Commerce (2017). Globalization in Relation to Consumerism A Flick Through; BEST PAPER AWARD; Two day National Seminar on Globalization, Information Technology and Consumerism Meeting New Challenges organized by Department of Consumer Affairs, food and public distribution Government of India and in collaboration with Centre for consumer studies; Indian Institute of Public administration New Delhi and School of Commerce, Bharathiar University, Coimbatore; 20.02.2017 & 21.02.2017.
- Nithyapriya. M of Commerce (2017). E Commerce and Its impacts; Two day National Seminar on Globalization, Information Technology and Consumerism Meeting New Challenges organized by Department of Consumer Affairs, food and public distribution Government of India and in collaboration with Centre for consumer studies; Indian Institute of Public administration New Delhi and School of Commerce, Bharathiar University, Coimbatore; 20.02.2017 & 21.02.2017.
- Anbumalar. S of Commerce (2017). has published a paper titled,“ India”s Growth Potentials in E-Commerce; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Anbumalar. S of Commerce (2017). India Towards 2020: Re-Aligning the Outlook of Banking Sector; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Vanithmani. P of Commerce (2017). Modern Marketing; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Gayathiri Devi. C of Commerce (2017). A Descriptive Study Electronic Commerce in India Towards 2020; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.

- Gayathiri Devi. C of Commerce (2017). A Descriptive Study about Medical Tourism India Towards 2020; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Aardhra Vasudevan of Commerce (2017). A Descriptive Study on Infrastructure in India; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250- 1096; 21.02.2017.
- Aardhra Vasudevan of Commerce (2017). Emerging scenario in HRM of Corporate sector; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Sivabagyam. K. R of Commerce (2017). Human Resource Management-Practice; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250- 1096; 21.02.2017.
- Sivabagyam. K. R of Commerce (2017). Electronic Commerce in India Towards 2020; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250- 1096; 21.02.2017.
- Kulothungan. D of Commerce (2017). A Conceptual Frame work of Modern Marketing; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250- 1096; 21.02.2017.
- Kulothungan. D of Commerce (2017). Tourism and Medical Services; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of

Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.

- Rajeskannan. S of Commerce (2017). Electronic Commerce; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Subha. S of Commerce (2017). Modern Marketing Concept; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Subha. S of Commerce (2017). Human Resource Practices of Top Ten companies in India; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Nithypriya. M of Commerce (2017). Electronic Commerce; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Nandhini. A of Commerce (2017). India Towards 2020 Branding; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.
- Kulothungan D of Commerce (2017). A Conceptual Framework of IT Services in India: Growth and Challenges; Bonfring International journal of Industrial Engineering and Management Science at National Conference on India Towards 2020; Coimbatore Branch of SIRC of the Institute of Chartered Accountants of India and SNR Sons College, Coimbatore; ISSN No: 2250-1096; 21.02.2017.

- Rajesh Kannan. S of Commerce (2017). A Study On Job Stress of IT Women employees; National Conference on Impact of Recent Advances and Innovations in Business Administration (IRAIBA -2017); Innovative Impressions(An Association of Department of Management Studies & Research) and Karpagam Academy of Higher Education , Coimbatore; 21.02.2017.
- Subha. S of Commerce (2017). A Study on Leverage Analysis and its Impact on Profitability of Selected Cement Companies; National Conference on Impact of Recent Advances and Innovations in Business Administration (IRAIBA -2017); Innovative Impressions(An Association of Department of Management Studies & Research) and Karpagam Academy of Higher Education ,Coimbatore; 21.02.2017.
- Sambath. K of ECS (2017). Enhancement of Voltage Stability in Electric Power System Using Embedded Based Compensation Method; National conference on “Interdisciplinary Innovations in Electronics; VLB Janakiammal College of Arts and Science; ISBN: 978-1-63587-000-8; 22.02.2017.
- Julian Gnana Dhas. C of BBA (CA) (2017). Exit, Voice & Loyalty : Some Academic Factors as Institutional Antecedents of Student Success in U.S. Universities; 47th Annual Meeting at Southeast Decision sciences Institute; Charleston, South Caroline; 22.02.2017 to 24.02.2017.
- Prasanna. P of Commerce (2017). Dimensions of Cashless Economy: Hurdles, Challenges and Solutions; International journal of Industrial Engineering and Management Science at National Conference on Start-up India for the Social-Economic Transformation: A Journey Ahead(PROAC MEET – 2017); Hindustan College of Arts and Science, Coimbatore; ISSN NO: 2250-1096; 23.02.2017.
- Chandradevi P of Commerce (2017). Demonetization of Cashless Economy; International journal of Industrial Engineering and Management Science at National Conference on Start-up India for the Social-Economic Transformation: A Journey Ahead(PROAC MEET – 2017); Hindustan College of Arts and Science, Coimbatore; ISSN NO: 2250-1096; 23.02.2017.
- Senthilkumar. K of Commerce (CA) (2017). A Study on the Scope for NIIT’s Cloud Computing Among Educational Institutes in Coimbatore; National Conference on Emerging Perspectives in Trade, Commerce & Business; VVM’S Shree Damodar College of Commerce & Economics; Margao, Goa; 24.02.2017 & 25.02.2017.

- Tharani . C of Commerce (CA) (2017). A Study on consumer awareness towards home appliance with special reference to Coimbatore city; International journal of advance research and innovative ideas in education; ISSN No. 2395-4396, Vol:3; Issue :1; February 2017.
- Senthilkumar. K of Commerce (CA) (2017). A Study on the Scope for NIIT“s Cloud Computing Among Educational Institutes in Coimbatore; International Referred Multidisciplinary Journal of Contemporary Research; ISSN: 2319-5789; February 2017.
- Devika Rani Dhivya. K of BCA & M.Sc (SS) (2017). A Review On Diabetes Mellitus Diagnoses Using Classification On Pima Indian Diabetes Data Set; International Journal of Advanced Research In Computer Science And Management Studies (IJARCSMS); ISSN: 2321-7782; February, 2017.
- Sivanesan. R of BCA & M.Sc (SS) (2017). A Review On Diabetes Mellitus Diagnoses Using Classification On Pima Indian Diabetes Data Set; International Journal of Advanced Research In Computer Science And Management Studies (IJARCSMS); ISSN: 2321-7782; February, 2017.
- Devika Rani Dhivya. K of BCA & M.Sc (SS) (2017). Statistical Analysis Model For Social Sentiments; International Research Journal In Advanced Engineering And Technology (IRJAET) ; ISSN: 2454-4752; February, 2017.
- Sountharraj. A.C of BCA & M.Sc (SS) (2017). Enabling Data Integrity Protection In Cloud Storage Using Cryptography; International Journal Of Innovative Research In Technology (IJIRT); ISSN: 2349-6002; February, 2017.
- MeenaPreethi. B of BCA & M.Sc (SS) (2017). Enabling Data Integrity Protection In Cloud Storage Using Cryptography; International Journal Of Innovative Research In Technology (IJIRT); ISSN: 2349-6002; February, 2017.
- MeenaPreethi. B of BCA & M.Sc (SS) (2017). Self-Medical Analysis Using Internet Based Computing Upon Big Data; International Journal Of Advanced Engineering Research and Technology (IJAERT); ISSN: 2348-8190; February, 2017.
- Raj Kumar. R of BCA & M.Sc (SS) (2017). Self-Medical Analysis Using Internet Based Computing Upon Big Data; International Journal Of Advanced Engineering Research and Technology (IJAERT); ISSN: 2348-8190; February, 2017.
- Sunitha.C of BCA & M.Sc (SS) (2017). Overview of Fifth Generation Networking; 4th International Conference on Advances In Information Technology and Networking

(ICATN'17); Dr. GRD College of Science, Coimbatore; ISBN: 978-81-927985-5-4; February, 2017.

- Sunitha. C of BCA & M.Sc (SS) (2017). An Overview Of Big Data On Internet Of Things: Application, Architecture, Technologies And Techniques; 4th International Conference on Advances In Information Technology and Networking (ICATN'17); Dr. GRD College of Science, Coimbatore; ISBN: 978-81-927985-5-4; February, 2017.
- Jeevitha. I of BCA & M.Sc (SS) (2017). An Overview Of Big Data On Internet Of Things: Application, Architecture, Technologies And Techniques; 4th International Conference on Advances In Information Technology and Networking (ICATN'17); Dr. GRD College of Science, Coimbatore; ISBN: 978-81-927985-5-4; February, 2017.
- Sountharraj. A.C of BCA & M.Sc (SS) (2017). The Cloud and SOA – Creating Architecture for Today and for the Future; International Journal of Engineering Trends and Technology (IJETT); ISSN: 2231-5381; February, 2017.
- Karthika. S of BCA & M.Sc (SS) (2017). An Overview: Honey - Pot Security; International Journal of Trends in Research and Development (IJRD); ISSN: 2394-9333; February, 2017.
- Sunitha. C of BCA & M.Sc (SS) (2017). An Overview: RedTacton- Human Area Networking (HAN); International Journal of Trends in Research and Development (IJRD); ISSN: 2394-9333; February, 2017.
- Karthika. S of BCA & M.Sc (SS) (2017). An Overview: Ultra Density Optical Disc Technology & Applications; International Journal For Scientific Research & Development (ISRD); ISSN: 578-580; February, 2017.
- Karthika. S of BCA & M.Sc (SS) (2017). Hololens; International Journal of Computer Science & Mobile Computing (IJCSMC); ISSN: 2320-088X; February, 2017.
- Mary Saranya. J of BBA (2017). E Banking practices; International Conference; Sri Ganesh School of Business Management; February, 2017.
- Subadradevi. B of BBA (2017). Consumer behaviour towards organic products; International Conference; Sri Ganesh School of Business Management; February, 2017.
- S.Saraswatthi of CSA & SS completed Ph.D Viva-voce on 03.02.2017.
- All faculty members attended the 18th International Conference on “the Role of Higher Education in National/ International Development” held at SKASC jointly organized by Association of Indian College Principals (AICP) on 04.02.2017 & 05.02.2017.

- Faculty members attended Faculty Development Programme organized by CPDT on 11.02.2017, 18.02.2017 & 25.02.2017.
- B. Aarthi Rashmi of Bioinformatics invited as resource person and delivered a Guest Lecture on “Bioinformatics and Biological Insights” at OUR College of Applied Science, Kannur on 13.02.2017.
- Vysnave.V of Social Work participated in National Conference on “Family centered professional social work: Current trends and scope” organized by Amala Medical College Hospital, Thrissur on 15.02.2017.
- Dr. K.Sambath and Dr. T. Veeramanikandasamy acted as Panel Members of Doctoral Committee Meeting held on 17.02.2017.
- A. P. Rajesh and S. Sudheesh of ECS attended Doctoral Committee meeting on 17.02.2017.
- Ten Faculty members attended Faculty Development Programme on “R-Programming” at Sri Krishna College of Engineering and Technology on 17.02.2017 & 18.02.2017.
- Dr. T. Veeramanikandasamy and Mr. S. Sudheesh have cleared the Embedded Software Engineer, Train the Trainer Program examination conducted by Electronic Sector Skills Council of India (ESSCI) and NSDC on 18.02.2017.
- Mohanapriya.B of Social Work (2017). International Conference on Wellbeing of Children, Youth and Adults: A Global Social work perspective; Bishop Heber College, Tiruchirappalli on 20.01.2017.
- Dr. A. Alagarsamy of SocialWork acted as Resource person for three days "Zonal level orientation training progamme for YRC Volunteers and programme officers and gave a lecture on "YRC and Social Work" during 24.02.2017 - 26.02.2017.
- Dr.A.Alagarsamy of Social Work acted as Chief Guest for NSS Valedictory Function organized by PSGR Krishnammal College, Coimbatore on 27.02.2017.
- Mr. Sountharraj.A.C of BCA & M.Sc (SS) acted as Resource Person at CS department delivered a Lecture on "Compiler Design" for I M.Sc CS Students on 27.02.2017.
- Dr.A.Alagarsamy of Social Work acted as Chief Guest for NSS Camp Inauguration organized by Sri Krishna Adithya College of Arts and Science College, Coimbatore on 28.02.2017.
- Subadradevi. B , Mrs K.Geetha, Mrs.S.Mahalakshmi, Mrs J.Mary Saranya, Dr.K.Sarulatha of BBA participated in State Level Colloquim on "Small Business



Initiatives & Insurance Principles: Strategic InSights" organized by SNR Sons College during February, 2017.

- Subha.C & Kanimozhi.N (2017). Information Technology; "Issues & challenges in Big Data mining & study of tools used in Big Data Analytics"; International Journal of Trend in Research and Development; ISSN: 2394-9333; pp144-147. March, 2017.
- Subha.C (2017). Information Technology; "The Analysis of Automated Testing Tools for Web Based applications"; International Journal of Trend in Research and Development; ISSN: 2394-9333; pp 496-498. March, 2017.
- Shobana. D (2017). Information Technology; "Blue Eyes Technology - An Overview"; International Journal of Trend in Research and Development; ISSN: 2394-9333; pp 394- 396. March, 2017.
- Kanimozhi. N (2017). Information Technology; "An Analysis on Clustering Algorithms"; International Journal of Trend in Research and Development; ISSN: 2394-9333; pp 361-362. March, 2017.
- Kanimozhi. N (2017). Information Technology; "Fog Computing - An Overview"; International Journal of Trend in Research and Development; ISSN: 2394-9333; March, 2017.
- Deepa. B (2017). Information Technology; "A Review on E-Ball Technology"; International Journal of Trend in Research and Development; ISSN: 2394-9333; March, 2017.
- Kirthika. B (2017). Information Technology; "A Survey on Different Data structure"; International Journal of Trend in Research and Development; ISSN: 2394-9333; March, 2017.
- Kirthika. B (2017). Information Technology; "A Review on Cloud computing"; International Journal of Trend in Research and Development; ISSN: 2394-9333; March, 2017.
- Kirthika. B (2017). Information Technology; "A Review on Sixth Sense Technology"; International Journal of Trend in Research and Development; ISSN: 2394-9333; March, 2017.
- Kirthika. B (2017). Information Technology; "A Review on Asynchronous Transfer Mode Networks"; International Journal of Trend in Research and Development; ISSN: 2394- 9333; March, 2017.

- Devika Rani Dhivya. K (2017). BCA & M.Sc SS, "A Comparative Study on ARPT"; Imperial Journal of Interdisciplinary Research(IJIR); ISSN: 2454-1362; March, 2017.
- Sunitha. C (2017). BCA & M.Sc SS, "Secured Data Analysis And Sharing of Medical Data based on Data Visualization on Cloud"; International Journal For Research & Development In Technology(IJRDT); ISSN: 2349-3585; March, 2017.
- Sumathy . N. (2017). Commerce (CA); " The Rise of Social Media in Financial Services"; National Conference on Viral Marketing of Financial services; Excel India Publishers, New Delhi; ISBN No. 978-93-86256-58-4; pp.20-23; March 2017.
- Geetha .P (2017). Commerce (CA); " A Study on Service Quality Expectations and Perceptions of Telecommunication Sector in India"; International Journal of Advance Research and Innovative Ideas in Education; Volume 3; Issue 1, Paper Id; 3930; ISSN No. 2395 4396; March, 2017.
- Kowsalya . S (2017). Commerce (CA); "A Study on the Perception of Customers towards E-Commerce and E-Payments in Local Survey"; International Journal of Innovative Research in Science, Engineering and Technology; ISSN: 2347 - 6710; Volume 6; Issue 3; Impact Factor: 6.209; March, 2017.
- Sivagami . G (2017). Commerce (CA); "Women in Administration"; ICPR Sponsored National Seminar on Women in Science and Technology; St. Xavier's College (Autonomous), Palayamkaottai, Tirunelveli; 02.03.2017.
- Mrs. S.Nandhini, & Ms. Caroline of Computer Technology participated in the 8th National Conference on "Emerging Trends in IT-eit17 organised by Christ University, Bengaluru on 02.03.2017.
- S. Saraswathi (2017). CSA & SS; "Multilevel Optimization of Boiler Performance Using Genetic Modelling"; National Conference on Current Trends in IT; Christ University, Bangalore; 02.03.2017.
- D. Gandhimathi & K.P.Malarkodi (2017). CSA & SS; "Comparative Analysis on Open Source Tools for Spatial Data Mining"; National Conference on Current Trends in IT; Christ University, Bangalore; 02.03.2017.
- Abdul Faiz. A (2017). CSA & SS; "A Case Study Report On Security Risks And Applied Techniques In The Field Of Cyber Security"; National Conference on Current Trends in IT; Christ University, Bangalore; 02.03.2017.
- M.Jenifer & Gomathi. S (2017). CSA & SS; "A Literature Survey of Visual Analytics Science and Technology on Various Informative Applications with Evaluation

Methodology"; National Conference on Current Trends in IT; Christ University, Bangalore; 02.03.2017.

- K.Divya (2017). CSA & SS; "Multilevel Optimization Of Boiler Performance Using Genetic Modelling"; National Conference on Current Trends in IT; Christ university, Bangalore; 02.03.2017.
- Mrs. S.Nandhini, & Ms. Caroline of Computer Technology participated in the one day National Workshop on "Digital Image Processing Using MATLAB" jointly organised by CSIR and Christ University, Bengaluru on 03.03.2017.
- Twelve Faculty Members are participated in Faculty Development Programme organized at SKCET on 04.03.2017.
- Jayaprakash. N of Information Technology attended a seminar on "Spoken Tutorial" on 07.02.2017.
- Dr. K. Sambath, Professor and Head of ECS acted as member of inspection commission of Bharathiar University & attended the inspection commission for permanent affiliation of B.Sc Wild life Biology & B.Sc Electronics and Communication Systems, Govt. Arts College, Udthagamandalam on 17.03.2017.
- Dr. K. Sambath, Professor and Head of ECS has acted as resource person and delivered a Guest lecture on "Recent Advancement in Electronics" for the students of Dept. of ECS, Selvam Arts and Science College, Namakkal on 20.03.2017.
- Mr. A. P. Rajesh, Mr. S. Sudheesh and Ms. A. Sithara of ECS have participated in International Conference on Next Gen Electronic Technologies - Silicon to Software (ICNETS2) organized by School of Electronics Engineering, VIT, Chennai during 23.03.2017 to 25.03.2017.
- Dr. K. Sambath, Professor and Head of ECS has been appointed as DC Member by the Bharathidhasan University, Trichy for Ph.D research scholars in Electronics, Govt. Arts & Science College, Kulithalai.
- Gayathiri Devi.C (2017). Commerce; "A Descriptive study on issues and Challenges of crowd funding in India"; Two day National Conference on Changing Paradigms in Indian Business; NGM College, Pollachi. 24.03.2017 & 25.03.2017.
- D.Gandhimathi (2017). CSA & SS; "A Study on Multidimensional Model in Spatio and Temporal data in GIS Cluster Analysis for Spatio Temporal data to GIS Applications"; National Conference on Emerging Trends in Data Technologies and Research; 24.02.2017.

- K.P.Malarkodi has been presided the singing competition at SKCET on 27.03.2017.
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- Dr. K. Sambath of ECS acted as a Panel Member in doctoral committee meeting held at Government Arts College, Kulaithalai on 13.04.2017.
- Dr. K. Sambath of ECS acted as a member of inspection commission for Electronics - M.Phil and Ph.D Programmes at Nehru Arts and Science College, Coimbatore on 18.04.2017.
- Dr. T. Veeramanikandasamy of ECS has designed and developed the Altera Cyclone FPGA VLSI Trainer Kit for ECS department lab during April, 2017.
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