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SRI S. RAMASAMY NAIDU MEMORIAL COLLEGE

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Research Journal of SRNMC - "Contemporary Trends in Business and Management Practices"

TABLE OF CONTENTS

1. Applications of M-Commerce – Multi-fold in recent times -Dr. V. Kanagavel & Dr. T. Vijayaragavan, Sri SRNM College, Sattur. 2. Digital India initiative – Prepare India for a knowledge future -Dr. K. Navaneethakrishnan & Dr. M. Sakthisaradha, Sri SRNM College, Sattur. 3. E-Recruitment and its impact in an organisation -Dr. S. Arumugasamy & Ms. S. Ananthi, Sri SRNM College, Sattur. 4. Mobile Commerce – An overview of its trends and scope -Dr. Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr. K. G. S. Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr. R. Sofip, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr. A. Kavitha & Mr. S. Jacob Mathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr. S. L. Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms. P. Ruby Leela, Fatima College, Madurai. 10. A study on the Impact of Trade war in India -Ms. A. Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr. M. Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms. V. N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms. R. Padamavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms. R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms. R. Gayathri, Sri SRNM College, Sattur. 16. Total Quality Management -Ms. R. Gramanan & Mr. S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. RajeshRamkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment -Mr. N. Vijayanand, MTN College, Madurai	S No.	Title of the Paper	Page No.
-Dr. V. Kanagavel & Dr. T. Vijayaragavan, Sri SRNM College, Sattur. 2. Digital India initiative – Prepare India for a knowledge future -Dr. K. Navaneethakrishnan & Dr. M. Sakthisaradha, Sri SRNM College, Sattur. 3. E-Recruitment and its impact in an organisation -Dr. S. Arumugasamy & Ms. S. Ananthi, Sri SRNM College, Sattur. 4. Mobile Commerce – An overview of its trends and scope -Dr. R. Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr. K. G. S. Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr. R. Sofia, MTN College, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr. A. Kavitha & Mr. S. JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr. S. L. Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms. P. Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms. A. Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr. M. Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms. V. N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms. R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms. R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms. R. Gayathri, Sri SRNM College, Sattur. 16. Total Quality Management -Mr. K. G. S. Ramana & Mr. S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. RajeshRamkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			1
2. Digital India initiative – Prepare India for a knowledge future -Dr. K. Navaneethakrishnan & Dr. M. Sakthisaradha, Sri SRNM College, Sattur. 3. E-Recruitment and its impact in an organisation -Dr. S. Arumugasamy & Ms. S. Ananthi, Sri SRNM College, Sattur. 4. Mobile Commerce – An overview of its trends and scope -Dr. R. Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr. K. G. S. Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr. R. Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr. A. Kovitha & Mr. S. JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr. S. L. Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms. Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms. A. Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr. M. Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms. V. N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms. R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms. R. Padmavathi, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms. R. Gayathri, Sri SRNM College, Sattur. 16. Total Quality Management -Mr. K. G. S. Ramana & Mr. S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. Rajesh Ramkumar & Dr. K. Chanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
-Dr. K. Navaneethakrishnan & Dr. M. Sakthisaradha, Sri SRNM College, Sattur. 3. E-Recruitment and its impact in an organisation -Dr. S. Arumugasamy & Ms. S. Ananthi, Sri SRNM College, Sattur. 4. Mobile Commerce — An overview of its trends and scope -Dr. R. Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr. K. G. S. Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr. R. Sofia, MTN College, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr. A. Kovitha & Mr. S. JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr. S. L. Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms. PRuby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms. A. Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr. M. Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms. V. N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms. R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms. R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms. R. Gayathri, Sri SRNM College, Sattur. 16. Total Quality Management -Mr. K. G. S. Ramanan & Mr. S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. RajeshRamkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	2.		7
3. E-Recruitment and its impact in an organisation -Dr.S.Arumugasamy & Ms.S.Ananthi, Sri SRNM College, Sattur. 4. Mobile Commerce — An overview of its trends and scope -Dr.R.Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr.K.G.S.Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A. Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms. PRuby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A. Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms. V. N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.R. Gayathri, Sri SRNM College, Sattur. 16. Total Quality Management -Mr. K.G.S. Ramanan & Mr.S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. RojeshRamkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
-Dr.S.Arumugasamy & Ms.S.Ananthi, Sri SRNM College, Sattur. 4. Mobile Commerce – An overview of its trends and scope -Dr.R.Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr.K.G.S.Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	3.		11
4. Mobile Commerce – An overview of its trends and scope -Dr.R.Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr.K.G.S. Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
-Dr.R.Ramanujam, Sri SRNM College, Sattur. 5. International Human Resource Management -Mr.K.G.S.Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	4.		17
5. International Human Resource Management -Mr.K.G.S.Ramanan, Sri SRNM College, Sattur. 6. Evolution of Mobile Commerce in Indian scenario -Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 54 -Ms.P.Ruby Leela, Fatima College, Madurai. 55 -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 17. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 18. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 19. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 19. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 19. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 10. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANIA College, Sivakasi 19. Importance and Problems of E-Recruitment		Section and the Contract of th	
6. Evolution of Mobile Commerce in Indian scenario -Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A. Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S. Ramanan & Mr.S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	5.		29
-Dr.R.Sofia, MTNCollege, Madurai. 7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		-Mr.K.G.S.Ramanan, Sri SRNM College, Sattur.	
7. An analysis of changing importance of media in advertising w.r.t Sivakasi -Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	6.	Evolution of Mobile Commerce in Indian scenario	38
-Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi. 8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A. Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S. Ramanan & Mr.S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R. RajeshRamkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	7.	An analysis of changing importance of media in advertising w.r.t Sivakasi	44
8. Criticisms of Globalization -Dr.S.L.Kumari, Fatima College, Madurai. 9. A study on mobile value added services-with special reference to Airtel -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		-Dr.A.Kavitha & Mr.S.JacobMathan, ANJA College, Sivakasi.	
9. A study on mobile value added services-with special reference to Airtel -Ms. Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A. Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr. M. Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms. V. N. Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms. R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms. R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms. A. Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr. K. G. S. Ramanan & Mr. S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. Rajesh Ramkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	8.	Criticisms of Globalization	49
9. A study on mobile value added services-with special reference to Antell -Ms.P.Ruby Leela, Fatima College, Madurai. 10. A study on the impact of Trade war in India -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
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10. A study on the impact of Trade wall influding and the impact of the impact of Trade wall influding and the impact of Trade wall influence and Trade wall influence		-Ms.P:Ruby Leela, Fatima College, Madurai.	
11. A study of the issues and challenges in mobile commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	10.		59
11. A study of the Issues and Chanenges In Hobite Commerce -Mr.M.Jayakumar, Sri SRNM College, Sattur. 12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
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12. Current Digital Marketing Trends -Ms.V.N.Visali, Sri SRNM College, Sattur. 13. Creating stress free working environment -Ms.R.Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
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13. Creating Stress free Working environment -Ms.R. Padmavathi, Sri SRNM College, Sattur. 14. E-Recruitment -Ms.R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A. Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S. Ramanan & Mr.S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. Rajesh Ramkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment			
14. E-Recruitment -Ms.R. Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A. Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S. Ramanan & Mr.S. Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr. R. Rajesh Ramkumar & Dr. K. Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	13.		76
14. E-Recruitment -Ms.R.Gayathri, Sri SRNM College, Sattur. 15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		-Ms.R.Padmavathi, Sri SRNM College, Sattur.	
15. Corporate Social Responsibility and Women Empowerment -Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	14.		81
-Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur. 16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		-Ms.R.Gayathri, Sri SRNM College, Sattur.	
16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	15.	Corporate Social Responsibility and Women Empowerment	85
16. Total Quality Management -Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur. 17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		-Ms.A.Rohini Priyadharsana, Sri SRNM College, Sattur.	
17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	16.	Total Quality Management	93
17. Return and Market Efficiency analysis of the Public banks in sectorial indices – A study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		-Mr.K.G.S.Ramanan & Mr.S.Sridharan, Sri SRNM College, Sattur.	
study with special reference to BSE and NSE -Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment	17.	Return and Market Efficiency analysis of the Public banks in sectorial indices - A	103
-Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi 18. Importance and Problems of E-Recruitment		study with special reference to BSE and NSE	
18. Importance and Problems of E-Recruitment		-Dr.R.RajeshRamkumar & Dr.K.Dhanalakshmi, ANJA College, Sivakasi	199
-Mr.N.Vijayanand, MTN College, Madurai	18.	Importance and Problems of E-Recruitment	110
	1000000	-Mr.N.Vijayanand, MTN College, Madurai	

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INTRODUCTION

A value-added service (VAS) is a popular telecommunications industry term for non-core services, or, in short, all services beyond standard voice calls and fax transmissions. However, it can be used in any service industry, for services available at little or no cost, to promote their primary business. In the telecommunications industry, on conceptual level, value-added services add value to the standard service offering, spurring subscribers to use their phone more and allowing the operator to drive up their Average Revenue per User. For mobile phones, technologies like SMS, MMS and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has begun to exclude those services.

Mobile VAS services can be categorized into:

- Consumer behaviour VAS
- Network VAS
- Enterprise VAS

A distinction may also be made between standard (peer-to-peer) content and premiumcharged content. These are called mobile value-added services (MVAS), which are often simply referred to as VAS.

Value-added services are supplied either in-house by the mobile network operator themselves or by a third-party value-added service provider (VASP), also known as a content provider (CP) such as All Headline News or Reuters.

VASPs typically connect to the operator using protocols like Short message peer-to-peer protocol (SMPP), connecting either directly to the short message service centre (SMSC) or, increasingly, to a messaging gateway that gives the operator better control of the content.