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Papers Presented in the international /National Seminars/Conference

Papers Published in the Journals (with ISSN)

1)Attitude of customers towards ATM services of SBI in Tirunelveli Town,

Research Methodology in Social Sciences VHNSN College, Virudhunagar, August 2010 (ISBN 978-81-910426-1-0

2) A Comparative study of customer's Attitude towards cellphone services in Tirunelveli Town

Business Horizon VHNSN College, Virudhunagar, December 2010 (978-81-910426-3-4)

3)A Study on Consumer Attitude towards credit cards (with reference to Tirunelveli City)

International Journal of Applied Management Research ISSN 0974 8709 Volume 4 June 2012

4) A study on Attitude of Customers towards ATM services of SBI with special reference to Madurai City - Research Explorer Volume II September 2013 ISSN 2250-1949

5) A Study on Impact of E-Banking on Traditional Banking Services- Innovative Facades in E-Commerce July 2014, ISBN NO 978-93-81723-26-5, VHNSN College, Virudhunagar.

M.Phil Guidance (Furnish Details)

Awarded : 01

Candidate Name: Ramani

Topic : A Comparative Study of Customer Attitude towards of ATM Services in ICICI BANK AND SBI BANK IN Tuticorin District. From ALAGAPPA UNIVERSITY , Karaikudi,

Submitted:

Under Progress:

Other Activities :

YRC Program officer