



Dr. Maran K

Professor, Department of Management Studies, Sri Sai Ram Engineering College.

Email: directorsims@sairam.edu.in

Department of Management Studies Sai Leo Nagar, Sirukulathur, Tamil Nadu, India
Kanchipuram, Tamil Nadu, India – 600044.

Qualification:

- 2020, M.sc, Manonmaniam Sundaranar University
- 2003, Ph.D, Annamalai University
- 1998, PGDIB, Pondicherry University
- 1997, M.B.A, Annamalai University
- 1991, B.Ed, Annamalai University
- 1988, M.Com, Annamalai University
- 1980, B.Com, Madurai Kamaraj University

Experience:

- 1998 – Present, Professor, Department of Management Studies, Sri Sai Ram Engineering, College
- 1997 – 1998, Assistant Professor, Management Studies, Jaya Engineering College
- 1993 – 1997, Lecturer, Commerce, S.K.S.S. Arts College, Thiruppanandal - 612004.

Honours and Awards:

2022: OUTSATANDING LEADERS IN HIGHER EDUCATION

ELETS TECHNO INDIA PVT LTD

2020: BEST PAPER AWARD - APPLICATION OF STIMULUS –ORGANISM RESPONSE
MODEL TO UNDERSTAND CONSUMERS'INTERNATIONAL TOWARDS M-COMMERCE
APPS A SRILANKA STUDY

SAIRAM IM AND AIMS,CANADIAN UNIVERSITY BANGLADESH

2020: BEST PAPER AWARD FOR OIL PRICE CRISIS: FINANCIAL RISK AND STRATEGIES
FOR GREATER SUSTAINABILITY IN THE POST COVID'19

SAIRAM IM AND AIMS,CANADIAN UNIVERSITY BANGLADESH

2018: EDUCATION LEADERSHIP AWARD

DEWANG MEHTA National Education Awards

2018: BEST DISTINGUISHED EDUCATOR & SCHOLAR AWARD 2018

NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT (NFED)

2017: BEST ENTREPRENEURSHIP DEVELOPMENT CELL COORDINATOR AWARD 2017

SEED (Society for educational and entrepreneurship development

2016: AIMS BEST TEACHER AWARD

Association of Indian Management School

2016: YOUNG MANAGEMENT SCIENTIST AWARD: SMART Journal Of Business
 Management Studies – Scientific management and ADVANCED Research Trust
 2015: BEST RESEARCH PAPER AWARD
 DPU & Kedge business school, Bali
 2014: ISTE- PERIYAR AWARD FOR THE BEST ENGINEERING COLLEGE TEACHER
 ISTE
 2014: ACADEMIC EXCELLENCE AWARD
 Bharath College of Science and management
 2013: BEST FACULTY AWARD -2013
 Navraj Academy for Managerial Excellence – A unit of Navraj Educational Trus
 2013: BHARAT JYOTHI AWARD
 International Integrity Peace And Friendship Society
 2012: BEST DIRECTOR AWARD
 World Education Congress - Global awards for Excellence in Education, Leadership and Teaching
 2011: PK DAS MEMORIAL BEST FACULTY AWARD
 Nehru Group of Institution
 2011: KARMA VEER CHAKRA (BEST CITIZENSHIP AWARD)
 ICON
 2009: BEST FACULTY AWARD
 Lions Club Chennai
 2009: BEST RESEARCH PAPER AWARD
 Annual International conference on Global Business
 2008: BEST MANAGEMENT INSTITUTE DIRECTOR AWARD
 Education Today Magazine

Membership In Committees

2017: University of Madras program affiliated committee member for BISM &BBA Agarwal
 Jain Arts and Science College at Meenjur
 member
 2016: University of Madras program affiliated committee member for BISM &BBA at
 Aravindar Arts and Science College at Vannur
 member
 2014: Quality academic Audit for MBA at Ethiraj College For Women
 member
 2012: Quality academic Audit for MBA at Ethiraj College For Women
 member

TITLE	YEAR
Advertisement pressure and its impact on body dissatisfaction and body image perception of women in India.	2012

TITLE	YEAR
VS Rekha, K Maran Global Media Journal: Indian Edition ƒ (1)	
A study on factors determining social media on cosmetic product V Suresh, M Chitra, K Maran Journal of Pharmaceutical Sciences and Research ^ (1), 1	2016
A study on branded apparels customers purchase behavior with reference to India K Maran, J Badrinarayanan, P Kumar International Journal of Applied Business and Economic Research 10 (21), 210-221	2017
A Study On Impact Of An Affiliate Marketing In E-Business For Consumer's Perspective V Suresh, K Maran, SP AR SP AR-International Journal of Engineering and Technology 10 (2), 471-470	2018
Applying technology acceptance (TAM) model to determine the factors of acceptance in out-patient information system in private hospital sectors in Chennai city V Suresh, K Prabhakar, K Santhanalakshmi, K Maran Journal of Pharmaceutical Sciences and Research ^ (12), 1373	2016
A study on Mapping Core Competencies and development of Employees for Excellence with reference to HCL Technologies M Velayudhan, K Maran Journal of Contemporary Research in Management (JCRM) 4 (4)	2009
A study on student's perception of employability skills with respect to engineering institution K Maran, V Chandra Shekar International Journal of Research in Engineering, Social Sciences 0 (3), 21-34	2010
Market Trading in India-Customer Perception S Sankar, K Maran, S Director International Journal of Engineering and Management Research 3 (2), 1-13	2013
Mutual fund investors perception in India-A study R Udhayasankar, K Maran International Journal of Engineering & Technology 9 (1,1), 60-63	2018
Job Stress of Employees KS Sathyanarayana, DK Maran International Journal of Management (IJM) 2 (2), 93-102	2011

TITLE	YEAR
Impact of foreign direct investment on automobile sector: an empirical study with reference to India K Maran, L Sujatha, TP Kumar International Journal of Economic Research 14 (11), 187-196	2017
Data Analysis on Mobile Payment Technology with Reference to Users' Behaviour of Retail Goods in India K Maran, P Priyadarshini, L Jenifa, CR Senthilnathan, P Venkatesh 2021 4th International Conference on Computing and Communications ...	2021
Work Life Balance of Women Employees Satisfaction-A Study With Reference to IT Sector in India'-Asia Pacific Journal of Research K Maran, S Usha Volume	2014
Lean philosophy in aircraft maintenance S Kolanjiappan, K Maran Journal of Management Research and Development 1 (1), 27	2011
Type-III supracondylar fracture humerus: results of open reduction and internal fixation after failed closed reduction N ullah Khan, Z Askar Rawal Medical Journal 30 (2), 106-106	1970
Customer's Perception on Telephone: A Study with Special Reference to Chennai City K Maran, C Madhavi, K Thilagavathi Journal of Marketing Management, ICFAI Press	2004
Business Analytics Contribution in the Growth of Indian Digital Business K Maran, CR Senthilnathan, S Usha, P Venkatesh 2022 1st International Conference on Computational Science and Technology ...	2022
Impact of Foreign Direct Investment on Power Sector: An Empirical Study With Reference to India K Maran, R Anitha East Asian Journal of Business Economics (EAJBE) 3 (1), 8-16	2010
An empirical study on the burnout of IT professionals employed for Middle East countries PP Nandakumar, MK Kaliamoorthy Buletinul Universitatii Petrol-Gaze din Ploiesti, Seria Stiinte Economice 61 ...	2009

TITLE	YEAR
Impact of Solar Energy on Mitigating Climate Changes for a Sustainable Development in India K Maran, CR Senthilnathan, S Usha, P Venkatesh २०२२ International Conference on Power, Energy, Control and Transmission ...	२०२२
Role of e-learning practices for teaching faculty on enhancing institutional climate at self-finance engineering colleges at Chennai city VSK Maran The online journal of distance education and e-learning १ (१)	२०१९
A Study on Performance Analysis of Selected Mutual Fund Schemes in India P Venkatesh, DS Revathi Solid State Technology १३ (१S)	२०२०
Job Stress of Employees-International Journal of Management (IJM) KS Sathyanarayana, DK Maran Volume २, १३-१०२	२०११
A study on stress management in IT industry K Sathyanaraynan, DK Maran Journal of Management Research and Development १ (१), २१-२६	२०११
Perception on faculty academic relationship management in higher education with reference to self financing engineering colleges V Selvakumar, K Maran, S Sankar International Journal of Engineering & Technology १ (१, १), ०६-०९	२०१८
Performance Evaluation of Select Leading Public Sector Banks in India-EDITORIAL ADVISORY BOARD S Sankar, K Maran Volume	२०१०
IMPACT OF ENUMERATION FACTORS ON EFFECTIVE SELF HELP GROUP (SHG) FUNCTIONING. K Maran, T Prabaharan, P Priyadarshini, P Venkatesh International Journal of Early Childhood Special Education १३ (३)	२०२२
Customer Relationship Management in Departmental Stores of Chennai City CR Senthilnathan, K Maran Asian Journal of Research in Marketing ३ (३), २०-३३	२०१०
Work Life Balance of Women Employees Satisfaction-A Study With Reference to IT Sector in India'	२०१३

TITLE	YEAR
K Maran, S Usha Asia Pacific Journal of Research 1	
A Study on competencies of the employees of 21st century TKM Velayudhan, K Maran Management Prudence 1 (1), 28	2010
The Significance of Big Data Analytics in the Global Healthcare Market M Manikandan, P Venkatesh, T Illakya, M Krishnamoorthi, ... 2024 International Conference on Communication, Computing and Internet of ...	2024
Social media empowerment on youth career development-a study with reference to India K Maran, CR Senthilnathan, KM Mubarak SMART Journal of Business Management Studies 18 (1), 80-88	2022
Teaching professional stress: an empirical study with reference to women in India K Maran, N Venkataramani International Journal of Innovative Research and Development 3 (7)	2014
STUDY ON EMPLOYEES JOB SATISFACTION: AN CONCEPTUAL REVIEW V Dhayalan, K Maran International Journal of Organizational Behaviour & Management Perspectives ...	2013
Passenger Cars: Enormous scope for Development K Maran, DS Madhavi Motor India-Annual Issue, 92	2002
Impact of Technology Startup on Economic Development with Reference to India and China K Maran, H Pallathadka 2023 Intelligent Computing and Control for Engineering and Business Systems ...	2023
A Factual Research on Employee Green Behavior in Select Medical Research Centres- Medical Tourist Staffs Perspective KSU Mohideen, V Selvakumar, HH Harasudha, K Maran International Journal of Recent Technology and Engineering (IJRTE) 8, 3009-3063	2019
Influence of the Value Added Services (VAS) consumer decision with the brand names GB Jishya, K Maran International Journal of Supply Chain Management 5 (1), 137-139	2018
Analysis of generation Y's perceptions on leadership factors affecting retention in the beverage industry	2016

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S Ramakrishnan, K Maran Prabandhan: Indian Journal of Management 9 (A), 41-49	
Performance Evaluation of Select Leading Public Sector Banks in India S Sankar, K Maran EDITORIAL ADVISORY BOARD 6, 326	2010
Analysis of user's satisfaction on two wheeler segment performance with reference to chennai K Maran, V Anbazhagan university of Jaffna	2014
Relationship between transformational leadership and organizational citizenship behavior in Indian Banking Sector K Maran, U PS International Journal of World Research 1 (A), 60-67	2014
A Study on the Stakeholders Perception of Corporate Governance Practices with reference to the Software Companies in India N Natarajan Chennai	2011
The Role of the Internet of Things in the Telecom Sector T Illakya, B Keerthana, K Murugan, P Venkatesh, M Manikandan, K Maran 2014 International Conference on Communication, Computing and Internet of ...	2014
Impact of Big Data Analytics in Global Business for Sustainable Development K Maran, KSU Mohideen, T Ilakiyya, P Venkatesh 2014 Intelligent Computing and Control for Engineering and Business Systems ...	2014
Effectiveness On E-Learning System In Higher Education K Maran, CR Senthilnathan, P Priyadarshini, K Murugan NVEO-NATURAL VOLATILES & ESSENTIAL OILS Journal NVEO, 1191-1196	2011
Customers Perception On Branded Apparels–An Empirical Study With Reference To Indian Mens Garments–Indian Market J Kootattu, A Manorselvi, K Maran, P Priyadarshini NVEO-NATURAL VOLATILES & ESSENTIAL OILS Journal NVEO, 1174-1180	2011
PERCEPTION OF CONSUMER BEHAVIOUR TOWARDS PASSENGER CARS POST LOCKDOWN K Sangeetha Lakshmi, R: Maran NIU International Journal of Human Rights 4 (22), 173-181	2011

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Asian Stock Market Integration-An Empirical Approach P Prabha, K Maran International Journal of Emerging Technologies and Innovative Research [^] (ξ ...	2021
A Comparison of Lumpsum and Systematic Investment Plan with Reference to Axis Mutual Fund MK Murugan, MPS Immaculate, K Maran, M Arul Solid State Technology, 2022-2023	2020
Application Of Neuromarketing Techniques In Fmcg Products Advertising V Anbazhagan Ilkogretim Online 19 (2), 2018-2020	2020
Impact of knowledge management process on knowledge-worker productivity in state universities in Sri Lanka: A mediating role of employee engagement M Kaldeen, K Maran Test Engineering and Management 83, 8331-8342	2020
Impact of Rewards and Benefits towards Job Satisfaction in Self Financing Institutes V Dhayalan, K Maran International Journal of Research in Organizational Behavior and Human ...	2010
Emotional Intelligence-A Key Factor for Solving Social Issues o Employees with Reference to Indian BPOs P Priyadarsini, K Maran Gyan Management Journal 6 (1), 18-29	2012
A study on financial performance of software industries with reference to India PK SARANGI Chennai	2011
Performance Improvement through Implementation of Lean Maintenance S Kolanjiappan, K Maran Journal of Commerce and Trade 6 (2), 100-106	2011
Econometrics Analysis for Technology Start Up Performance with Reference to India K Maran, V Dhayalan, S Usha, KSU Mohideen, C Lavanya, RSA Rajan 2024 International Conference on Power, Energy, Control and Transmission ...	2024
Impact of Artificial Intelligence on Global Healthcare Sector Performance K Maran, P Priyadarshini, CR Senthilnathan, M Manikandan, RG Kumar, ... 2024 International Conference on Power, Energy, Control and Transmission ...	2024

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Process of acquisition to destination—a bang on economic prudence with reference to Indian logistics industry K Maran, KSU Mohideen, T Prabakaran, CR Senthilnathan International Journal of Accounting and Business Finance 10 (1)	2024
Data Analytics of Start-Up in South Zone With Reference To India K Maran, H Pallathadka 2024 International Conference on Communication, Computing and Internet of ...	2024
A STUDY OF ECONOMIC FACTORS' INFLUENCE ON INDIAN STARTUPS K Maran, H Pallathadka Journal of Management 19 (1)	2024
Analysis of tax planning initiatives and financial management practices for salaried employees KS Vaishnav, K Maran	2024
IMPACT OF ECONOMIC FACTORS ON STARTUP GROWTH PERFORMANCE IN SOUTH ZONE WITH REFERENCE TO INDIA K Maran, H Pallathadka Journal of Management 18 (2)	2023
Predictive Analysis on Start-Up Growth in North Zone with Reference to India K MARAN, H PALLATHADKA Journal of Business and Technology, 100	2023
Investor s Perception Towards Long Term Financial Plan K Maran, R Guna, MIM Hilal Elementary Education Online 19 (4), 7021-7021	2022
A Study On Quality Of Worklife Of Employees At Tvs Automobile Solutions Pvt. Ltd. MK Murugan, M Marimuthu, MP Sahayaraj, TR AISHWARYA Elementary Education Online 19 (2), 2019-2019	2022
A Study On The Extent Of Optimization Of The Procurement Cycle Time With The Help Of Pre-Approved Vendor Drawings In The Project And Engineering Management Of Epc Projects G Sridhar, K Maran NVEO-NATURAL VOLATILES & ESSENTIAL OILS Journal NVEO, 16.13-16.20	2021
A Study On Factors Affecting Effects Of Youth's Satisfaction On Leader's Commitment For Social Economic Development BR Sekar, K Maran, R Suresh	2021

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NVEO-NATURAL VOLATILES & ESSENTIAL OILS Journal NVEO, 100.1-100.0	
EMPOWERMENT OF RURAL ENTREPRENEURS AND INFLUENCING FACTORS FOR PERFORMING BUSINESS IN INDIA K MARAN INTERNATIONAL JOURNAL OF ACCOUNTING & BUSINESS FINANCE V (SPEIAL ISSUE), 144-104	2021
Performance analysis of securities markets with reference to asian stock markets C Padma Prabha, K Maran, CR Senthilnathan, P Venkatesh University of Jaffna	2021
A Study On Factors Influencing Employee Job Satisfaction In Automobile Industries In Kanchipuram District K Maran, L Rekha, MAR Babu, M Salehi Ilkogretim Online 20 (1), 0024-0031	2021
BUYING PREFERENCE AND BEHAVIOUR PATTERNSOF SMALL CAR OWNERS SEGMENT IN CHENNAI CITY RS Lakshmi, K Maran	2021
Does Gender and Caste Influence the Selection of the Political Candidate? TRB Rajaa, N Panchanatham, K Maran Solid State Technology, 991-996	2020
Influence of brand name on car purchase decision with special reference to Chennai South Zone RSLK Maran International Journal of Business Intelligence and Innovation 1, 94-100	2020
Forecasting Export of Cashew Kernel from India using ARIMA Model K Santhi, K Maran Think India Journal 22 (4), 6843-6802	2019
Chinas Growth in Residential Solar Roof Tops-A Booster for India KS Quraishi, S Ahmed, K Maran Global Journal of Management and Business Research 19 (A13), 19-29	2019
A Research on the Economic Empowerment of Rural Entrepreneurs in Agro Based Industries with Reference to Krishnagiri District, Tamilnadu International Journal of Recent Technology and Engineering 8 (YS11), 3069-3074	2019

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TESTING FOR RANDOM-WALK BEHAVIOR OF STOCK PRICES IN SELECT ASIAN STOCK MARKETS C Padmaprabha, DRK Maran	2019
Cashew nut shell liquid and kernel export performance of India K Santhi, K Maran International Journal of Advanced Scientific Research and Management 5 (2 ...	2019
Implementation of ARIMA model for cashew export from India K Mara, K Santhi Faculty of Management and Commerce, South Eastern University of Sri Lanka.	2018
A study on factors influencing junk food buying behaviour of school going childrens in Chennai city. HM Aancy, K Maran Faculty of Management and Commerce, South Eastern University of Sri Lanka.	2018
Performance analysis of securities markets with reference to select Asian stock markets CP Prabha, K Maran Faculty of Management and Commerce, South Eastern University of Sri Lanka.	2018
Integrated Role of TQM and Technology Organization in Managerial Sustainability G Sridhar, K Maran Journal of Economic & Management Perspectives 11 (4), 1630-1634	2017
Small businesses and effect of capital structure: A conceptual review I Kolandaisamy, M Marimuthu, K Maran, S Sulasi International Journal of Economic Research 14 (19), 360-370.	2017
Consumers perception towards white durable goods: a review model & conceptual framework RA Alamelu, K Maran TRANS Asian Journal of Marketing & Management Research (TAJMMR) 6 (12), 01-06	2017
Green Affinity-Evaluating the Perceptions of Youth on Climate Change and Renewable Energy S Ramakrishnan, K Maran Indian Journal of Management	2016
Safety management practices and safety behaviour among employees in steel fabrication construction company A MARAN, L KALIANNAN Master's thesis, Universiti Utara Malaysia	2016

TITLE	YEAR
<p>Wastage reduction through Lean Manufacturing in head lamp casing manufacturing process PV Krishnan, B Vijaya Ramnath, K Maran, R Kesavan Applied Mechanics and Materials 777, 1196-1200</p>	2010
<p>Dimensions of store loyalty towards supermarkets in Chennai K Maran, CR Senthilnathan University of Jaffna</p>	2014
<p>Effectiveness of Expansion Advertising on Matured Products CR Senthilnathan, K Maran Asian Journal of Research in Business Economics and Management 4 (7), 190-196</p>	2014
<p>HUMAN RESOURCE MANAGEMENT AND SOCIAL MEDIA: A CONCEPTUAL RELATIONSHIP V Dhayalan, K Maran International Journal of Logistics & Supply Chain Management Perspectives 3 ...</p>	2014
<p>Succession Planning Avoids Inevitable Attrition-An Empirical Insight BV Prasad, K Maran GITAM Journal of Management</p>	2013
<p>A Study on Consumers Expectation Satisfaction and Preference towards Refrigerator in Chennai K Maran International Conference on Management and Information Systems September 22, 24</p>	2013
<p>CUSTOMER AWARENESS OF ONLINE BANKING: A THEORETICAL PERSPECTIVE S Sankar, K Maran International Journal of Information Technology & Computer Sciences ...</p>	2013
<p>EFFECT OF DEMOGRAPHIC VARIABLES IN SELECTING RETAIL OUTLET WITH REFERENCE TO DURABLE GOODS IN CHENNAI J Rani, K Maran Journal Impact Factor 3 (2), 187-191</p>	2012
<p>IMPROVING SERVICE QUALITY THROUGH CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR, PROCESS MODEL AND ITS BENEFITS- A REVIEW V Rajamohan, K Maran SRM JOURNAL OF MANAGEMENT RESEARCH 2 (1), 84</p>	2012

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The effect of liberalization and globalization of foreign direct investment in India K Maran SMART Journal of Business Management Studies 1 (1), 09-14	2012
Employee engagement a tool to minimise attrition—an empirical study with reference to E-publishing firms, Chennai BV Prasad, K Maran ACADEMICIA: An International Multidisciplinary Research Journal 2 (9), 248-261	2012
Financial Performance of Software Companies in the Global Recession with Reference to India K Maran, PK Sarangi Finance India	2011
A study on the quality of worklife of Call Center Employees with Reference to Chennai P Priyadarsini, K Maran SMART Journal of Business Management Studies 0 (2), 60-71	2009
Current Scenario of Stress Management Training (SMT)@ IT Firms PP Babu, VH Kumar, K Maran Review of Professional Management-A Journal of New Delhi Institute of ...	2007
A Study on Youth Perception Towards Selection of Leaders for Socio Economic Development With Reference to India K Maran, CR Senthilnathan, T Anithabai, P Venkatesh Age 18 (21), 1147	
An Empirical Study on Impact of Fintech on Banking Industry K Maran, UM KS, P Venkatesh, CR Senthilnathan	
Scenario of Small cars Segment A Study Reference to Chennai City K Maran Annamalai Nagar	
A Study on Users Perception towards White Durable Goods with Reference to Chennai City K Maran Coimbatore	
A Study on Impact of Micro Finance on Self Help Groups (SHGs)—Case of Chennai K Maran, CR Senthilnathan, S Usha, P Venkatesh Age 18 (26), 230	

TITLE	YEAR
<p>IMPACT OF ENUMERATION FACTORS ON EFFECTIVE SELF HELP GROUP (SHG) FUNCTIONING T Anitha Bai, K Maran, T Prabaharan, P Priyadarshini, P Venkatesh International Journal of Early Childhood 14 (03), 2022</p>	
<p>KEY FACTORS INFLUENCE FOR FORMATION OF SELF HELP GROUP T Anitha Bai, K Maran, T Prabaharan, S Usha, CR Senthilnathan</p>	
<p>analytical study on the financial performance of indian software industry</p>	
<p>Professional Student's Perception on Effectiveness of Entrepreneurship Development M Kaliyamoorthy, L Thomas, P Palaniappan</p>	
<p>A study on work life balance of women employees performance of it sector with reference to chennai S Usha Tirunelveli</p>	
<p>ANALYSIS OF WOMEN ENTREPRENEUR'S EVILS: AN EMPIRICAL STUDY WITH REFERENCE TO INDIA K Maran</p>	
<p>Shareholder's Perception of Corporate Governance: An Empirical Study With Reference To Software Industry In India K Maran</p>	
<p>Evolving Organized Food and Grocery Retail in India J Rani, K Maran</p>	
<p>A Study on Customers' Satisfaction on Affiliate Marketing in E-Commerce Business with reference to Chennai City K Maran, VM Ponniah</p>	
<p>A STUDY ON CONSUMER'S PREFERENCE TOWARDS PRODUCT FEATURES: WITH REFERENCE TO WHITE DURABLE GOODS RA Alamelu, K Maran A GENERAL STUDY ON IMPACT OF DRUG OVERDOSE IN INDIA 41 (9), 9</p>	
<p>A STUDY ON MANAGING EMPLOYEE RETENTION IN IT INDUSTRIES, CHENNAI V ROHINI, K MARAN</p>	

TITLE	YEAR
<p>Employee Perception on Two Critical Components of HRD Practices with Reference to Cement Company in Chennai City K Maran AN EP JOURNAL OF HUMAN RESOURCES</p>	
<p><u>Impact of Demographic Factors on Employee Morale and Attrition–An Empirical Analysis</u> BV Prasad, K Maran AN EP JOURNAL OF HUMAN RESOURCES</p>	
<p>A STUDY ON FACTORS INFLUENCE ON TWO WHEELER CUSTOMER SATISFACTION WITH REFERENCE TO CHENNAI K Maran, V Anbazahagan</p>	