



## Hindusthan College of Engineering and Technology

An Autonomous Institution, Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NBA (AERO, AUTO, CIVIL, CSE, ECE, EEE, IT, MECH, MECHATRONICS)

Accredited by NAAC with 'A++' Grade with CGPA of 3.69 out of 4 in Cycle 2

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### DEPARTMENT OF MANAGEMENT SCIENCES (MBA)

#### Book/ Book Chapter Publications by the Faculty

S. No	Name of the Faculty	Title of the book/chapters published	Title of the paper	Name of the publisher	ISBN/ISSN number of the proceeding	Whether at the time of publication Affiliating Institution was same Yes/NO	Year of Publication
1	Dr.M.Bhuvaneswari	Recent Advances in Finance,Business Management and Technology	ElectronicShopping-Paradigm Shift in Buying Behaviour Among Consumers	Rubicon Publication, London,WC 1A2RP, England	978-1-913482-21-3	Yes	2022
2	Dr.A.Jayanthi	Human Resource Management	Human Resource Management	Charulatha Publications	978-93-5577-564-1	Yes	2023
3	Mr.A.Prasanth	Human Resource Management	Human Resource Management	Charulatha Publications	978-93-5577-564-1	Yes	2023

4	Dr.A.Jayanthi	Handbook of research in Basic and Applied Science	Green Marketing Strategies: Environmental Safety and Customer Satisfaction	www.aetsjournal.com	ISBN: 978-93-5980-742-3	Yes	2023
5	Dr.A.Jayanthi	Handbook of research in Basic and Applied Science	Analysis and Study of Social Marketing in India	www.aetsjournal.com	ISBN: 978-93-5980-742-3	Yes	2023