







Hindustan College of Arts & Science Rajiv Gandhi Salai (OMR), Padur Kelambakkam, Chenna



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in

ABOUT THE EDITORS



Dr. K. Malarvizhi, Dean of Business Studies has 26 years of experience in Teaching, Research and Administration. She serves as a Member in Board of Studies, Doctoral Panel, and External Academic Audit. She has also published 12 research articles, 40 paper presentations in National and International forums and attended many workshops. Her leadership as Dean of Business Studies and IQAC Coordinator of the college is noteworthy. She also holds the position of Governing Body Member of Hindustan College of Arts & Science and University of Madras Affiliation Commission Member and Subject expert for Staff

Approval. She serves as an Academic Council Member from 2009 to 2011. Her experience in research is evinced by her participation in the Editorial Board of few International Journals.

Mrs. L. Esther Thamarine, Head, Department of Commerce (General) Shift II in Hindustan College of Arts & Science, Chennai, has 19 years of Teaching Experience. She has presented 5 papers in International Conferences and attended many workshops. Her area of specialisation is Accounting, Business Law and Entrepreneurial Development. She has published 3 books in the field of Banking Regulation and Company law. She is pursuing her Doctoral work in the area of Human Resource.





Mrs. R. Anuradha, Head, Department of Commerce (Bank Management & Corporate Secretaryship) in Hindustan College of Arts & Science, Chennai, has 16 years of Teaching experience. She has presented 5 papers, in International Conferences and attended many workshops. Her area of specialisation is Accounting and Income tax. She is pursuing her Doctoral work in the area of Marketing:

Mrs. S. Senthamiz Selvi, Head, Department of Commerce (General) in Hindustan College of Arts & Science, Chennai has 14 years of experience in teaching. She has presented 4 papers in National and International Conferences and attended many training and workshops. She has also published 4 papers in journals and has done Book Review. She has also Research experience of 4 years in MSE & MIDS while working in the Projects sponsored by International Labour Organization (ILO), Geneva, and Madras Metropolitan Development Authority & Environmental Resource Management (UK). Her area of specialization is Micro Economics Indian



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