



**M.M.E.S. WOMEN'S ARTS AND SCIENCE COLLEGE**

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**Hakeem Nagar, Melvisharam, Ranipet -632509**



**NAAC – SSR CYCLE -I**

**3.3 Research Publication and Awards**

**3.3.2 Books published**

**Year: 2018- 2023**

S.NO	TITLE OF THE BOOKS	AUTHOR
1	Big Data Analytics	Silambarasi.M
2	Human Resource Management	Salma Farheen M.N
3	Fundamental Concepts of CRM	Siriya .M, Sindhu. B
4	Nisai Adab Ke Mukhtalif Zaviye	Rakiya Nazneen .G
5	The Conceptual Guide to Business Management	Dr.B.Sasireka
6	Tamil Then Guide	S.Rashul Begum Dr.J.Kamatchi
7	Urdu Drama Kal Aaj Aur Kal	G. Rakiya Nazneen
8	Qhardas O Qalam	G. Rakiya Nazneen
9	Naveena Ilakkiyangalil Penkal	M.Krishnaveni
10	The Beauty of Creation and Love	S.Rashul begum
11	The Beauty of Creation and Love	Dr.J.Kamatchi
12	The Beauty of Creation and Love	M.Nathiya
13	The Beauty of Creation and Love	S. Kamala
14	Piriyamana Thozhi	M. Krishnaveni
15	The Beauty of Creation and Love	G. Rakiya Nazneen
16	Iqbal Fehmi	G. Rakiya Nazneen

  
**Dr. Freda Gnanaselvam, Ph.D.,**  
Principal  
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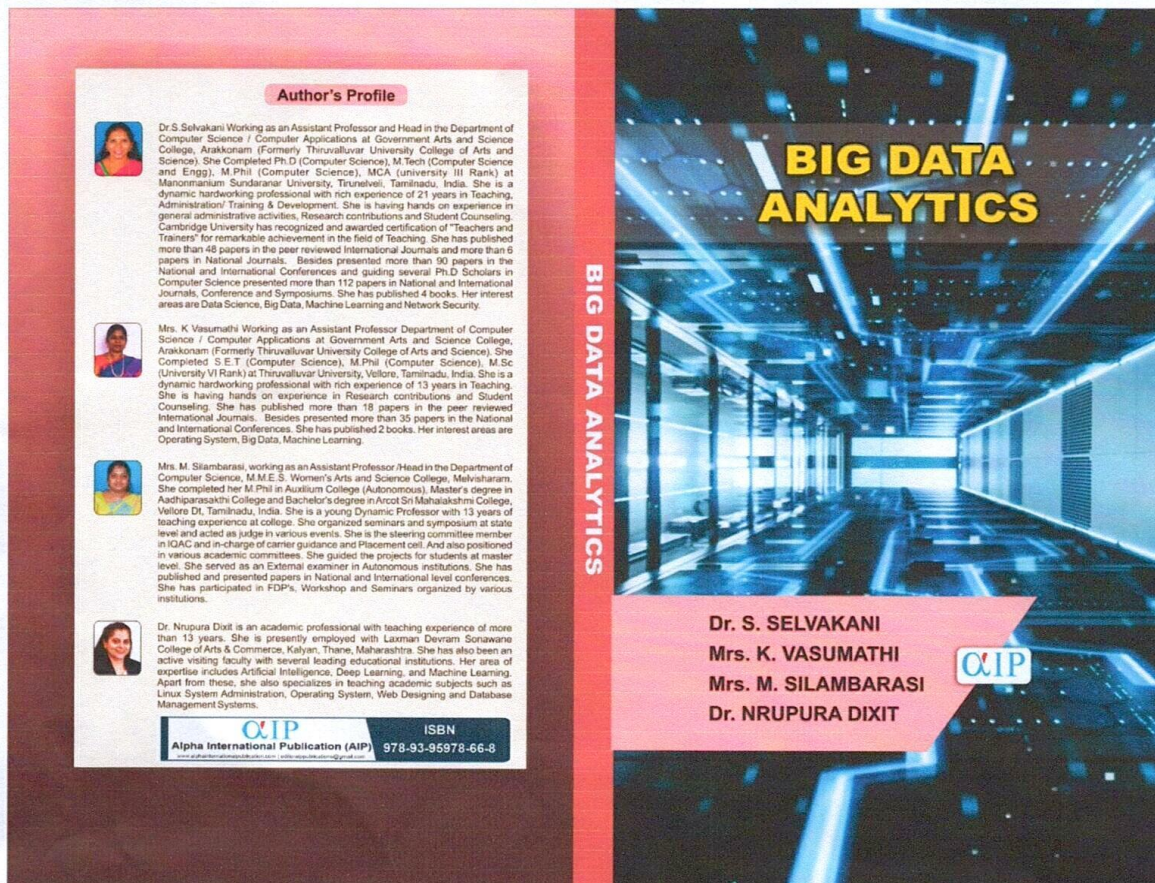
3.3 Research Publication and Awards

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Year: 2018- 2023

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### Author's Profile



Dr.S.Selvakani Working as an Assistant Professor and Head in the Department of Computer Science / Computer Applications at Government Arts and Science College, Arakkonam (Formerly Thiruvalluvar University College of Arts and Science). She Completed Ph.D (Computer Science), M.Tech (Computer Science and Engg), M.Phil (Computer Science), MCA (University III Rank) at Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India. She is a dynamic hardworking professional with rich experience of 21 years in Teaching, Administration, Training & Development. She is having hands on experience in general administrative activities, Research contributions and Student Counseling. Cambridge University has recognized and awarded certification of "Teachers and Trainers" for remarkable achievement in the field of Teaching. She has published more than 48 papers in the peer reviewed International Journals and more than 6 papers in National Journals. Besides presented more than 90 papers in the National and International Conferences and guiding several Ph.D Scholars in Computer Science presented more than 112 papers in National and International Journals, Conference and Symposiums. She has published 4 books. Her interest areas are Data Science, Big Data, Machine Learning and Network Security.



Mrs. K Vasumathi Working as an Assistant Professor Department of Computer Science / Computer Applications at Government Arts and Science College, Arakkonam (Formerly Thiruvalluvar University College of Arts and Science). She Completed S.E.T (Computer Science), M.Phil (Computer Science), M.Sc (University VI Rank) at Thiruvalluvar University, Vellore, Tamilnadu, India. She is a dynamic hardworking professional with rich experience of 13 years in Teaching. She is having hands on experience in Research, contributions and Student Counseling. She has published more than 18 papers in the peer reviewed International Journals. Besides presented more than 35 papers in the National and International Conferences. She has published 2 books. Her interest areas are Operating System, Big Data, Machine Learning.



Mrs. M. Silambarasi, working as an Assistant Professor /Head in the Department of Computer Science, M.M.E.S. Women's Arts and Science College, Melvisharam. She completed her M.Phil in Auxilium College (Autonomous). Master's degree in Aachiparasakthi College and Bachelor's degree in Arcot Sri Mahalakshmi College, Vellore Dt, Tamilnadu, India. She is a young Dynamic Professor with 13 years of teaching experience at college. She organized seminars and symposium at state level and acted as judge in various events. She is the steering committee member in IQAC and in-charge of career guidance and Placement cell. And also positioned in various academic committees. She guided the projects for students at master level. She served as an External examiner in Autonomous institutions. She has published and presented papers in National and International level conferences. She has participated in FDPs, Workshop and Seminars organized by various institutions.



Dr. Nrupura Dixit is an academic professional with teaching experience of more than 13 years. She is presently employed with Laxman Devram Sonawane College of Arts & Commerce, Kalyan, Thane, Maharashtra. She has also been an active visiting faculty with several leading educational institutions. Her area of expertise includes Artificial Intelligence, Deep Learning, and Machine Learning. Apart from these, she also specializes in teaching academic subjects such as Linux System Administration, Operating System, Web Designing and Database Management Systems.

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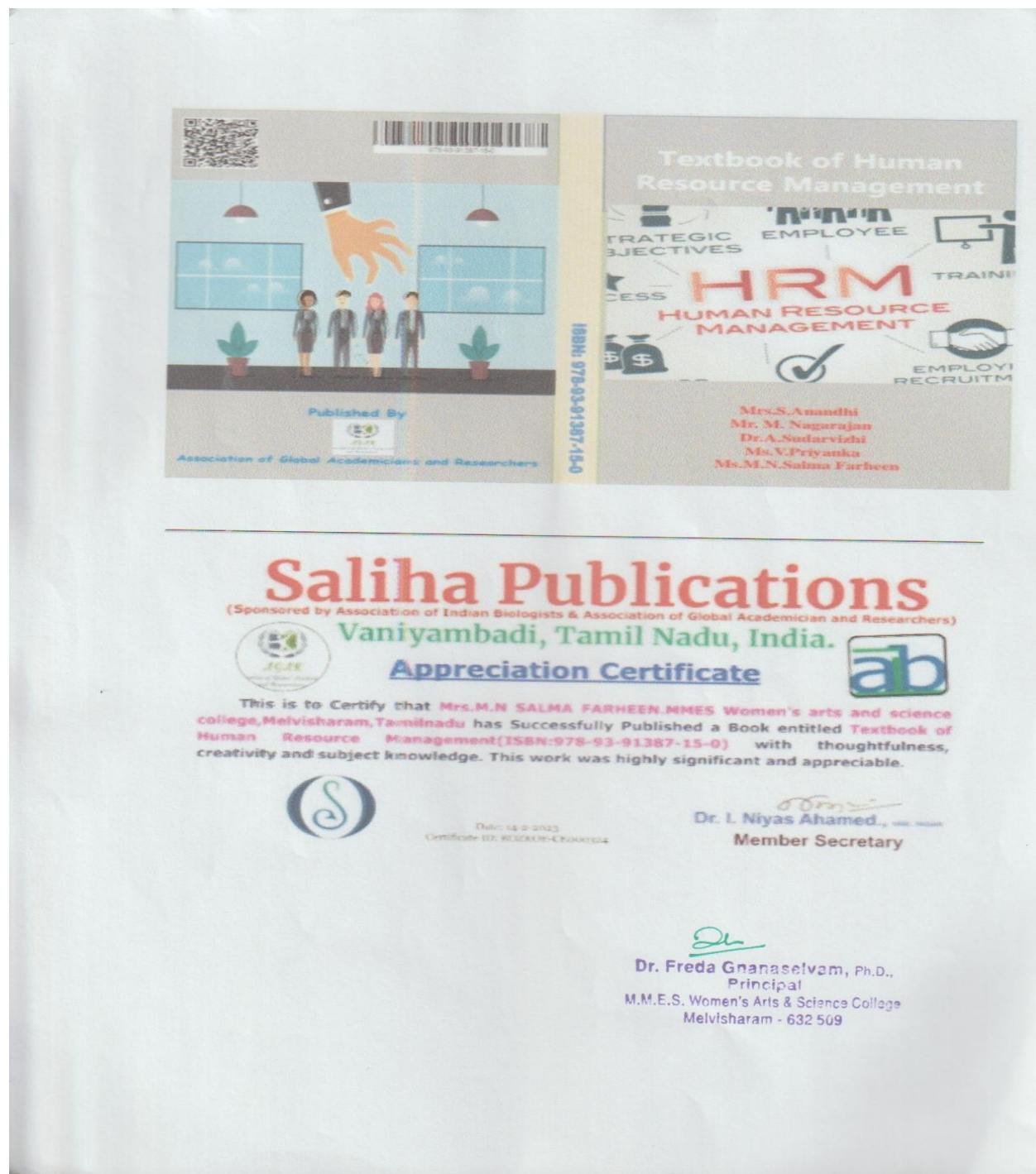


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**3.3 Research Publication and Awards**

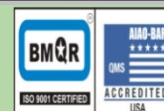
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**3.3 Research Publication and Awards** **Year: 2018- 2023**

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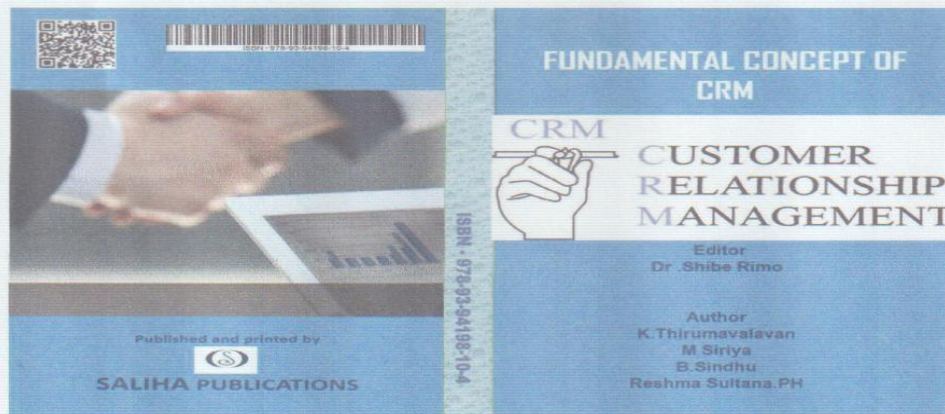


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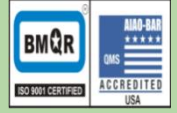
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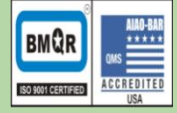
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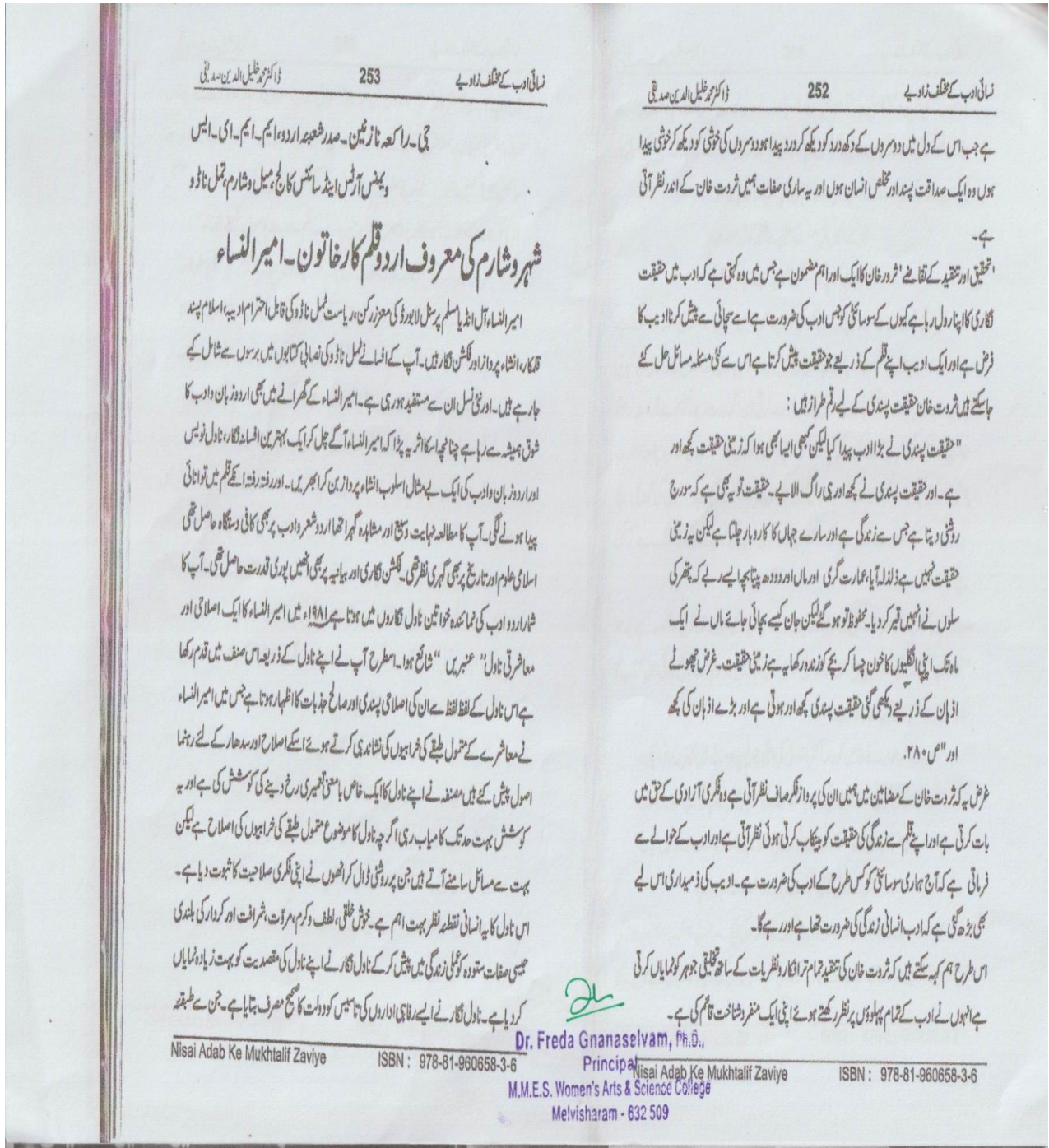


ردیف نمبر	مضامین	تقریر کار	صفحہ نمبر
۱	انتساب	ڈاکٹر محمد ظہیر الدین صدیقی	۳
۲	مقدمہ	ڈاکٹر محمد ظہیر الدین صدیقی	۱۵ تا ۲۸
۳	بین الاقوامی پیمائش میں ایک جائزہ	ماہر علی - چنگیزی	۱۹ تا ۲۶
۴	مالی پیمائش میں خواتین کا آغاز	نازیر دانی - امروٹی ہمارا شہر	۲۳ تا ۲۰
۵	تاریخیت (تاریخ تحریر)	ناہیدہ بیگم - گلارہ بی	۲۸ تا ۲۲
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۹	جدید آزادی میں خواتین کا کردار کی خدمات	شیم آبی - عثمان آباد ہمارا شہر	۳۷ تا ۳۳
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۱۱	اردو کی ترقی اور خواتین کی قلم کار	کوثر شہناز - محبوب نگر - منگلا	۵۵ تا ۵۳
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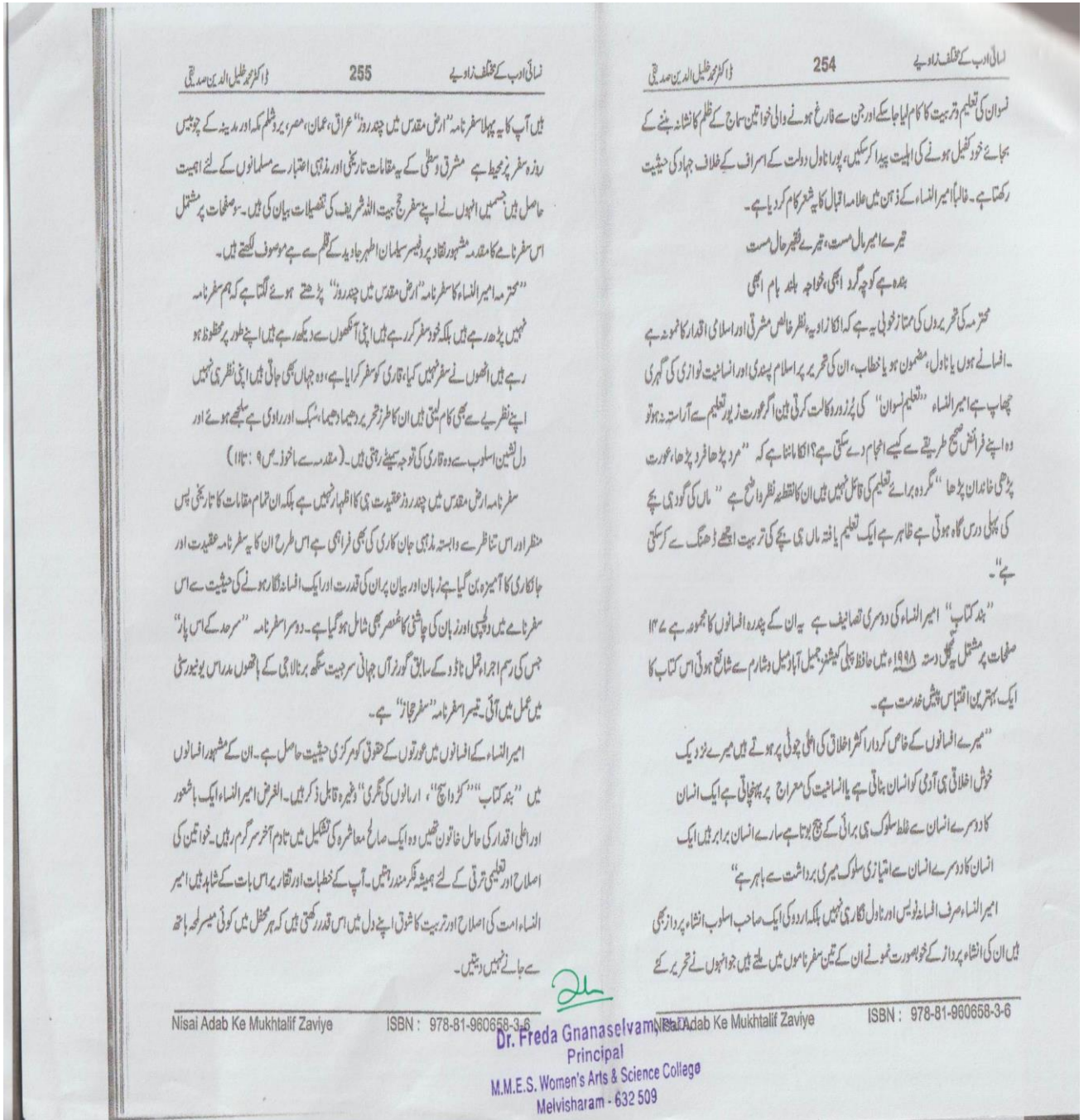
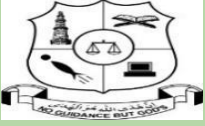
  

ردیف نمبر	مضامین	تقریر کار	صفحہ نمبر
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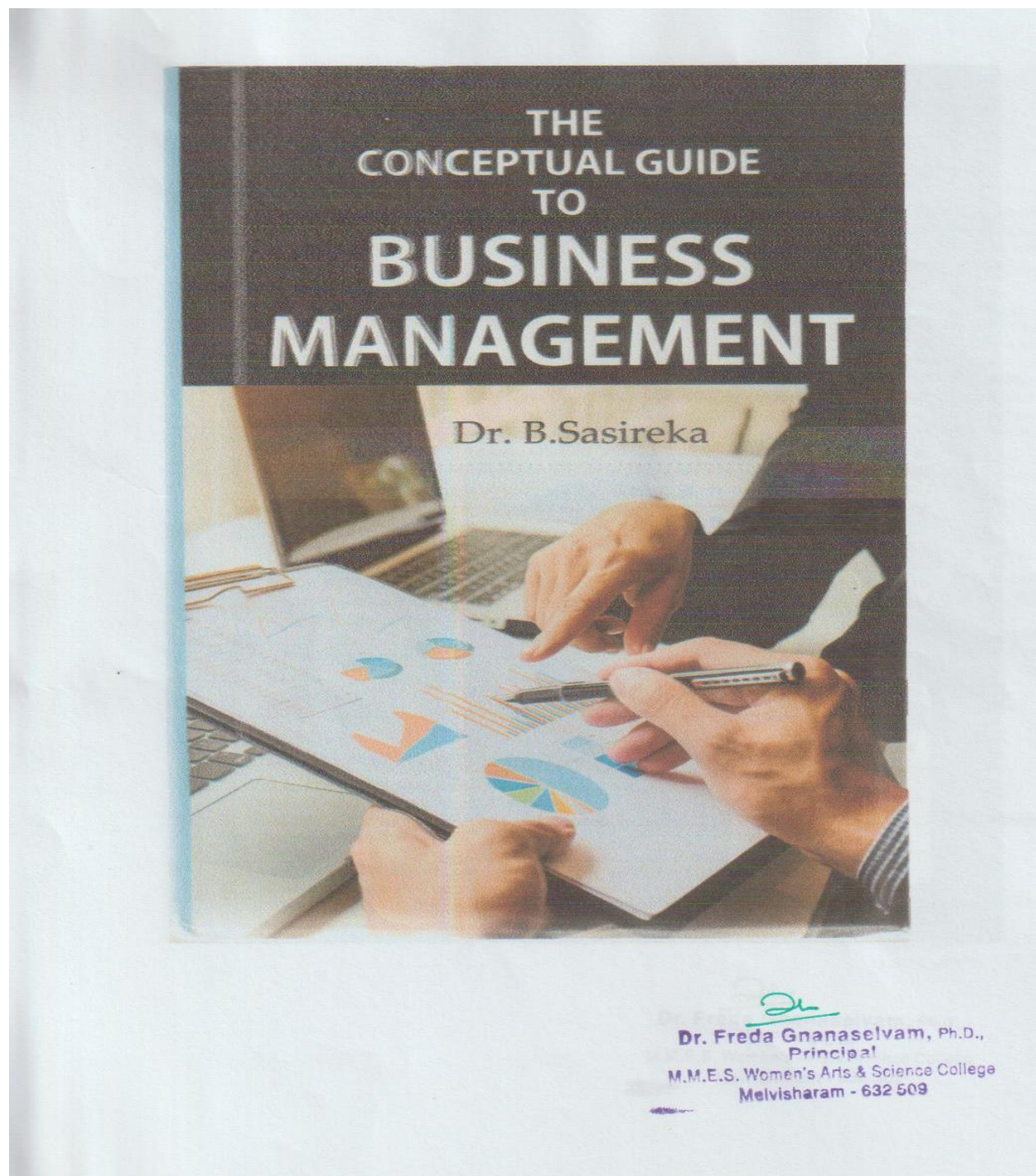


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## THE CONCEPTUAL GUIDE TO BUSINESS MANAGEMENT

Dr. B.Sasireka

"The Conceptual Guide to Business Management" is designed to meet the scope and sequence requirements of foundational business courses. The book explores the business environment in which we operate. It explains management principles such as planning, organising, directing, controlling and co-ordinating. It also has an in-depth focus on the functional areas of human resources, marketing, public relations and operations management. Through this content, students will acquire the knowledge and skills.

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The concept of this book is well arranged to cater for learners such that it's adequately elucidate the core element of business management as may be applicable to our different spheres of discipline. It is my pleasure to bring to your understanding and equip yourself with this book, and I sincerely hope that you would find it enjoyable to read and apply.



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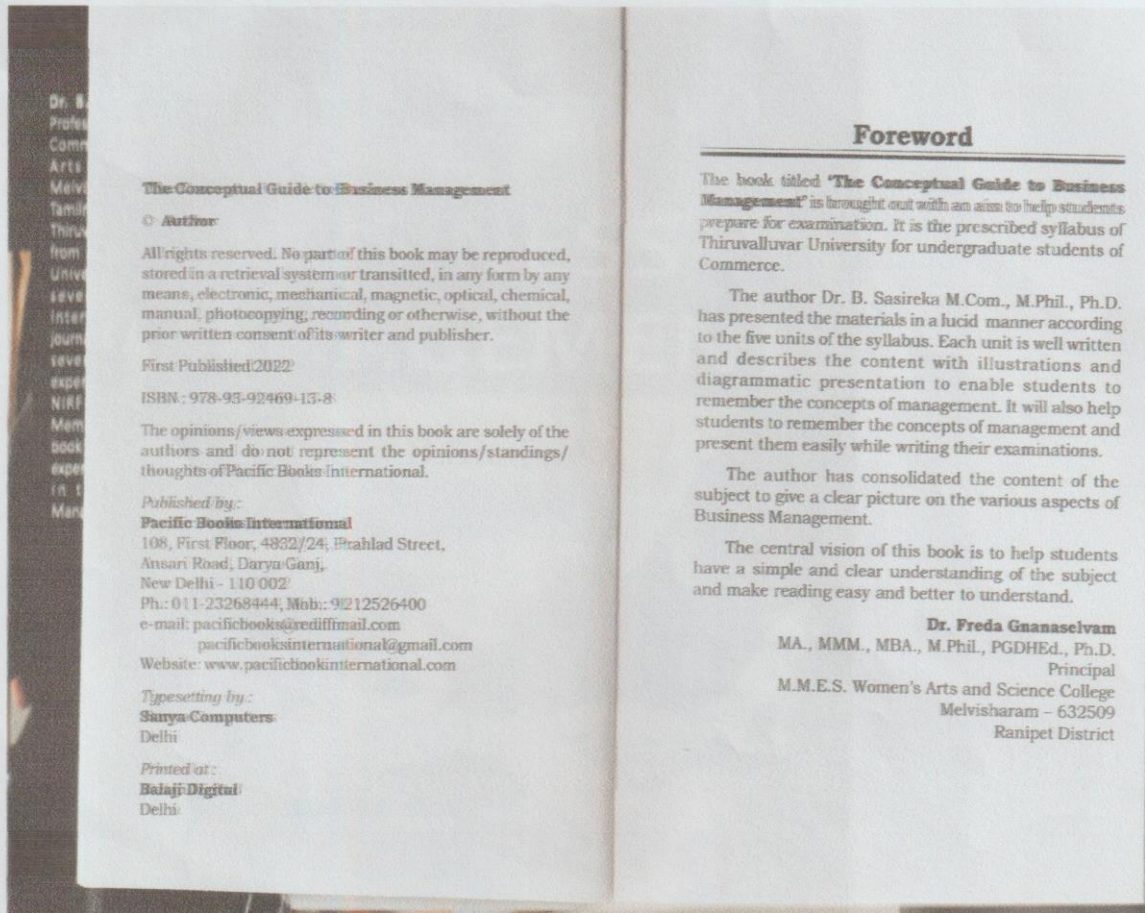


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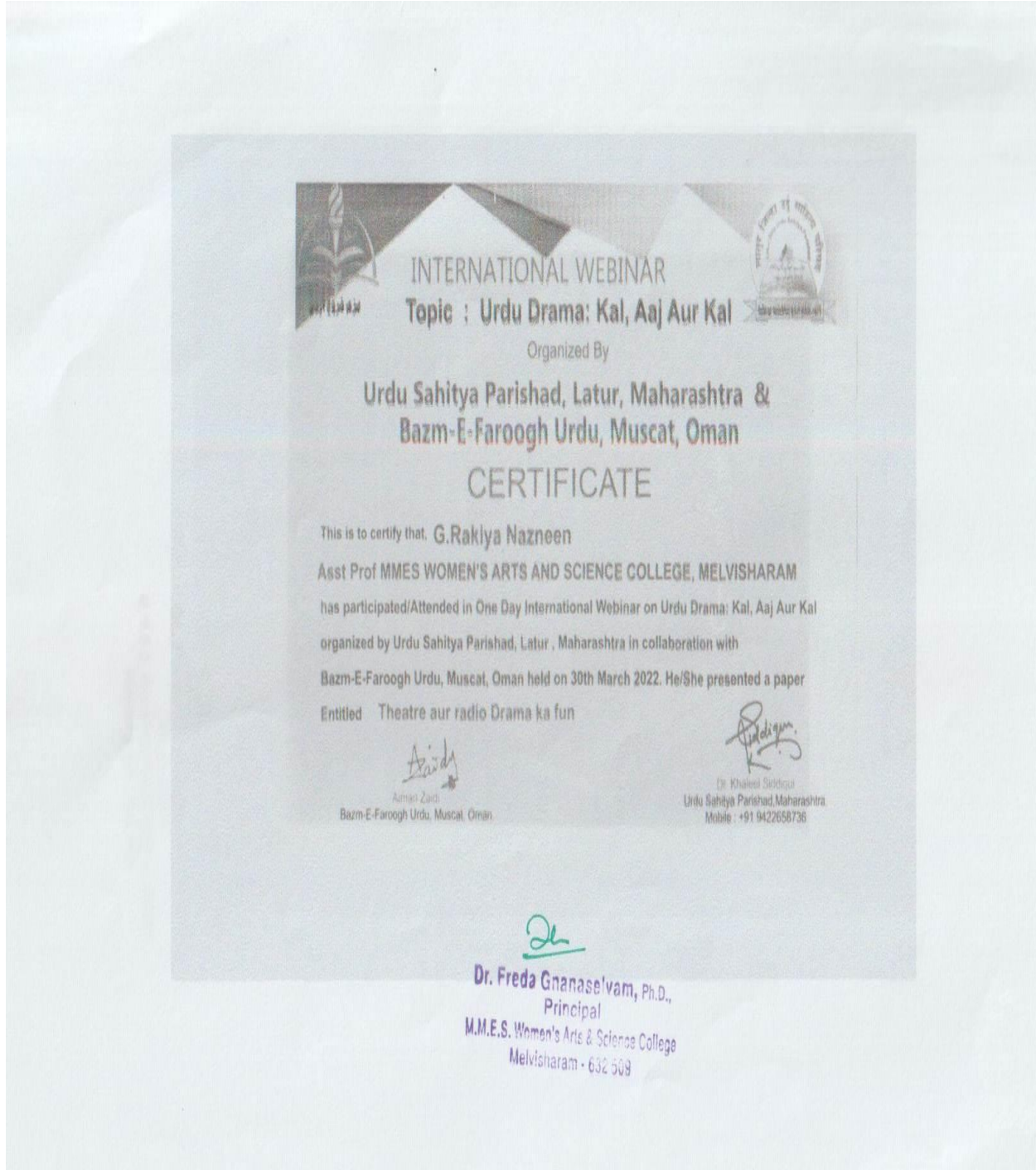


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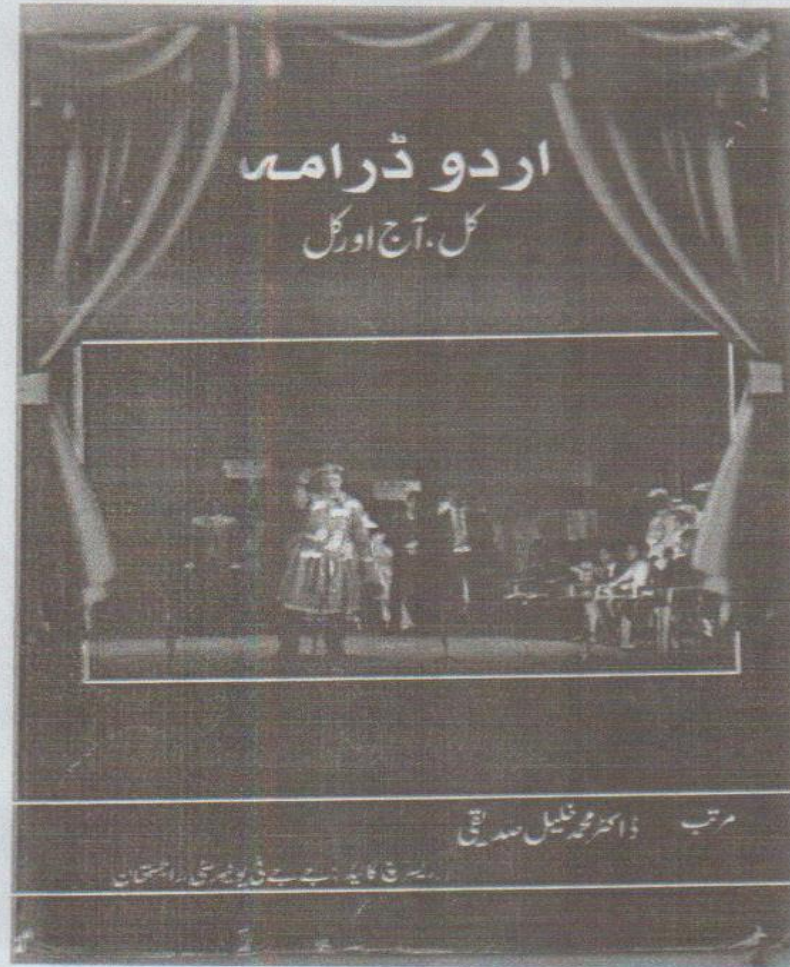


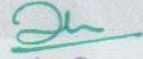
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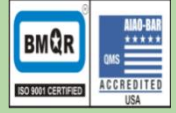


  
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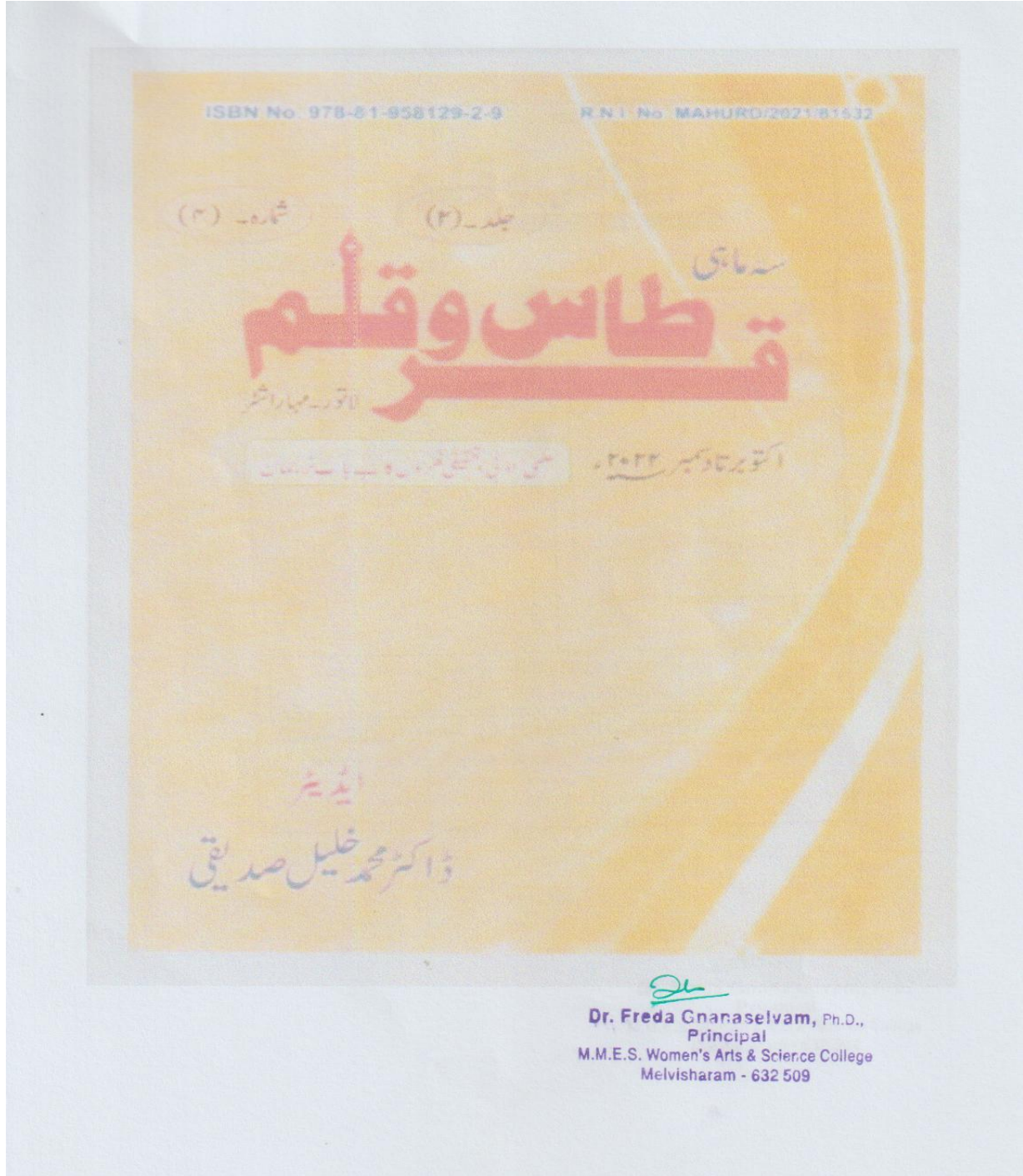


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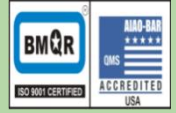
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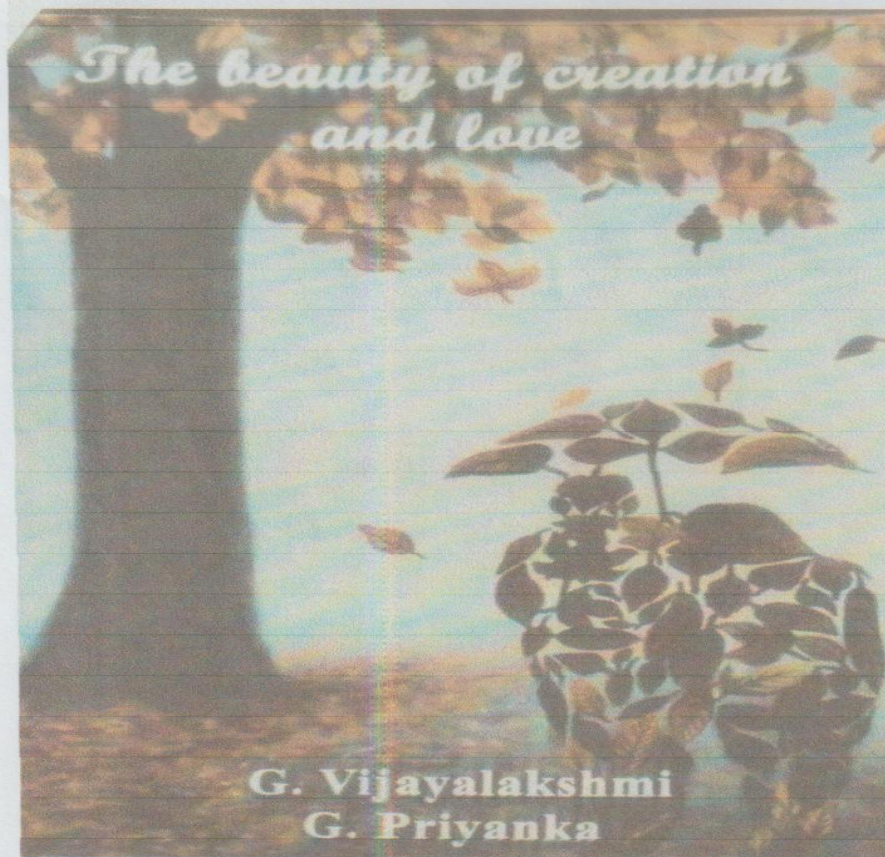


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
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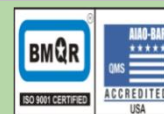




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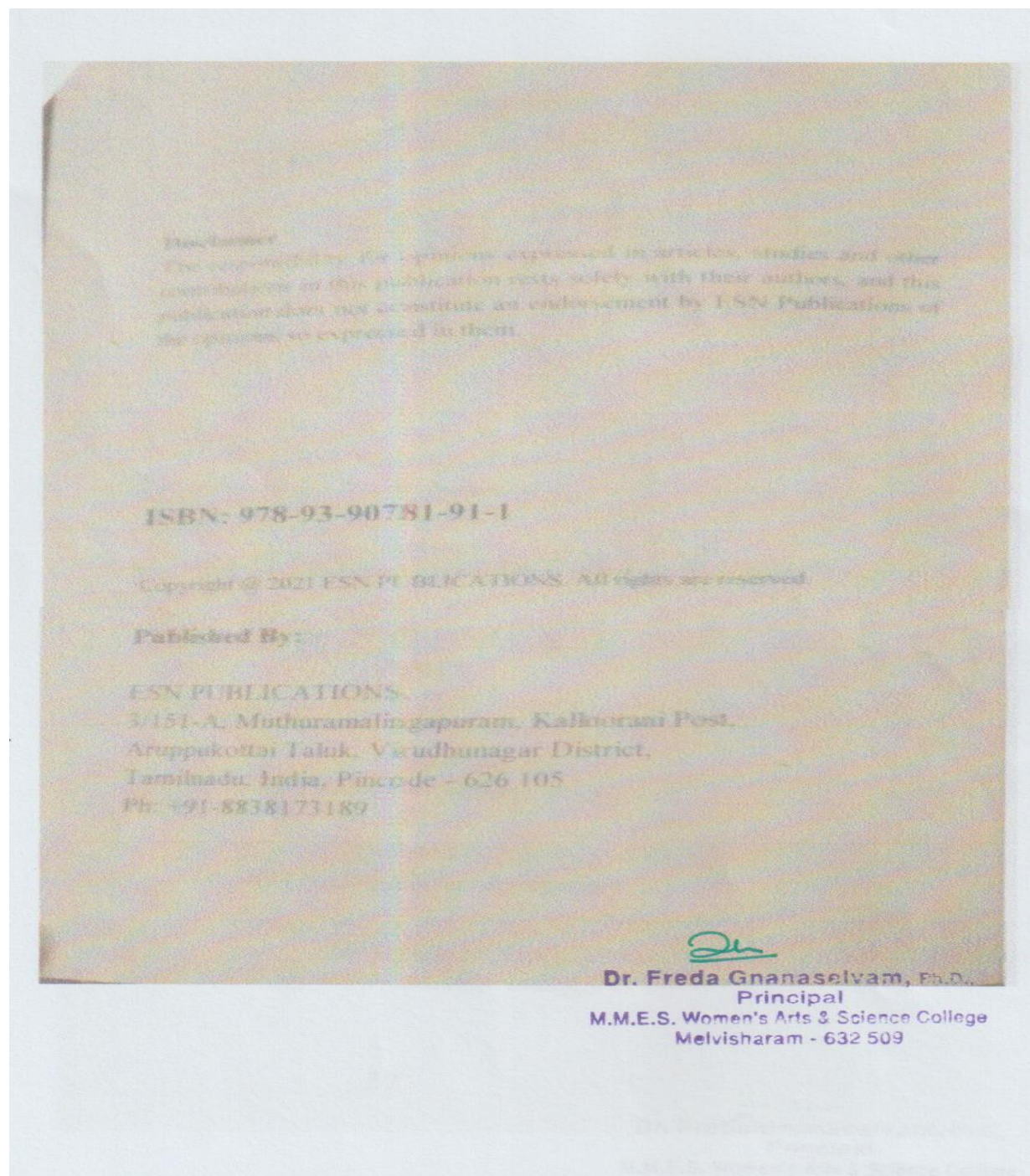


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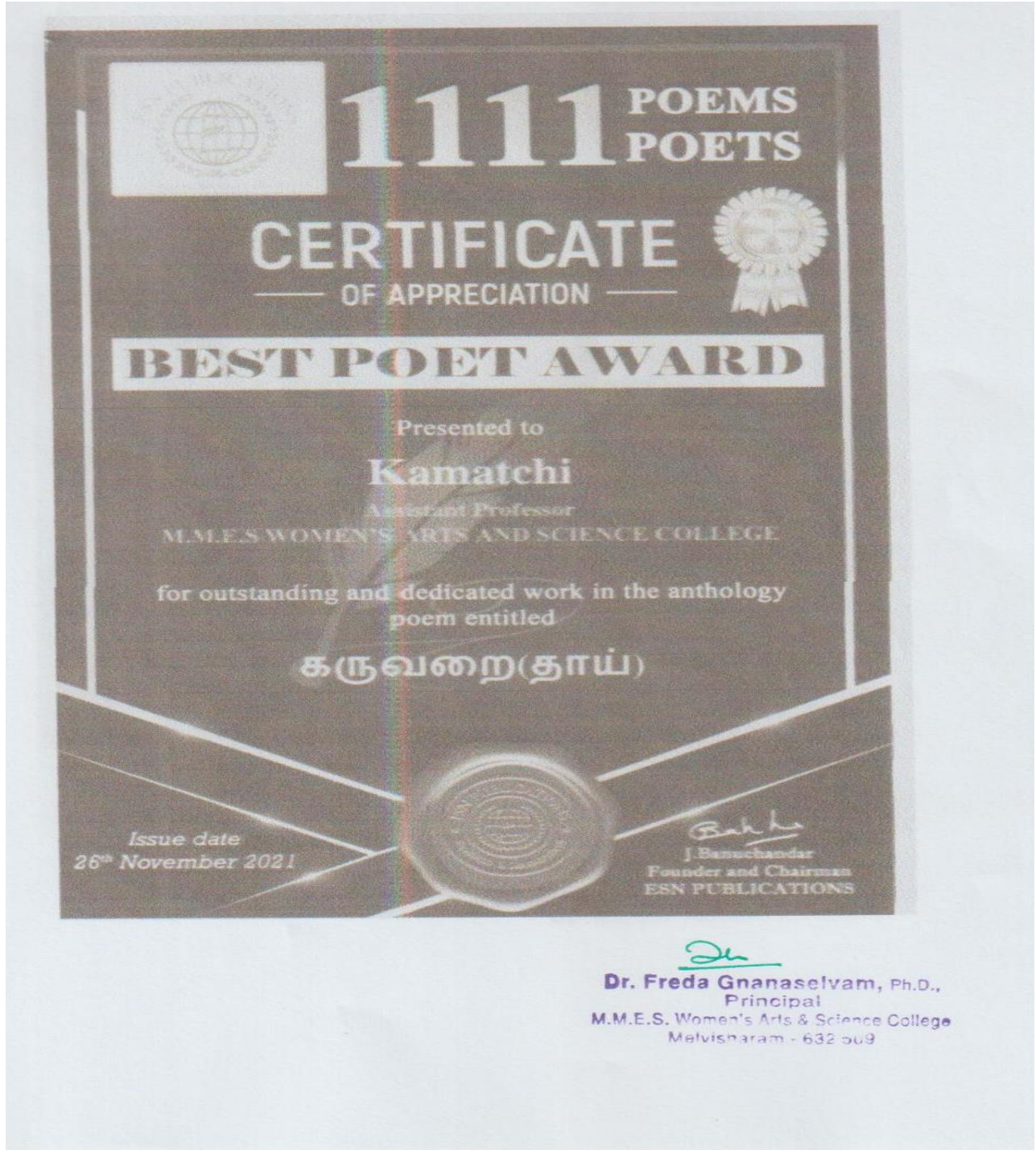


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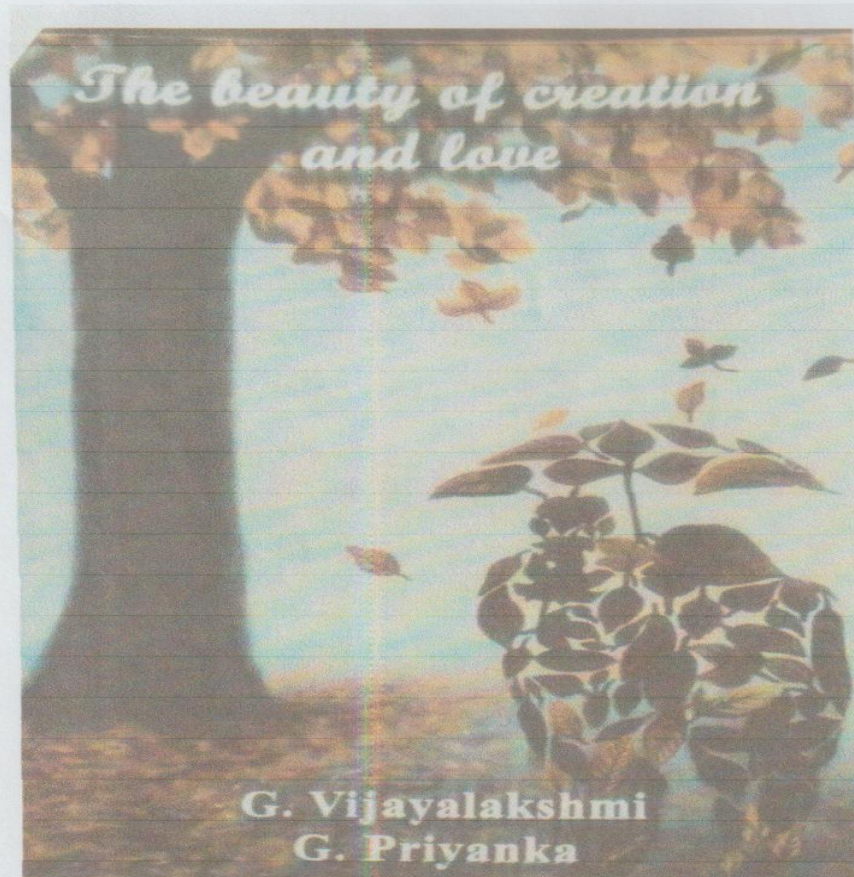


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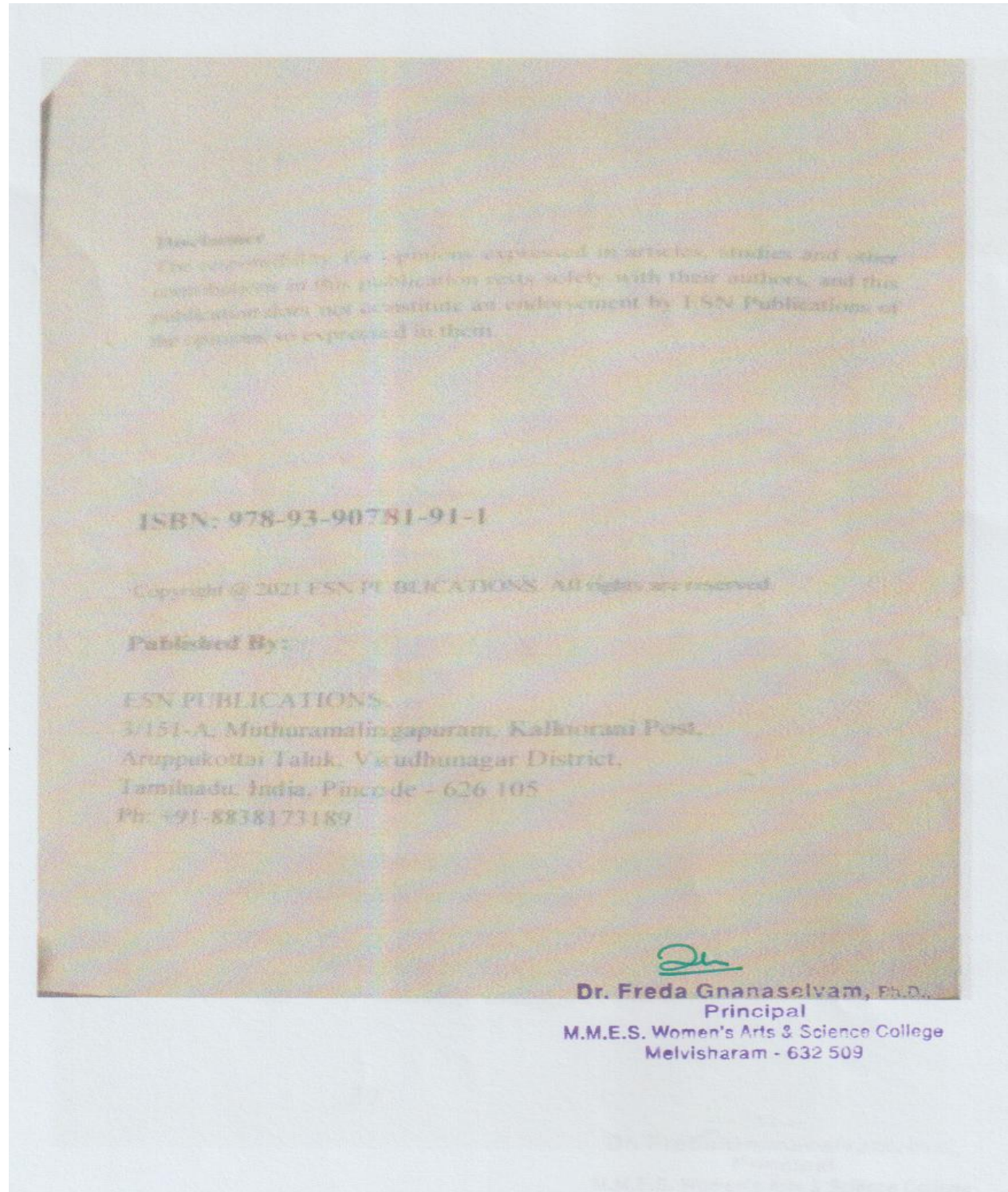


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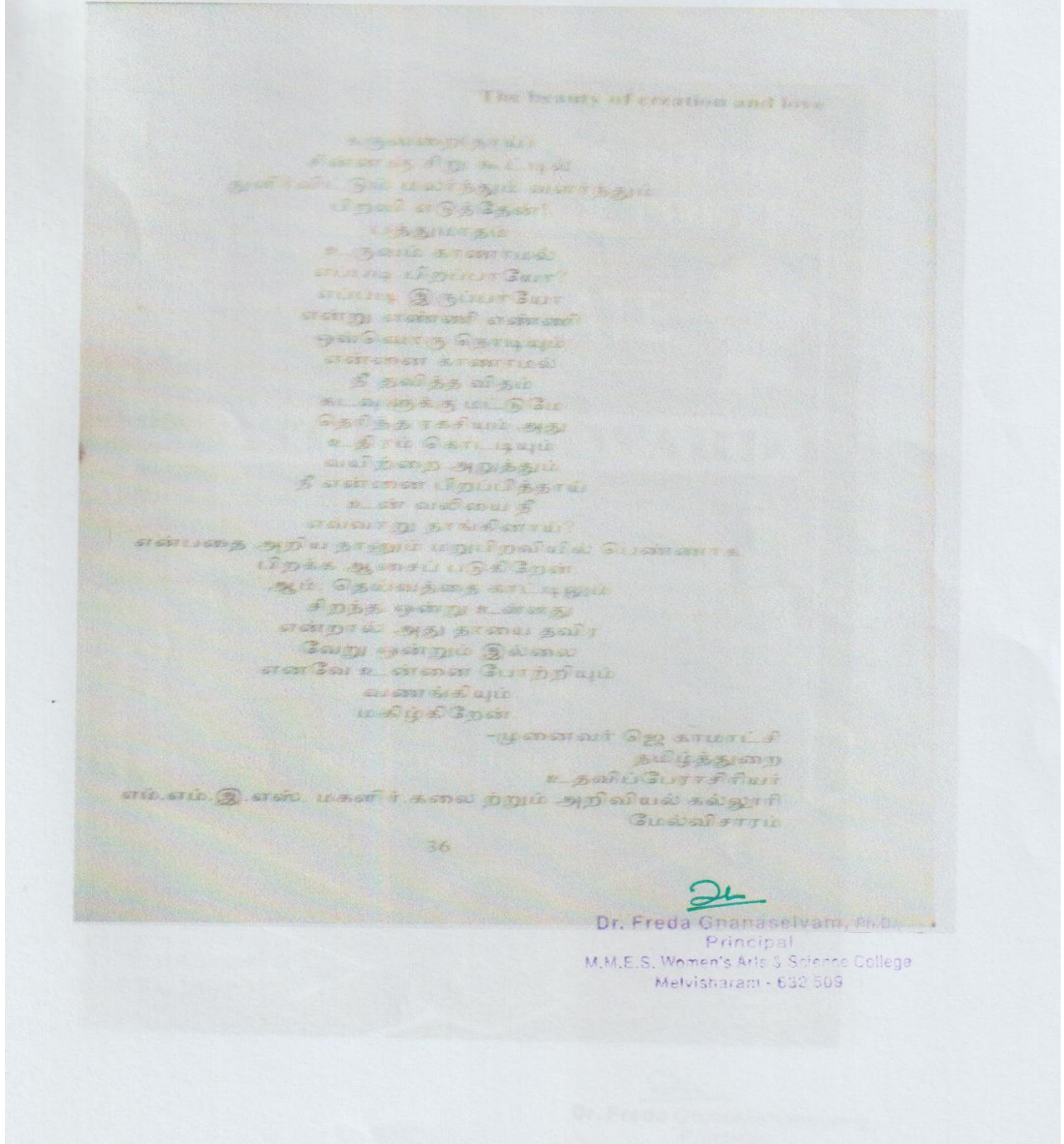


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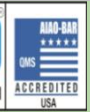




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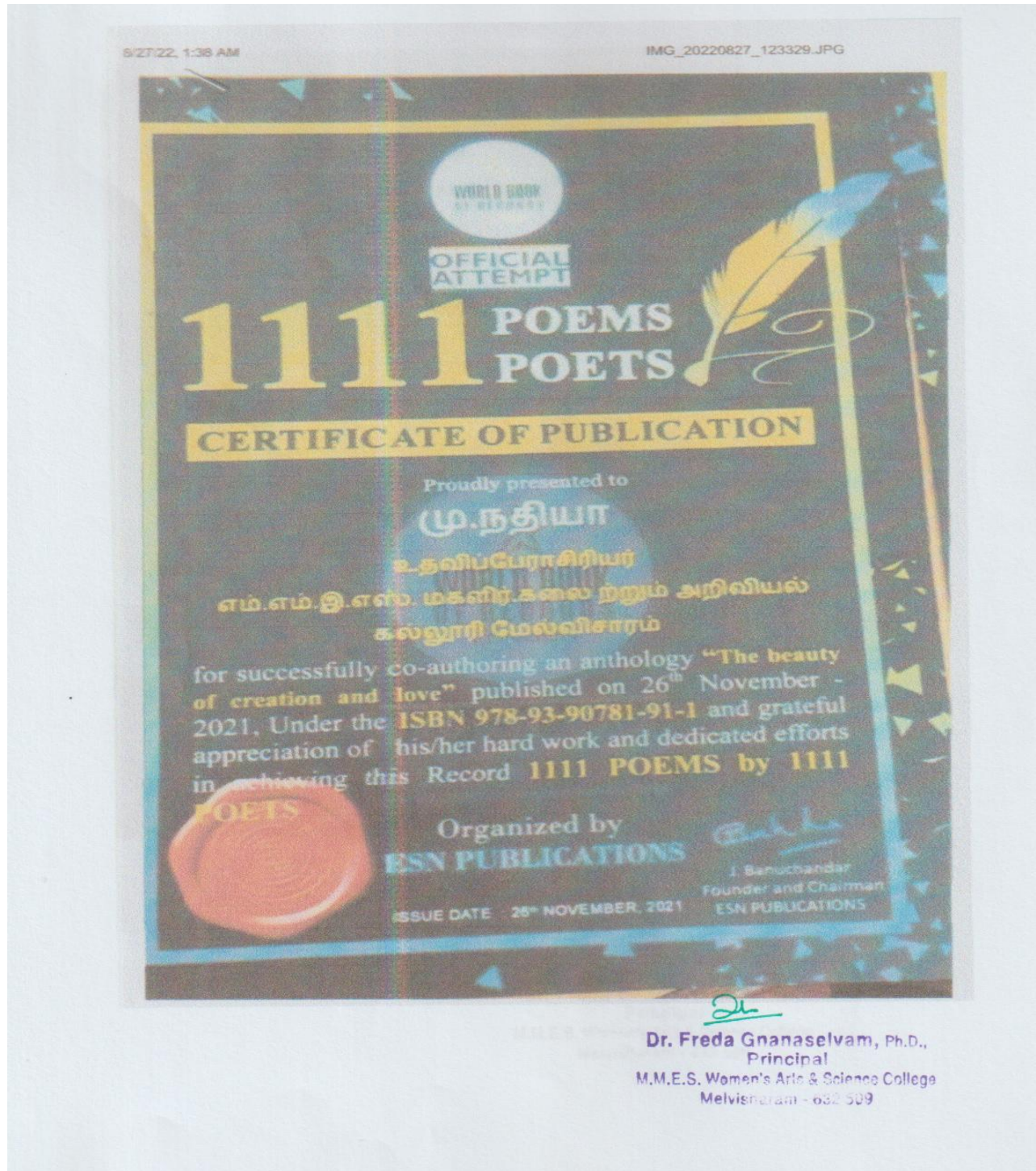


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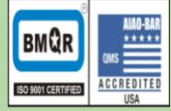




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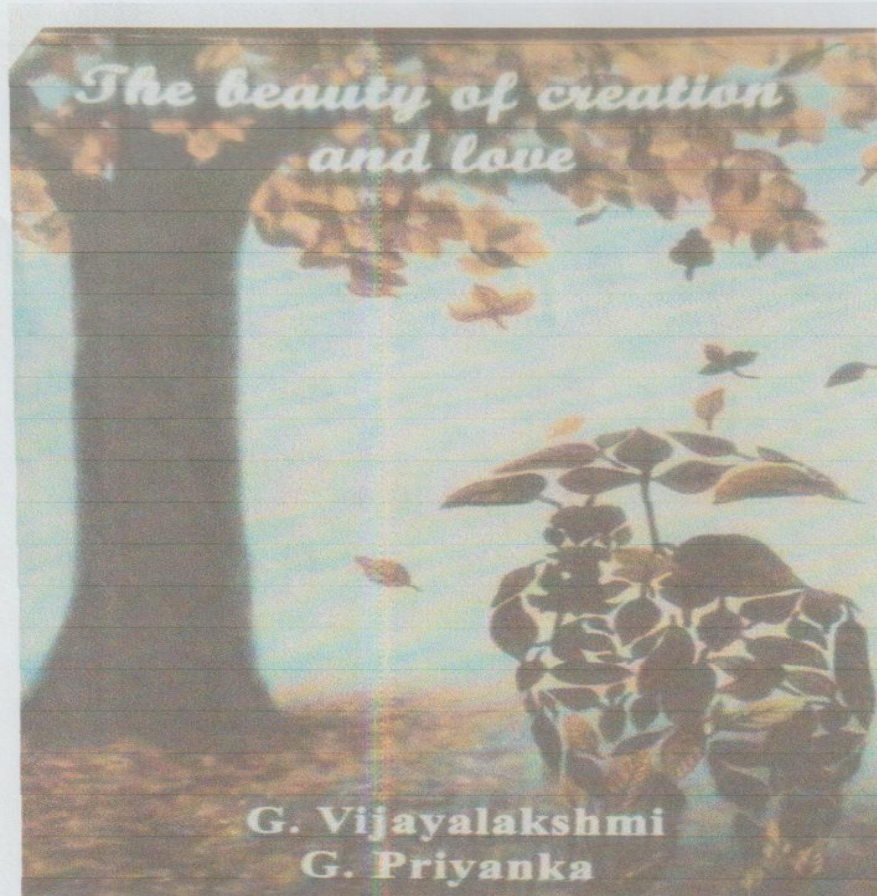


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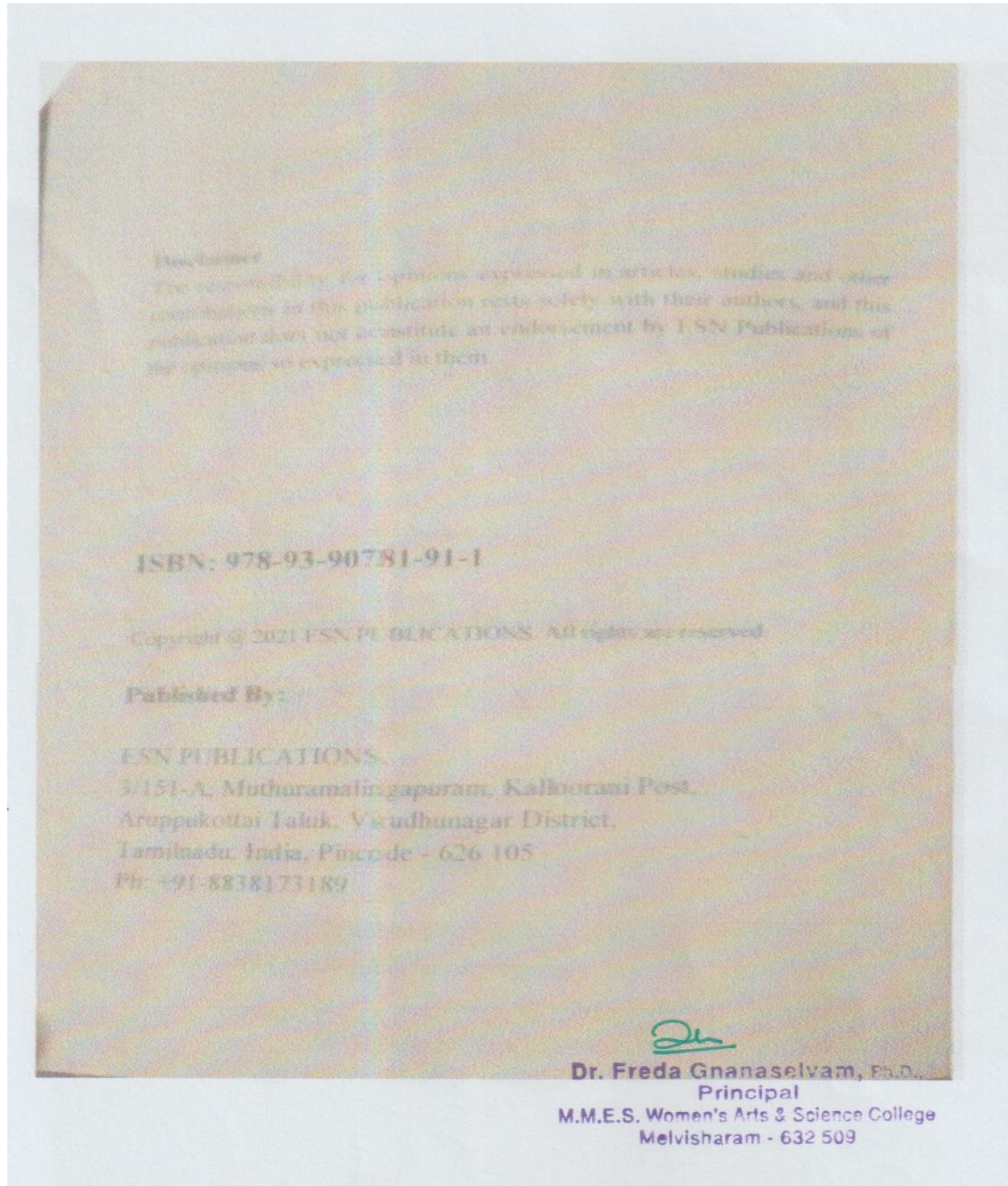


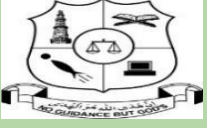
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The beauty of creation and love

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தாய்மையை உணர்த்தியவன் நீ!  
என் துன்பத்தைப் போக்கிய பொக்கிஷம் நீ!  
கருவில் சுமந்தேன் கற்பனையில் நனைந்தேன்! மடியில்  
தவழ்ந்தாய்! உன் முகம் நிலவை நினைவூட்டியது! உன் பேச்சு  
எனக்கு குழலினை நினைவூட்டியது! உன் நடை எனக்கு  
அன்னத்தை நினைவூட்டியது! உன் புன்னகை எனக்கு  
பூரிப்பை ஏற்படுத்தியது!  
மனக் கவலைகளுக்கு மருந்தனாய் நீ! உடைந்துபோன  
என்னை மீண்டும் உயிர்ப்பித்தாய் நீ!

-மு.நதியா

உதவிப் பேராசிரியர்

தமிழ்த்துறை

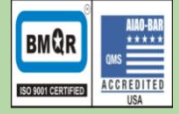
எம்.எம். இ. எஸ் மகளிர் கலை மற்றும் அறிவியல் கல்லூரி

மேல்விஷாரம்





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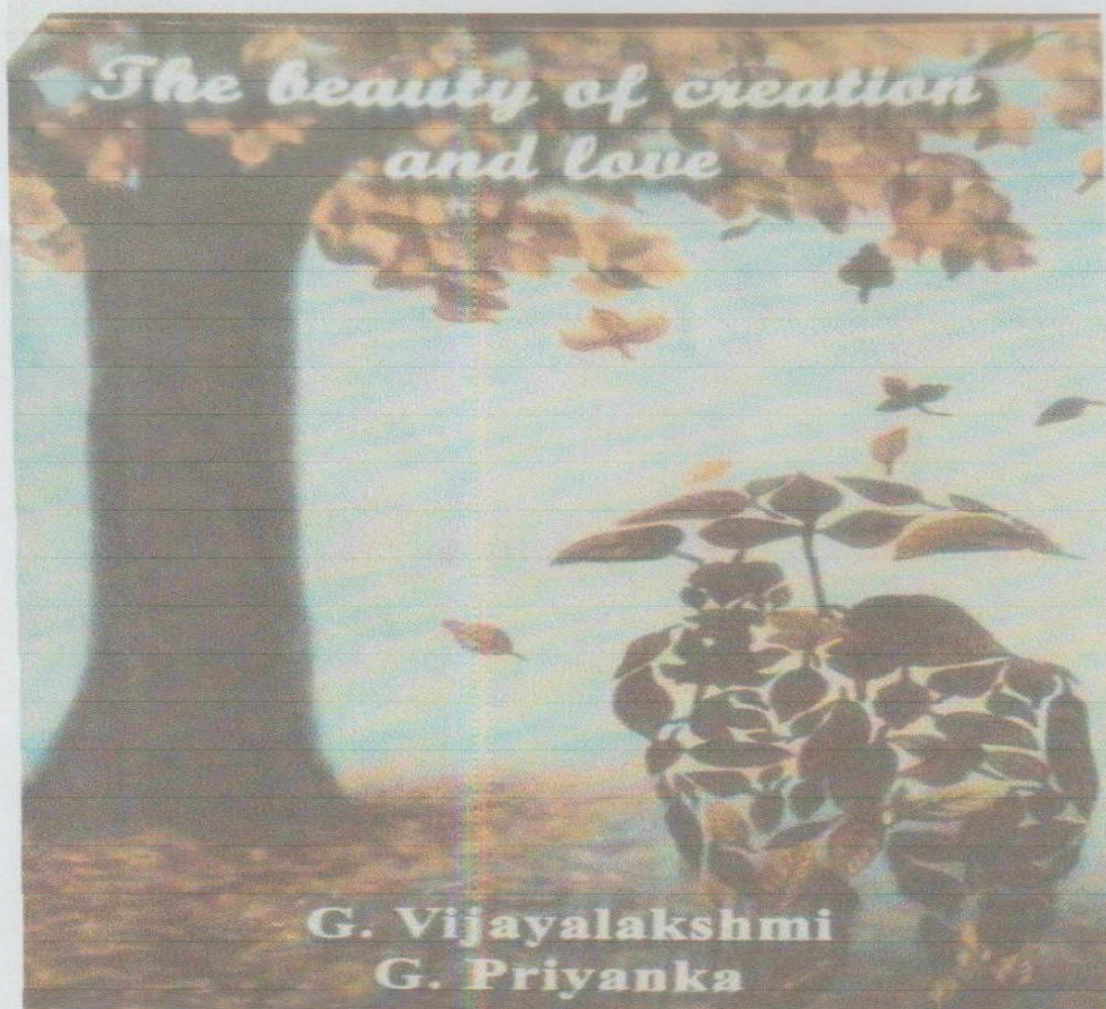


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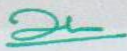
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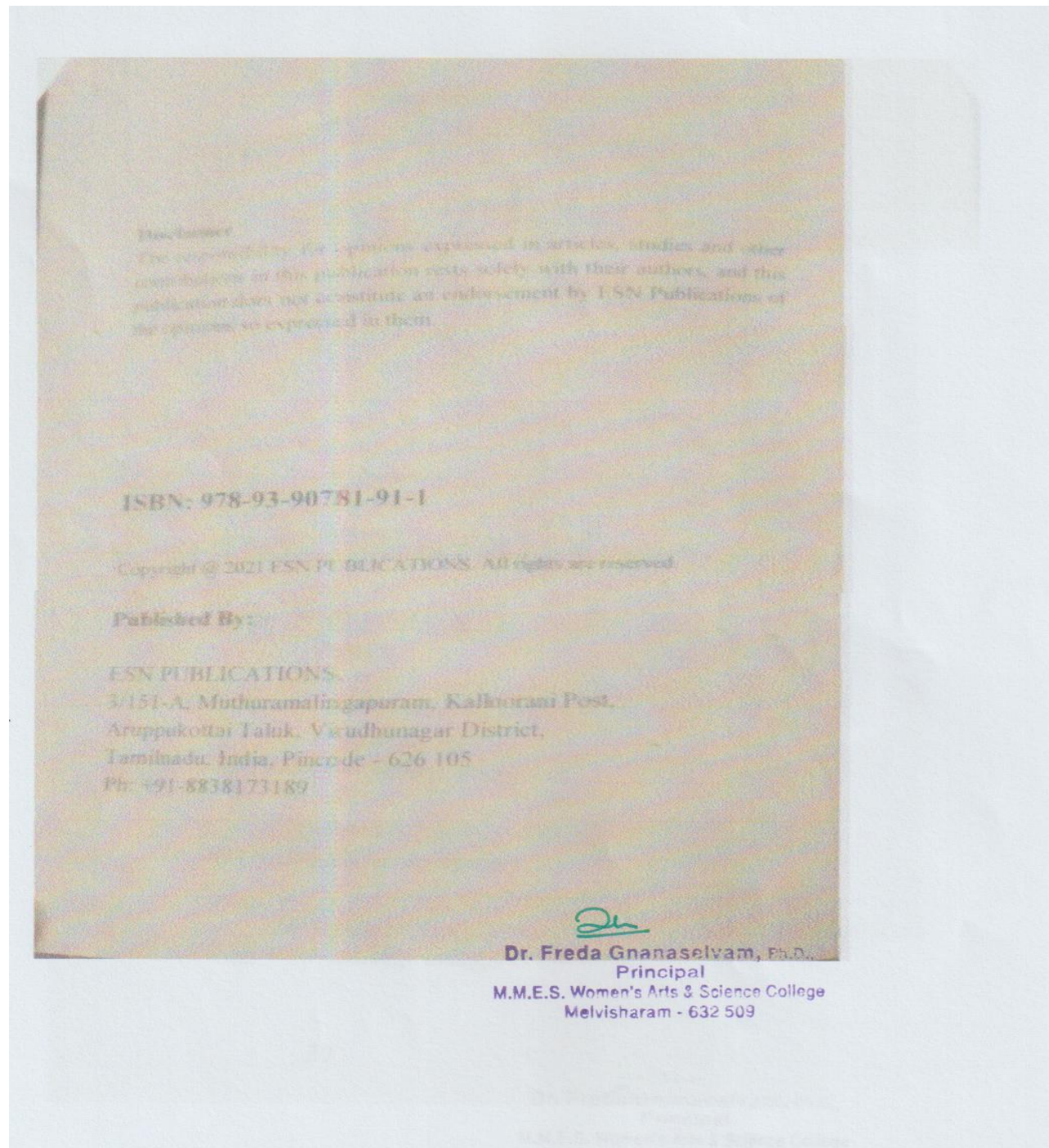


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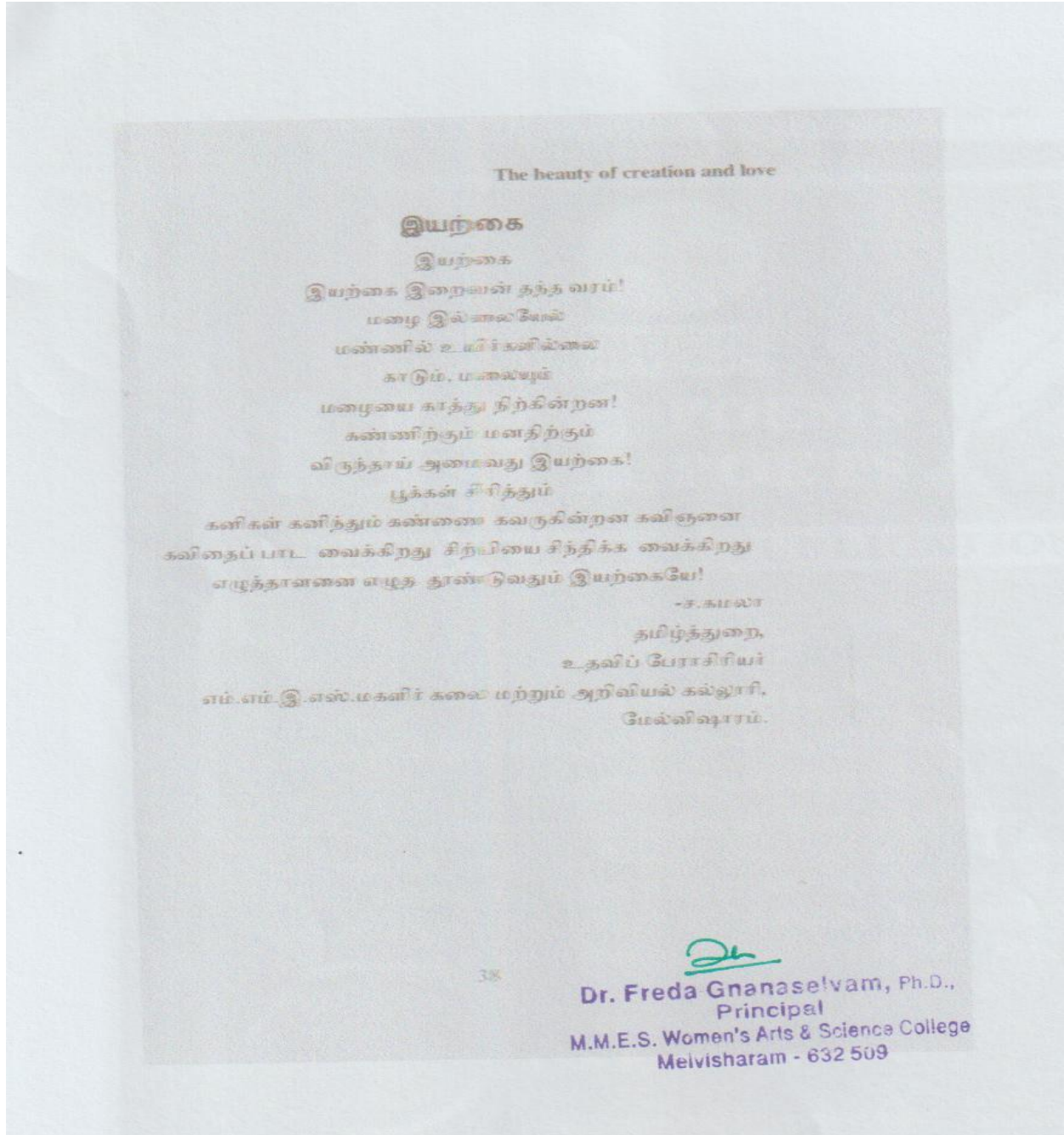


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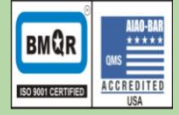
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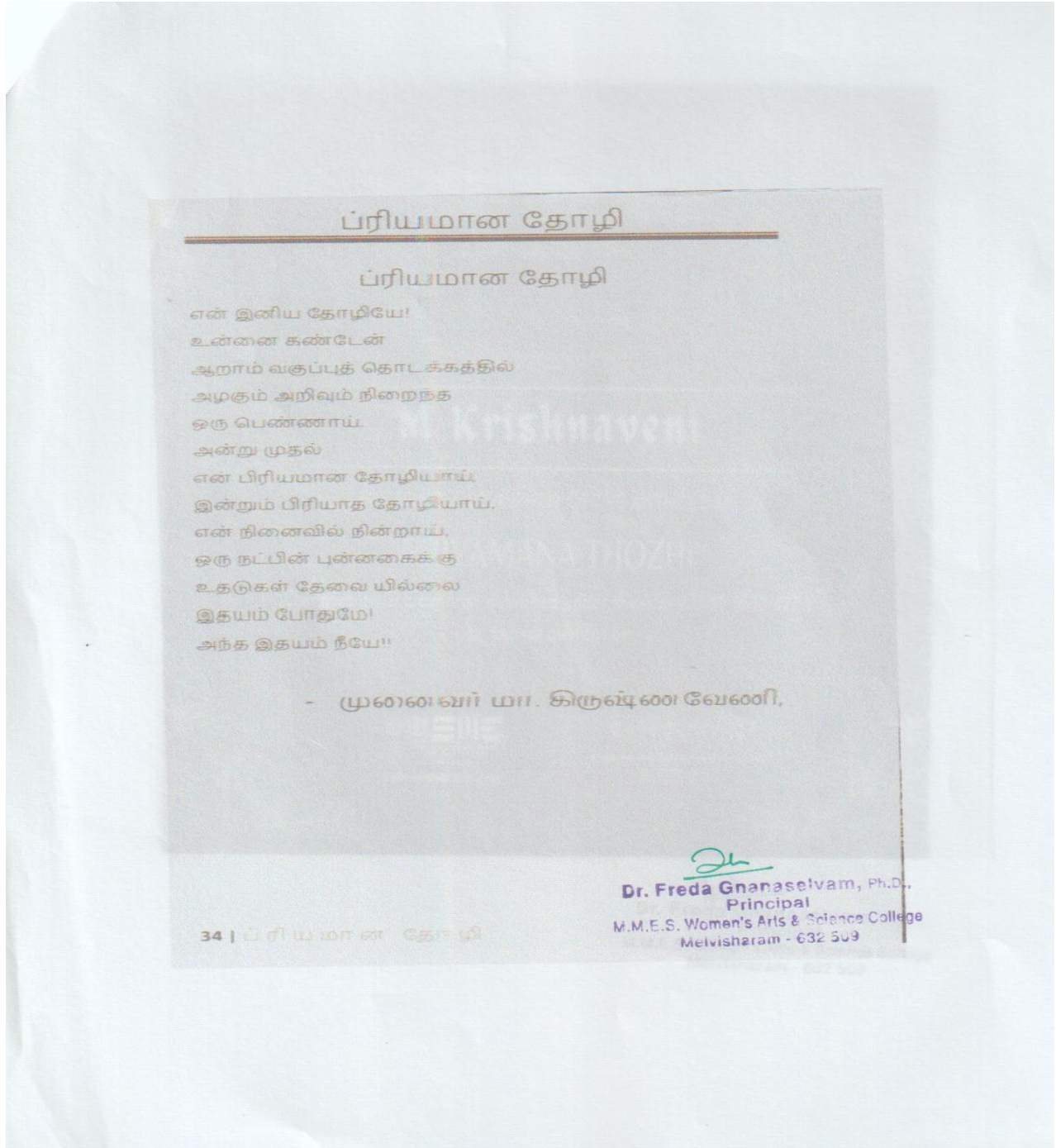


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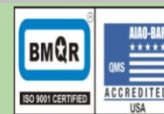




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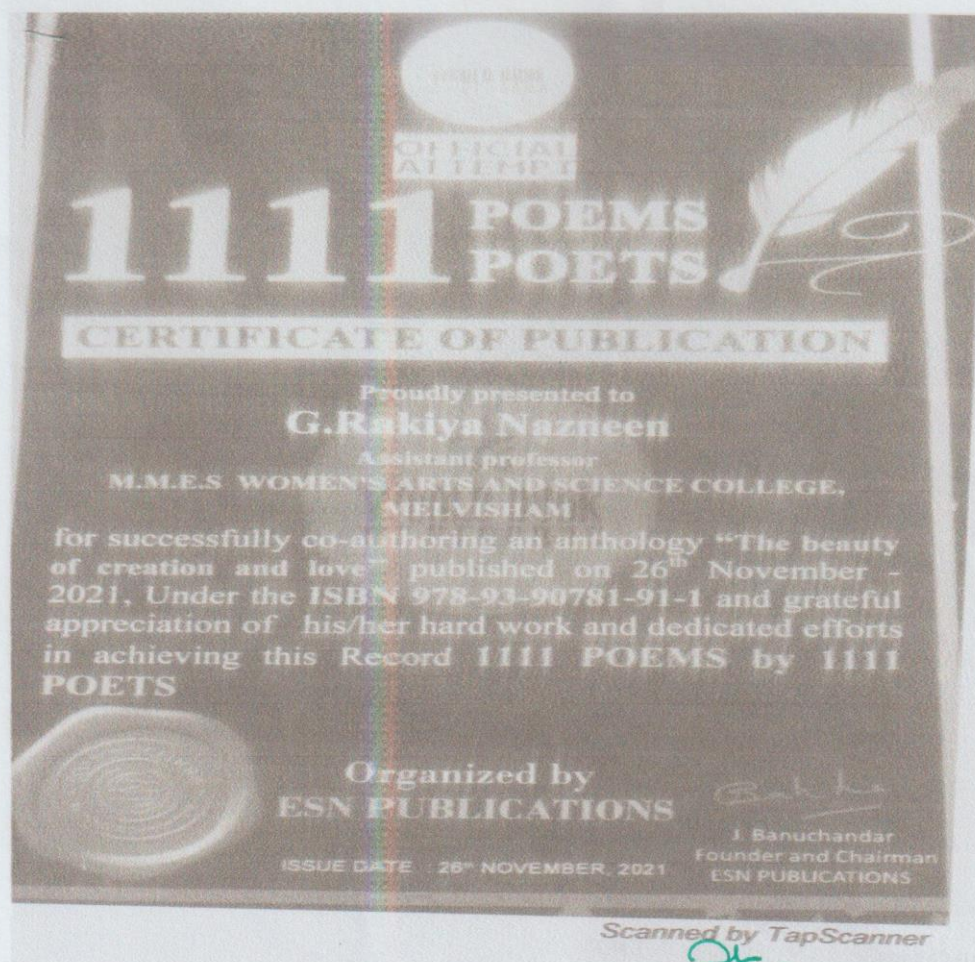


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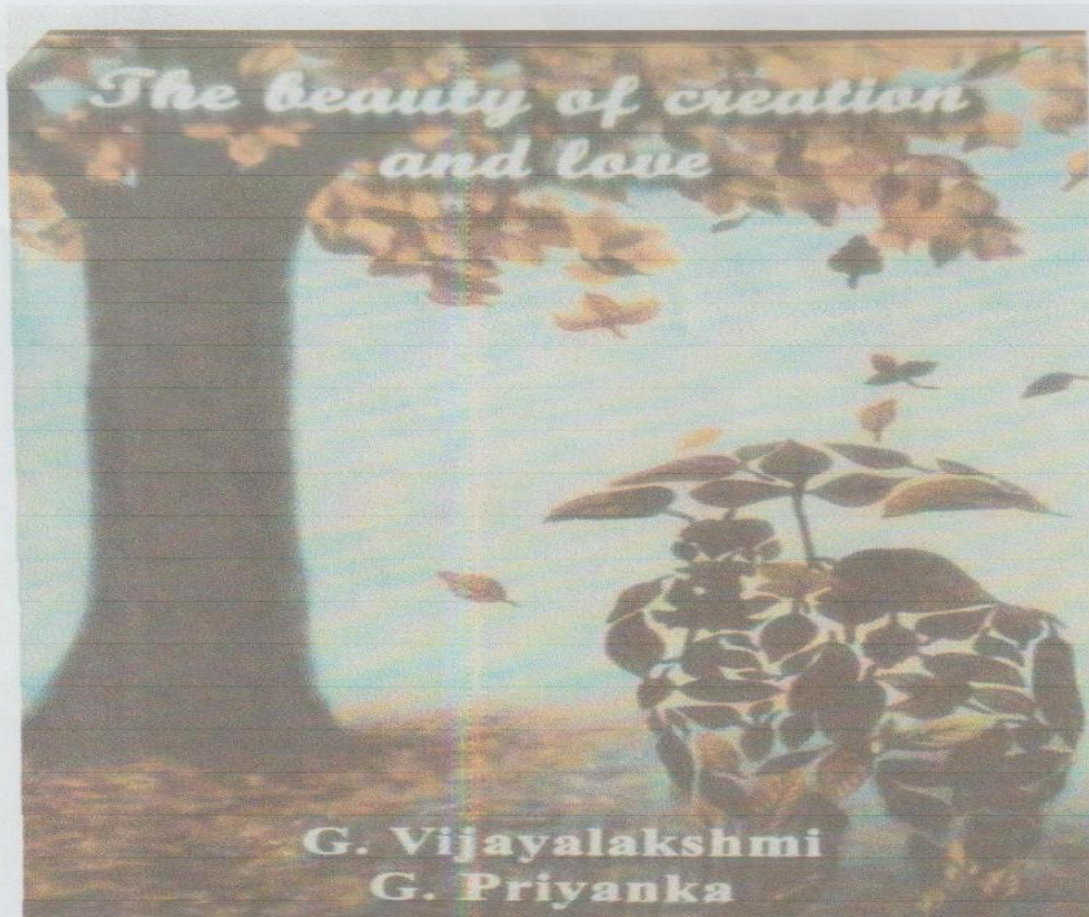


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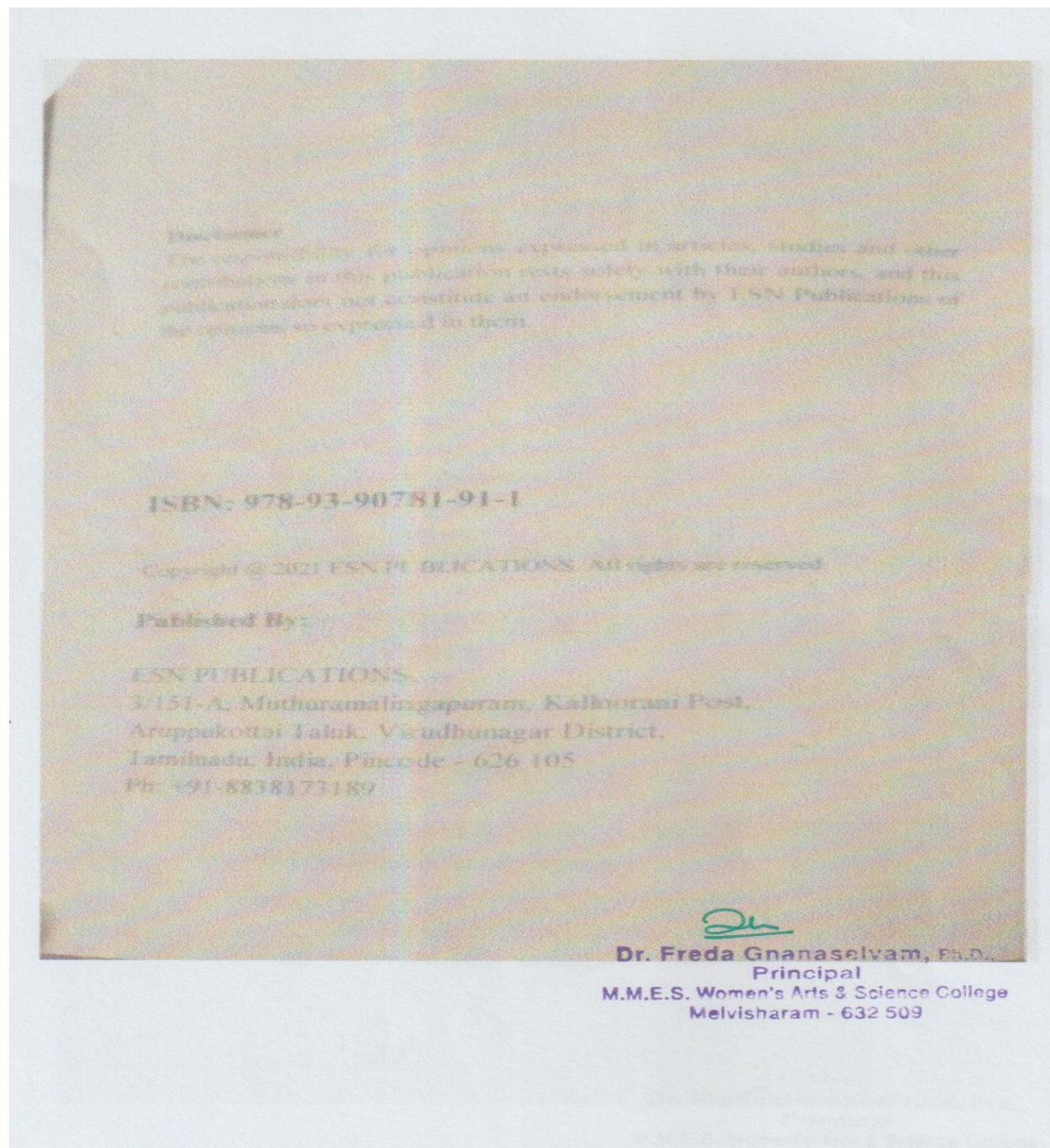


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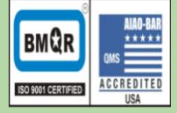




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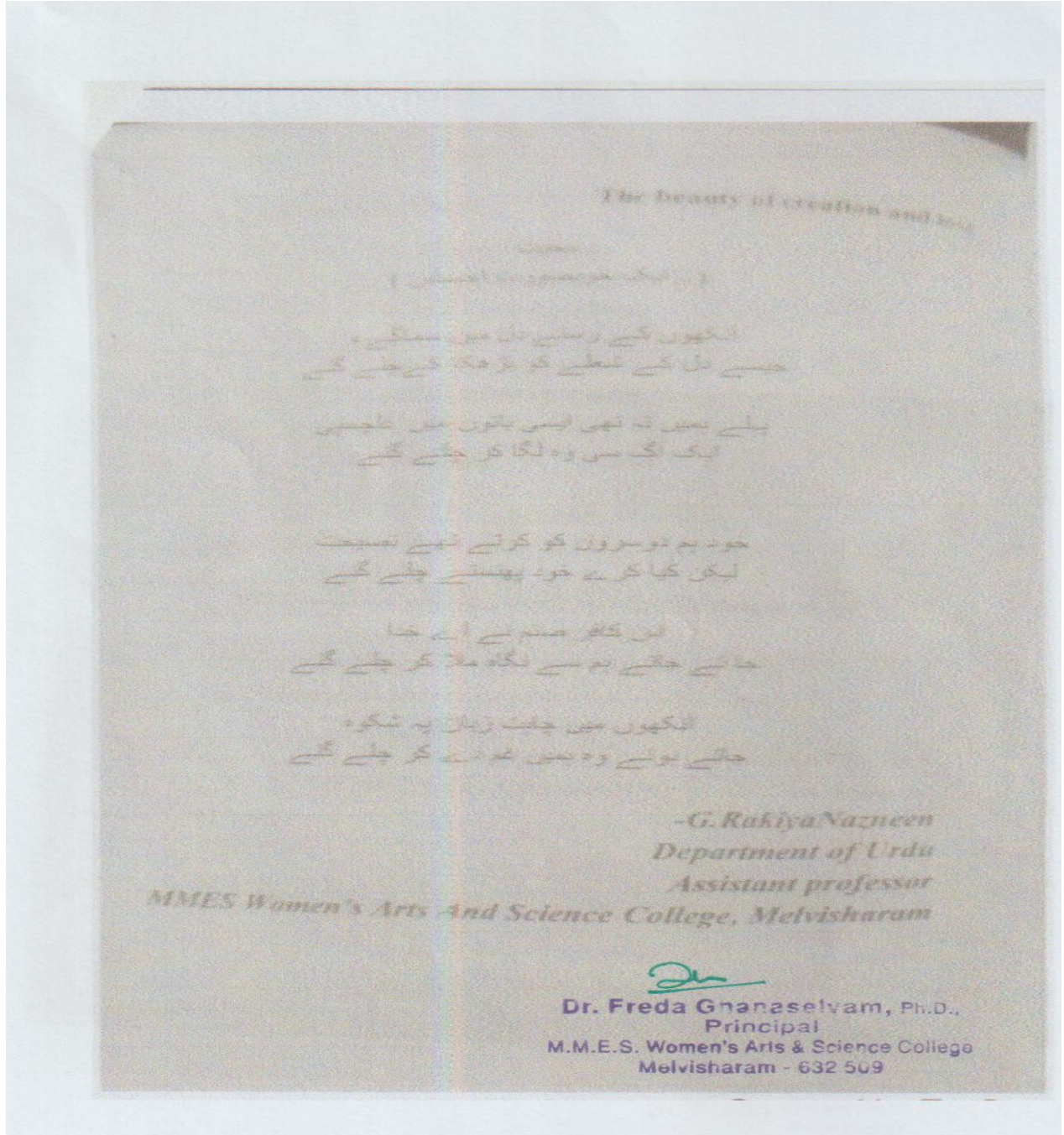


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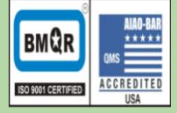




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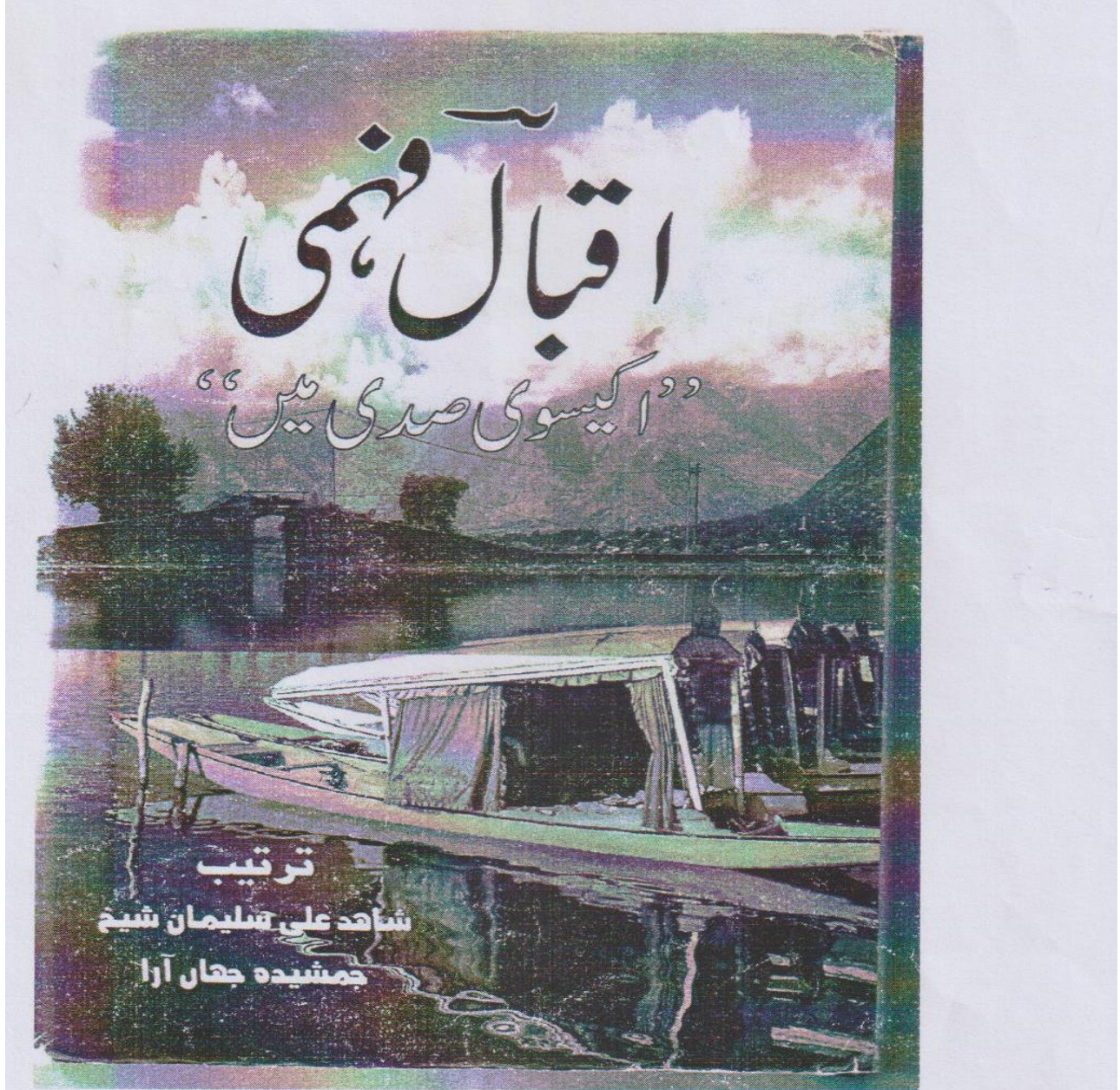


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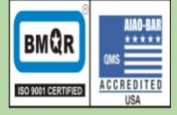
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