

Selected Paper Publications

1. **Ms.Sherli & Mrs. P.Vanitha**, 'A Study on Recruitment of Employees in ELITE Consultancy Services', Journal of Advance Management Research, MAR'2018, pp105-11.
2. **Mrs. P.Vanitha**, 'Role of Making India to Promote Entrepreneurship', Research Journal of SRNMC, MAR'2017, pp80-86.
3. **Mrs. P.Vanitha & Mr.A. Srinivasagan** , 'A Study on Impact of Retailing Issues in India', State Level Seminar Feb'2016, pp93-100.
4. **Mrs.Saraswathy & Mrs. P.Vanitha** 'A Study on Customer Relation Management in Organised and Unorganised Retail Outlet', State Level Seminar, Sep-2015, pp81-87.