

NAME OF THE AUTHOR	TITLE OF THE PAPER	NAME OF THE CONFERENCE	YEAR OF PUBLICATION
Dr P Vijaya	<i>'Green Branding –A strategy towards emerging consumers preference to green products'</i>	International conference by MIT College of Engineering, Pune	March-22-23,2012
Dr P Vijaya	<i>'Green Supply Chain' at The Second Annual World Conference on International Business'</i>	Global Strategic Mgt.Inc.,Michigan,USA and Nehru School of Management ,Coimbatore.	30 th June-2 nd July,2011
Dr P Vijaya	<i>'Green Marketing in India-Towards Sustainable Development'</i>	International conference on 'Leading Beyond Horizon-Engaging future' by Annamalai University-	Feb 2011
Dr P Vijaya	<i>'Green Marketing-An evolving global strategy for value and growth'</i>	International Conference held by ICFAI Business School(IFS),	Dec 3 rd and 4 th ,2010.
Dr P Vijaya	Role of Media in Disaster Management	International Conference on Disaster Management-Preparedness, Response and Rehabilitation (ICDM) NGRI	18 -20 Oct,2012
Dr P Vijaya	'Transformational Leadership and Emotional Intelligence' at the	Pinnacle conference,SB Jain Institute of Technology,Management and Research.	2012
Dr P Vijaya	<i>' A study onKnowledge Management'</i>	International Conference on 'Managing Excellence for Emerging Global Paradigm in Business and Technology' by CHIMC Indore-	July-15-16,2011
Dr P Vijaya	A study on Adoption of Clean Technologies towards Sustainable Manufacturing' at the	National Conference by Vignanjyothi Institute of Management,	Oct 21 st -23 rd ,2010.
Dr P Vijaya	'CSR and Sustainability'	National Conference held by the Institute of Public Enterprise,3 rd	4 th June,2010.