

National Institute of Technology, Tiruchirappalli: Performa for CV of Faculty/ Staff Members

Curriculum Vitae



P.Sridevi obtained her B.E in Electronics and Instrumentation and MBA in Systems Management from Annamalai University, Chidambaram, India and awarded doctorate in National Institute of Technology, Tiruchirappalli in the field of Fuzzy Support Vector Machine. Currently, she is working as Associate Professor in the Department of Management Studies, National Institute of Technology, Tiruchirappalli, India with handful of academic experience in Business Analysis & ITC and Business analytics stream. Her field of interest include Quantitative Techniques, Machine Learning, Information Systems, System Analysis and Design. She has published various research papers in reputed International and National journals, Book Chapters on case studies, presented different working of her research in International and National conferences and also acting as reviewer of many refereed international journals. She is an active participant of FDP's organized by IIMs, IITs and NIT in her area. She has also organized workshops in analytics and other domains in her institute and had delivered invited lectures in various B-Schools. With good track of administrative responsibilities like warden, Hostel administrative committee member, Guest House Advisory committee member, Horticulture Advisory committee Chairman and Associate Dean of Students Welfare, she also has acted as Head of the Department of Management Studies from 2019-2021.

1. Name : Dr.P.SRIDEVI
2. Designation : Associate Professor
3. Office Address: Department of Management Studies, National Institute of Technology, Tiruchirappalli.

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4. Telephone (Direct) (Optional):

Telephone : 0431-250 Extn : 3711

Mobile (Optional):

5. Email (Primary): psridevi@nitt.edu

Email (Secondary) :

6. Field(s) of Specialization: BA7 ITC and Analytics

7. Employment Profile

Job Title	Employer	From	To
Associate Professor	National Institute of Technology, Tiruchirappalli	12-03-2018	Till date
Assistant Professor	National Institute of Technology, Tiruchirappalli	23-04-2007	12-03-2018
Lecturer on Contract	National Institute of Technology, Tiruchirappalli	14-07-2006	23-04-2007
Lecturer	P R Institute of Management, Tanjore	16-02-2004	02-05-2005
Lecturer	Sri Manakula Vinayar Engineering College, Pondicherry	09-07-2001	14-02-2004

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8. Academic Qualifications (From Highest Degree to High School):

Examination	Board / University	Year	Division/ Grade	Subjects
PH.D	National Institute of Technology, Trichy	2015		Fuzzy Support Vector Machine
MBA	Annamalai University	1999-2001	First Class	Systems
B.E	Annamalai University	1995-1999	First Class	Electronics & Instrumentation

9. Academic/Administrative Responsibilities within the University

Position	Faculty/Department/Centre/Institution	From	To
Institution			
Chairman	Horticulture Advisory Committee	03.09.2021	Till date
GHAC Member	Guest House Administration	21-01-2019	24-09-2021
Head of the Department	Management Studies	04-02-2019	27-01-2021
Admission Coordinator	Management Studies	04-02-2019	27-01-2021
Pragya Management Consultant	PRAGYAN	01-01-2018	24-09-2021
Hackathon Coordinator	Dean Student Welfare	08-07-2019	12-07-2019
HAC Member	Hostel office Administration	21-02-2018	06-05-2019
Associate Dean	Dean Student Welfare	20-12-2017	21-12-2018
Warden	Girls Hostel	11-11-2015	21-12-2018
EWAC Member	Estate Office	04-05-2018	21-12-2018
Member- Anti Ragging committee	Dean Student welfare	12-07-2016	11-11-2017
Member	NBA Alumni Co-ordination	20-09-2017	29-12-2017

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Faulty in-charge	Convocation Registration	03-08-2017	25-08-2017
Member	Institute Accommodation committee convocation	15-06-2017	28-06-2017
Member	Institute Accommodation committee convocation	04-07-2016	15-07-2016
Department			
Lab in-charge	Management Studies	01-01-2018	31-07-2019
Purchase Coordinator	Purchase of Desktop Printer Faculty Chair	01-01-2018	31-01-2019
Clubs Faculty coordinator	Club events activities coordination with students	01-01-2018	31-01-2019
Course Work Coordinator	Faculty Coordinator for Phd course work at management studies department	01-01-2018	16-05-2019
Admission Committee Member	Department of Management Studies- Online portal processing and GD interview process	01-01-2018	01-02-2019
Department nominee	Point of contact for MIS Team	14-06-2017	11-11-2017
Member	Disposal of old, Obsolete and Unserviceable Articles	06-02-2017	11-11-2017
Ph. D Co-Ordinator	Faculty coordinator for Advanced research Methodology course work	24-08-2016	11-11-2017
Faculty Advisor	MBA second year Students	04-07-2016	26-05-2017
Lab In-Charge	Monitoring and Maintenance of lab at DoMS	06-07-2015	11-11-2017
Faculty Coordinator	Alumni coordination at DoMS	07-07-2014	11-11-2017
Faculty In-charge	Regimen Club at DoMS	07-07-2014	11-11-2017
Faculty Advisor	MBA second year Students	07-07-2014	29-05-2015

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10. Academic/Administrative Responsibilities outside the University

Position	Institution	From	To
Reviewer	Journal of Consumer Studies	2022	
Expert Memmber - DC	SRM Institute of Science and Technology, Kattankulathur.	2022	Till date
BOS External Member -TN	Annamalai University	2022	Till date
BOS External Member	St.Joseph Institute of Management, Trichy	2021	Till date
BOS Anna University Nominee	SA Engineering College, Chennai	2020	Till date
Anna University Affiliation Inspection	Anna university, Chennai	2019	2020
Women in Data Science Conference Moderator	Indian Institute of Management, Trichy	2019	
Interview Selection Committee External – Non-Teaching	NIT, Silchar	2019	
Auditing Nominee	IQA Cell, Central Unversity Thiruvarur	2018	
QP Scrutiny Member	Vivekanandha College of Engineering for Women, Namakkal	2017	Till Date
Question Paper Scrutiny Committee	Vivekanandha College of Engineering for Women, Namakkal	2017	Till date
Reviewer	Benchmarking an International Journal	2017	Till date
Question Paper Setter	Anna University, Chennai	2017	Till date
Scrutiny Board External expert	Thiagarajar School of Management, Madurai	2016	2017
Question Paper Setter	QIS College of Engineering & Technology, Ongole	2016	
Reviewer	International Journal of Business Information System	2016	Till date

11. Awards, Associateships etc.

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Year of Award	Name of the Award	Awarding Organization

12. Fellowships

Year of Award	Name of the Fellowship	Awarding Organization	From (Month/Year)	To (Month/Year)

13. Details of Academic Work

- (i) Curriculum Development : Introduced new courses on Google analytics & Text analytics
- (ii) Courses taught at Postgraduate and Undergraduate levels : Business Statistics, Information Management, System Analysis & Design and CASE, Software Project Management, Data Mining Techniques, BA & ITC in Manufacturing, Information Strategy & Management, Management Concepts & Practices, Retail Management.,
- (iii) Projects guided at Postgraduate level : ~100
- (iv) Other contribution(s) : Introduced MBA orientation for I MBA (2 consecutive batches) and subject workshops on tools & Programming like R, Power BI.,

14. Details of Major R&D Projects

Title of Project	Funding Agency	Duration		Status
		From	To	Ongoing/ Completed
A Systematic approach to Financial Distress Prediction and NPA Management of MSME in INDIA	Indian Council of Social science Research (ICSSR)	11.06.2018	30.07.2021	Completed

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15. Number of PhDs guided/ongoing

Name of the PhD Scholar	Title of PhD Thesis	Role (Supervisor/ Co-Supervisor)	Year of Award	Awarded/ ongoing
B.Mahendra Mohan	A Study on Moving Up The Value Chain By Indian IT Service Organisations	Co-Supervisor	2021	Awarded
Gaurav Abhishek Tigga	Effect of IT integration on firm performance	Co-Supervisor	2021	Awarded
Sai Kiran Kumar N	Content Strategies of Brands Across Message Strategies and High and Low Involvement Product Categories and Their Relationship with Information diffusion on Twitter	Supervisor	2022	Awarded
N. Manoraj	Examining the Determinants of Review Processing and Customers Intention to Rely on Online Reviews	Supervisor	2022	*To be Awarded on 14 th July 2022
G.V. Sobha	Fake news detection in social Networks	Supervisor	2022	Ongoing
Nandukrishna T Ajith	OTT Video Streaming Application	Supervisor		Ongoing
Sathish T	Customers purchase intention of refurbished products	Supervisor		Ongoing
Nivetha.S	IPO market Analysis	Supervisor		Ongoing
Cyriac Jose	E-commerce	Supervisor		Ongoing

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S. sudharsan	E-Governance	Supervisor	Ongoing
Irfan Basha	Transfer learning for NLP	Supervisor	Ongoing

16. Participation in Workshops/ Symposia/ Conferences/ Colloquia /Seminars/ Schools etc. (mentioning the role)

Date (s)	Title of Activity	Level of Event (International/ National/ Local)	Role (Participant/ Speaker/ Paper presenter, Any other)	Event Organized by	Venue
Workshop					
24 th -29 th January 2022	Innovation, Start-up & Technology Transfer	National	Participant	National Research Development Corporation, Ministry of Science and Technology & Govt. of India sponsored workshop on” organized by NRDC- Innovation Facilitation Center,	NIT Trichy
December 2021 - March 2022	Design Thinking & Advance Design Thinking Masterclass	National	Participant	Skill Nation with course instructor Mr.Namit Barija,	Online Short term course
11th – 15th May 2020	Online Quality Improvement programme on “E-Content Development”	National	Participant	National Institute of Technical Teachers Training & Research Institute, Chennai,	National Institute of Technical Teachers Training & Research Institute, Chennai,

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23rd – 25th April 2019.	CEP course on “Advanced Techniques in Deep Learning”	National	Participant	IIT Bombay	IIT Bombay
28th – 30th December 2018	CEP course on “Introduction to Machine Learning and Deep Learning”	National	Participant	IIT Bombay	IIT Bombay
4th – 9th December 2017	Capacity Building of Women Managers in Higher Education	National	Participant	NIT, Trichy	NIT, Trichy
28-29 April 2015	Conclave on Academic Reforms	Local	Participant	NIT, Trichy	NIT, Trichy
29th January, 2015	TEQUIP II sponsored Train-the- Trainer Program “TCS-iON Learning Exchange	National	Participant	NIT, Trichy	NIT, Trichy
11 th -13 th December 2013	FCM based FSVM classifier on credit risk	Business analytics and Intelligence Conference	Paper Presenter	IIM Bangalore	IIM Bangalore

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	evaluation				
May 9-10, 2013	TEQUIP sponsored "Perspectives of Curriculum	National	Participant	NIT, Trichy	NIT, Trichy
8th June 2012	Support Vector Machine	Local	Participant	NIT, Trichy	NIT, Trichy
6 th & 7 th January 2012	Business Intelligence applications in retail sector	International	Paper Presenter	PSG Coimbatore	PSG Coimbatore
6 th & 7 th January 2012	A Study on feasibility analysis of SAAS total cost of ownership	International	Paper Presenter	PSG Coimbatore	PSG Coimbatore
April 4 – 8, 2011	Workshop on Data analysis for management research	National	Participant	IIM Kozhikode	IIM Kozhikode
21st June to 3rd July 2010	MHRD-AICTE sponsored SDP on "Recent Researches on Fuzzy Logic and Neural Networks	National	Participant	Dept. of Mathematics and Electrical & Electronics Engineering, NIT, Trichy	NIT, Trichy
24 th August 2009	Data Mining using PASW	National	Participant	SPSS South Asia and Department of	NIT, Trichy

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	Modeler			Computer Applications, NIT, Trichy	
25th May to 6th June 2009	MHRD-AICTE sponsored SDP on “Data warehousing and Data mining	National	Participant	Dept. of computer applications and Mathematics, NIT, Trichy	NIT, Trichy
Conference					
20th & 21st November 2009	The antecedents of clearance sales store satisfaction”, in the 6th Business Research conference	National	Paper Presenter	PSG Institute of management, Coimbatore	PSG Institute of management, Coimbatore
17th & 18st September 2009	The impact of clearance sales store attributes on store loyalty”, in the Trends in current management practices conference	National	Paper Presenter	Pavendar Bharathidasan college of engineering & Technology, Trichy	Pavendar Bharathidasan college of engineering & Technology, Trichy
14th & 15th March 2008	TEQUIP sponsored “Data analytics	National	Participant	Dept. of computer applications and Mathematics, NIT, Trichy	NIT, Trichy

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	& Data mining”				
16th & 17th November 2007	Data Mining application in retailing in the 5th Business Research conference	National	Paper Presenter	PSG Institute of management, Coimbatore	PSG Institute of management, Coimbatore
16th & 17th November 2007	Framework of Retail store location decision model” in the 5th Business Research conference.	National	Paper Presenter	PSG Institute of management, Coimbatore	PSG Institute of management, Coimbatore
23-24 February, 2007	Visualizing Data Mining Models, in the Human Computer Interaction conference	National	Paper Presenter	Kongu Institute, Erode	Kongu Institute, Erode
22nd December 2006.	Research directions in Information technology and Applications	Local	Participant	NIT, Trichy	NIT, Trichy
19th March, 9-10 April 2005	UGC sponsored Case writing	National	Participant	Dept. of Business Administration, Annamalai University,	Annamalai University,

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	Workshop				
9-14 June 2003	Teaching Methodology	National	Participant	Technical Teachers Training Institute (TTTI), Chennai	Sri Manakula Vinayagar Engineering College, Pondicherry
October 25th & 26th 2002	Problem Based Learning	National	Paper Presenter	Engineering Education Foundation, Aurangabad	Engineering Education Foundation, Aurangabad
12-13 February 2000	Strategy for Infrastructure Development	National	Participant	Institute of Public Enterprise and Public Administration, Chennai,	Institute of Public Enterprise and Public Administration, Chennai,

17. Workshops/ Symposia/ Conferences/ Colloquia/Seminars Organized (as Chairman/ Organizing Secretary/ Convenor / Co-Convenor)

Title of Activity	Level of Event (International/ National/ Local)	Date (s)	Role	Venue
BUSINESS MANAGEMENT AND ANALYTICS” in the theme “Life after Pandemic – Impact of Pandemic on Business”	National Conference	28 - 29 January 2022	Chairman	DoMS/ Online
Atal Sponsored Embracing online teaching and learning	National Workshop	5days (3-5-2021 to 7-5-2021)	Coordinator	DoMS
MDP on E-content Development for executives of Neyveli Lignite Corporation, Neyveli	Industry	24 th -26 th February, 2021	Coordinator	Neyveli Lignite Corporation, Neyveli

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Business management and Analytics life after pandemic from New Normal to New future	National Conference	30.04.2021	Chairman	DoMS/ Online mode
TEQIP-III sponsored capacity building for women faculty in higher education	National Workshop	5days (9-12-2019 to 13-12-2019)	Coordinator	DoMS
Business Analytics & its applications using R	National Worrkshop	5days (28-09-2019 to 2-10-2019)	Coordinator	DoMS
Data Analysis Using PLS & SEM	National Workshop	5days (07-09-2019 to 11-09-2019)	Coordinator	DoMS
FDP on Data Mining and Data Analytics	National Workshop	5days (06-11-2017 to 10-11-2017)	Convener	DoMS
FDP on Data Mining and Data Analytics	National Workshop	5days (24-11-2014 to 28-11-2014)	Convener	DoMS
Art of teaching: Pedagogical tools and techniques- Series III	National Workshop	5days (17-11-2014 to 21-11-2014)	Convener	DoMS
FDP on Data Mining and Data Analytics	National Workshop	5days (10-03-2014 to 14-03-2014)	Coordinator	DoMS

18. Invited Talks delivered

Topic	Date	Inviting Organization
Team Building & Critical Thinking	10 th March 2022	Capacity Building on Interpersonal Skills workshop organized by Ragiv Gandhi National Institute of Youth Development & Annamalai University
Critical Thinking	1 st February 2022	AICTE sponsored six days STTP on Personality Profile for Industry Readiness organized by P.T, Lee Chengalvaraya Naicker Polytechnic College, Chennai
Stress Management for Teachers	21 st August 2020	AICTE ATAL sponsored online FDP organized by Government College of Engineering, Srirangam, Tiruchirappalli
Guest Lecture- The Case Study on	2016	M.A.M. College of Engineering & Technology, Trichy

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Managerial Decision Making Process		
Guest Lecture	2016	Gnanam School of Business Management, Thanjavur
Session Chair	2015	Conference on Women Entrepreneurship Ecosystem - Present and Future- WEAT and University of Jaffna and South Eastern University
FDP on Business Analytics Techniques for Decision Making	2015	M.A.M. College of Engineering & Technology, Trichy

19. Membership of Learned Societies

Type of Membership (Ordinary Member/ Honorary Member / Life Member)	Organization	Membership No. with date

20. Academic Foreign Visits

Country	Duration of Visit	Programme
Malaysia	5 days	International Conference
Singapore	5 days	International Conference

21. Publications

(A) Refereed Research Journals:

Author(s)	Title of Paper	Journal	Volume (No.)	Page numbers	Year	Impact Factor of the

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						Journal (Optional)
Gaurav Abhishek Tigga, Ganesan Kannabiran and P. Sridevi	Effect of IT integration on firm performance	International Journal of Business Intelligence and Data mining	Article in Press		2022	
Sridevi Periaiya and Sobha Gopi Vimalam	An experimental study of fake news detection on COVID-19 Twitter data and a conceptual framework for the early detection and prevention of fake news in social media	International Journal of Business Information Systems	Article in Press		2021	
P. Sridevi and N. Manoraj	Consumer confusion and its consequential outcome towards online review: the mediated role of emotional ambivalence and cognitive dissonance	International Journal of Business Information Systems	Article in Press		2021	
Mahendramohan, B., Kannabiran, G. and	Antecedents of Indian	Int. J. Business Excellence	Article in Press		2021	

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Sridevi,P	information technology service organisations moving up the value chain: a mediation model					
Sridevi P, Saikiran Niduthavolu, Lakshmi Narasimhan Vedanthachari	An analysis of the brand content characteristics across high and low involvement product categories and their influence on information diffusion on Twitter	I.J. of Business Innovation and Research	Article in Press			
Mahendramohan, B., Kannabiran, G. and Sridevi, P	Factors influencing the moving up the value chain by Indian IT service organisations	International Journal of Business Intelligence and Data Mining	Article in Press			
Mahendramohan, B., Kannabiran, G. and Sridevi, P	The roles of absorptive capacity, IT advancement and	International Journal of Business Innovation and Research	Article in Press			

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	innovativeness in moving up the value chain by Indian IT service organisations					
Sridevi P, Manoraj Natarajan, Lakshmi Narasimhan Vedanthachari	Customer's intention to rely on online reviews	International Journal of Internet Marketing and Advertising	16(2)	369-393	2022	
Sridevi P, Saikiran Niduthavolu, Lakshmi Narasimhan Vedanthachar	Analysis of content strategies of selected brand tweets and its influence on information diffusion	Journal of Advances in Management Research	18(2)	227-249	2020	
P.Sridevi	Interview on Artificial Intelligence: Applications in Business	Domain-The Journal of Management Research	Vol.13, Issue-1	34-37	2020	
Senthil Arasu Balasubramanian, G.S. Radhakrishna, P. Sridevi, Thamaraiselvan Natarajan	Business health characterisation of listed Indian companies using data mining techniques	International Journal of Business Information Systems	, Vol. 32, Issue 3,	324-363	2019	
Senthil Arasu Balasubramanian, G.S. Radhakrishna,	Modeling corporate financial distress	International Journal of Law and Management,	61(3/4)	457-484	2019	

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P. Sridevi, Thamaraiselvan Natarajan	using financial and non- financial variables: The case of Indian listed companies					
P.Sridevi	Identification of suitable membership and kernel function for FCM based FSVM classifier model	Cluster Computing, springer	Vol.22	11965– 11974	2018	
N.Thamaraiselvan , P.Sridevi , B.Senthilarasu and Thushara Srinivasan	Evaluation of employee brand using typological analysis in Indian airline organization	International Journal of Business Excellence	Vol.16 No.4	478 – 496	2018	
P.Sridevi, M.Punniyamoorthy, B.Senthil Arasu	Influence of Fuzzy index parameter on FSVM classifier performance	Journal of the National science Foundation of Srilanka	45(4)	367-379	2017	
Punniyamoorthy, M., & Sridevi, P	Evaluation of a FCM-based FSVM classifier using fuzzy index	International Journal of Enterprise Network Management	8(1)	14-34	2017	
Thamaraiselvan	Identification	Benchmarking: An	Vol. 24	1253-	2017	

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Natarajan, Sridevi Periaiya, Senthil Arasu Balasubramaniam, Thushara Srinivasan	and analysis of employee branding typology using fuzzy c-means clustering	International Journal	5	1268		
Thamaraiselvan N, Sridevi P, Senthilarasu B and Srinivasan.T	Identification of the clusters of employee brand using FIMIX - PLS and FCM	International journal of business forecasting and marketing intelligence	3(2)	165-184	2017	
M. Punniyamoorthy P. Sridevi	Identification of a standard AI based technique for credit risk analysis	Benchmarking: An International Journal	Vol. 23 Issue. 5	1381- 1390	2016	
M.Hemalatha, A.V.G.Narayanan, P.Sridevi, G.S.D.S.Jayakumar	An empirical study on the influence of clearance sales shopping characteristics on store satisfaction and loyalty	Int. J. of Indian culture and Business Management	Vol.6, No.2	207-226	2013	
M.Hemalatha, P.Sridevi & Dr.V.J.Sivakumar	A Decision Support System application in Retail Store Location Model – A Case Study of Hypermarket	International Journal of Business and Emerging Markets	Vol.3(2)	158-176	2011	

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	in Emerging Scenario					
P.D.D. Dominic , Ahmad Kamil Mahmood , V. Murugesh , P. Sridevi	Multi attribute analysis of offshore outsourcing location decision using a DSS model framework	International journal of Business Information System	vol.3, No.5	445-463	2008	
P.Sridevi, T.Mathan Raja, N.Stalin	Design of an evaluation model for mid-size car segment using a DSS framework	International journal of Applied Management & Technology	Vol-5(2)	224-237	2007	

(B) Conferences/Workshops/Symposia Proceedings

Author(s)	Title of Abstract/ Paper	Title of the Proceedings	Page numbers	Conference Theme	Venue	Year
Sridevi P, Sobha G V	Digital Transformation for Recovery, resilience, and Adaptation during post covid in India	International Management conference 2021	231	Post Covid Management Strategies: Recovery Resilience and Adoption	IIM Bodhgaya	2021
Sridevi p,	Understanding	17 th AIMS	965-971	17 th AIMS	IIM	2020

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Manoraj	electronic word of mouth literature and future directions	International Conference on Management		International Conference on Management	Kozhikode	
Sridevi P, Sobha G V	Use case of Blockchain in Disaster management – a conceptual view	17 th AIMS International Conference on Management	1638-1643	17 th AIMS International Conference on Management	IIM Kozhikode	2020
Mahendra Mohan B, Kannabiran G , Sridevi P	Determinants of moving up the value chain in Indian IT service organizations	PMI India research & academic conference 2019	36-49	Project management in emerging world of disruption	IIM Kozhikode	2019
Sridevi P, B. Senthil Arasu	The probability of disease outbreaks in various parts of the world based on past outbreaks using datamining techniques	International Conference on Applied research in engineering and Management sciences 2019	7	Applied research in engineering and Management sciences	AMITY-BSMED-DSU-ARC Singapore	2019
P. Sridevi, N. Saikiran Kumar	Perceptual Mapping of Indian Mobile Brands Using Text Analytics	IIM Indore-NASMEI Summer Marketing Conference	40	IIM Indore-NASMEI Summer Marketing Conference	IIM Indore	2017

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P. Sridevi, B. Senthil, M. Hemalatha	Mining online customer reviews to analyse service quality of hotels	International conference on business analytics and Intelligence	34	International conference on business analytics and Intelligence	IISC Bangalore	2016
P. Sridevi, B. Senthil Arasu, V. Lavanya	Formulation of risk assessment model for SMEs ERP project	International conference on Applied Research in engineering & Management science	19	Applied Research in engineering & Management science	Malaysia	2016
P.Sridevi, N. Arun, Pankaj JotiramShinde, Shashank Gupta, CH.S.Vijay Krishna	Developing an agile based supply chain model for Indian agro based products	Advances in Design and Manufacturing	114	Advances in Design and Manufacturing	NIT Trichy	2014
PSridevi, M. Punniyamoorthy, M. Hemalatha	A framework to prioritise risk factors of ERP project in SMEs	Entrepreneurship and new venture creation: International Conference	63	Entrepreneurship and new venture creation	IIM Bangalore	2011

(C) Books & Monographs

Author(s)	Title of Book/Monograph	Name of Publishers	Year of Publication	ISSN/ISBN Number
P.Sridevi	Case on “Coca – Cola” in Knowledge Era - Business cases	SciTech Publications, Chennai	2006	

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P.Sridevi	A case on “Channel conflict management at XYZ Corporation” in Developing Analytical Skills: Case studies in management by	Shroff publishers & Distributors Pvt. Ltd	2008	
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