

**CENTRE FOR RESEARCH CONSULTANCY & PUBLICATION (CRCP):  
INTERNATIONAL / NATIONAL CONFERENCE PRESENTATIONS BY  
THE STUDENTS IN 2017:**

S. No	Name of the student	Topic
1	A.Ahamed Rashid	E-Recruitment strategies for attracting top talent in the digital age
2	S.Sriram	A Study on payment in India using smart phones
3	C.Mathan Kumar & S.Venkatesan	Social media marketing preferences: A review
4	D.Anbarasu and R.Gobi	A comparative study on digital marketing and internet marketing
5	K.Manimaran & M.Silambarasan	Digital Synchronized marketing
6	D.Neethu Kumari and P.Sanjeevi	Analyzing the implementation of business process re-engineering and its performance on organization
7	G.Martina Mary and V.G.Sheekhashini	Digital Human resource management
8	K.E.Mathumathi and G.Santhosh Balaji	Digital Human resource management
9	S.Amutha and M.Baby Priya	Social media and its role in marketing
10	S.Surya and V.Gopinath	E-Recruitment strategy through social media
11	S.Vimal Raj	A Study on shopper's perception on digital marketing
12	V.Keerthivarman	E-Governance on social network behavior
13	K.Soundariya Devi & K.Iswariya	Performance of management system in digital world
14	J.N.Jeeva and J.Mohana Priya	Employee branding
15	N.S.Sabitha and C.Roselin	Social media marketing
16	M.Vignesh	Perception of online shopping
17	P.Vignesh Kumar M.Bawin	E-Governance on social network behaviour
18	G.Deril and R.Elanchezian	E-Governance on social network behaviour
19	P.Vignesh and A.Natrayan	Social media marketing tools and its effect
20	S.Edger Jeffrin	Digital marketing customer
21	R.Gowtham and N.Boopathiraja	Digital marketing and effects
22	K.Sathiyamoorthy & P.Boopathi	Digital marketing
23	T.Musafir Ahammed and K.Mohammed Noufal	Social media marketing preference review of Facebook
24	Ramesh Babu and R.Thirumoorthi	Emerging HR trends and impact on HR practices
25	P.Muhammed Safvan and K.Mohammed Shafeeq	E-Commerce system
26	A.Rohini	Impact of demonetization towards E-Payment method