



AMET BUSINESS SCHOOL

LIST OF TEXTBOOKS & BOOK CHAPTERS PUBLISHED

S.No	Book Author	Title of the Book Published	Name of the Publisher	ISBN/ISSN	Year of Publication
1	Dr.J.Rengamani	"Green Marketing: Contemporary research in Management, Engineering, Arts and Science	Knowledge Research Academy and Tech Press, Delhi	978-93-91697-49-5	2024
2	Dr.J.Rengamani	"Green Marketing: Contemporary research in Management, Engineering, Arts and Science - Outstanding contribution as Chief Editor	"Green Marketing: Contemporary research in Management, Engineering, Arts and Science	978-93-91697-49-5	2024
3	Dr.J.Rengamani	"Fostering Entrepreneurial Skills Civil Engineering Students in Chennai"	"Green Marketing: Contemporary research in Management, Engineering, Arts and Science	978-93-91697-49-5	2024
4	Dr.R.Srinivasan	"Navigating the Future: Innovative Approaches in Commerce, Economics and Management	The Board of infinity Publication	93-89476-27-5	2023
5	R. Sujatha, S. L. Aarthy, R.Vettriselvan	Integrated Deep Learning Algorithms to Overcome Challenges in Big Data Analytics	Taylor & Francis Group	978-0-367-46663-3, 2021.	2021-22
6	R.Vettriselvan R. Sujatha	Cooperative Management Information System	Scholars Press	978-613-8-96675-3	2022
7	R. Vettriselvan	Standard of Living of handloom Weavers in India Intervention of Government Schemes	Scholars Press	978-613-8-97144-3	2022



S.No	Book Author	Title of the Book Published	Name of the Publisher	ISBN/ISSN	Year of Publication
8	R. Vettriselvan A Balakrishnan M Sathya	Difficulties in Attempting Cambridge English, Non-Native Speakers	Scholars Press	978-613-8-97216-8	2023
9	R.Vettriselvan M Sathya	Financial Ratio Analysis- Cases for Understanding	LAMBERT	978-620-6-14352-9	2023
10	R.Vettriselvan R. Sujatha M. Sathya	Training and Development – Public Sector	Scholars-Press	9786205522684	2023
11	R.Vettriselvan M Sathya	Indirect Labour Tool- Applications	Scholars-Press	9786205522660	2023
12	R.Vettriselvan S Michael	Consumer Behaviour – On Online Markets	Scholars-Press	9786205525197	2023
13	R.Vettriselvan S Michael	Tourism- Impact of Covid-19	Scholars-Press	9786205525203	2023
14	R.Vettriselvan S Michael	Social media Marketing- Buyers Attitude	Scholars- Press	9786205525210	2023
15	R.Vettriselvan, Ms. Chahat Hargunani, Ms. Sameen Shaikh Dr. R. Tamilarasi Dr. Nilanjan Mazumdar	Supply Chain Management	Red shine Publication	1978-9392917837	2024



S.No	Book Author	Title of the Book Published	Name of the Publisher	ISBN/ISSN	Year of Publication
16	Dr.R.Srinivasan	Management Concepts	AGPH Books	978-93-95936-95-8	2022
17	Dr.A. Shameem	Revolution in Bock Chain Management System	AGPH Books	978-81-955340-9-8.	2022
18	Dr.A. Shameem	Supply Chain Management	Taran Publications	9789392313714	2022
19	Dr.A. Shameem	Research Methodology: An Overview	Red Shine publication	978-81-960634-0-5	2022
20	Dr.D.Arivazhagan	Concepts On: Data Mining, Data Warehouse and Cloud Computing	ESN Publications	978-81-945156-7-8	2020
21	Dr.S.Poongavanam	A Study On Liquidity And Profitability Analysis	Lambert Academic Publishing	978-620-2-51233-6	2019
22	Dr.G.Thiruvassagam & Dr.D.Rajasekar	Marine Insurance	Inevitable Publishers	978-81-934321-5-0	2017
23	Dr.G.Thiruvassagam & Dr.D.Rajasekar	Essentials in Marine Law and Insurance	Inevitable Publishers	978-81-934321-0-5	2017
24	Dr.G.Thiruvassagam & Dr.D.Rajasekar	Maritime Law	Inevitable Publishers	978-81-934321-2-9	2017



S.NO	Name of the Faculty	Title of the book/chapters published	Name of the Publisher	ISBN/ISSN Number of the Proceeding	Year of publication
25	Dr.G.Thiruvassagam & Dr.D.Rajasekar	Labour Law	INR Publishers	978-81-934321-9-2	2017
26	Dr.G.Thiruvassagam & Dr.D.Rajasekar	Company Law	INR Publishers	978-81-934321-1-8	2017
27	Dr.G.Thiruvassagam & Dr.D.Rajasekar	Introduction to Management Accounting	International Society for Green, Sustainable Engineering and Management	978-93-85073-02-1	2017
28	Dr.S.Poongavanam	Supply chain management	CBA Publishers	978-81-945156-1-2	2017
29	Dr.J.Rengamani	Introduction to Shipping Business	Sahara Publishers	978-938-6-63646-1	2017
30	Dr.J.Rengamani	Retail Management	AMET Publishers	978-96-85434-55-6	2017
31	Dr.J.Rengamani	Management Information System	AMET Publishers	978-93-85434-56-3	2016
32	Dr.S.Poongavanam	Revenue Earning Capabilities of BSNL - A study on CDMA WILL Phone Lambert Academic Publication	Lambert Academic Publication	978-3-659-96377-3.	2016
33	Dr.S.Poongavanam	Executive Performance Management System	Lambert Academic Publication	978-3-659-96053-6	2016
34	Dr.S.Poongavanam	An Empirical Research on Customer Satisfaction	Lambert Academic Publication	978-3-659-96051-2	2016



S.NO	Name of the Faculty	Title of the book/chapters published	Name of the Publisher	ISBN/ISSN Number of the Proceeding	Year of publication
35	Dr.S.Poongavanam	Building a high morale – A study	Lambert Academic Publication	978-3-659-96052-9	2016
36	Dr.S.Poongavanam	Cash management	Lambert Academic Publication	978-3-659-94549-6.	2016
37	Dr.S.Poongavanam	Training and Development – A Case Study Analysis	Lambert Academic Publication	978-3-659-94546-5.	2016
38	Dr.S.Poongavanam	Stress Management	Lambert Academic Publication	978-3-659-94536-6.	2016
39	Dr.D.Rajasekar	Industrial, Labour and General laws	AMET Publishers	978-93-85434-28-0	2016
40	Dr.D.Rajasekar	Law, Ethics and governance	AMET Publishers	978-93-85434-27-3	2016
41	Dr.J.Rengamani	Supply Chain Management	Inevitable Publishers	978-81-934321-3-4	2015
42	Dr.J.Rengamani	Warehousing and Inventory Management	Inevitable Publishers	978-81-934321-9-8	2015
43	Dr.D.Rajasekar	Financial Management And Financial Market	Inevitable Publishers	978-81-934321-7-6	2015
44	Dr.A.Shameem	Principles of Corporate Communication	Inevitable Publishers	978-81-934321-8-1	2015



S.NO	Name of the Faculty	Title of the book/chapters published	Name of the Publisher	ISBN/ISSN Number of the Proceeding	Year of publication
45	Dr.M.Bina Celine Dorathy	Competitiveness of Thirupur's Exports of Hosiery products under WTO Regime	AMET Publishers	978-93-85434-02-0	2015
46	Dr.D.Rajasekar	Quantitative Research Methodology	Inevitable Publishers	978-81-934321-2-9	2015
47	Dr.D.Rajasekar	Consumer Behaviour– Factors influencing Buying Decisions(Automobile Industry)	AMET Publishers	978-81-929959-7-7	2015
48	Dr.D.Rajasekar	Financial Management	MAPs Publishers	978-81-929959-8-4	2015
49	Dr.D.Rajasekar	Law of Contract	AMET Publishers	978-81-929959-9-1	2015
50	R.Divyaranjani	Total Quality Management	AMET Publishers	978-81-929959-7-2	2015



AMET BUSINESS SCHOOL

Publication of Book Chapters

S.No	Book Author	Title of the Book Published	Name of the Publisher	Year of Publication
1	Dr. Srinivasan Dr.S.Poongavanam	Competition in Global Industries	Infinity Publication	2023
2	Dr.S.Poongavanam Dr.R.Srinivasan	A Study on HR Practices in ABC Instruments Pvt Ltd.	Infinity Publication	2023
3	Dr. R. Vettriselvan, Mr. S. Arun Kumar	Enhancing Efficiency and Accountability, Innovative Approaches to Public Financial Management in Higher Education	IGI Global	2023-2024
4	Dr. R.Vettriselvan , R. Ramya, M. Sathya, R. Swadhi, A. Deepan	Service Delivery and Citizen- Centric Approaches: Innovating Public Administration Management in Higher Education	IGI Global	2023-2024
5	Dr.A.Shameem	The Emerging Role of AI in Enhancing Employee Wellbeing in the Automobile Industries	IIP Books	2022



S.No	Book Author	Title of the Book Published	Name of the Publisher	Year of Publication
6	Dr.A. Shameem	Multidisciplinary perspectives on Emerging Challenges, Opportunities, and Agenda on implementing AI for better customer engagement	Blue Rose one	2023
7	Dr.A. Shameem	The Impact of Competitive Strategies and Strategic Human Resource Management on Firm Performance	IIP Books	2023
8	Dr.A. Shameem	A Comprehensive Literature Analysis on Artificial Intelligence and Tactical Human Resource Management	Blue Rose one	2023
9	Dr.A. Shameem	Gender Relations and the Mediation of Health and Welfare Technology: Towards Reflexivity and Pluralism in Community Care	Springer	2022