

COIMBATORE INSTITUTE OF MANAGEMENT AND TECHNOLOGY

An Autonomous Institute approved by AICTE, affiliated to Bharathiar University & Re-accredited with 'B' Grade by NAAC (2nd Cycle)

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NAAC 3rdCYCLE

Criterion II Metric 3.4.4.1

Criterion III - Research, Innovations and Extension Key Indicator - 3.4- Research Publications and Awards

Number of Books and Chapters

BOOKS AND CHAPTERS IN EDITED VOLUMES PUBLISHED

Sl. No.	Name of the teacher	Title of the book published	Title of the chapters published	Year of publication	ISBN number	Whether at the time of publication Affiliating Institution was same Yes/No	Name of the publisher
1	Dr. S. Ramachandran	Marketing Management	Marketing Management	2023	978-93-92313-790	Yes	Taran Publication

Principal
Coimbatore Institute of Management & Technology
Narasipuram, Coimbatore - 641 109.

