

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

Handwritten signature
15/11/2023
Principal

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