

TABLE OF CONTENTS

Sl. No	Name of the Author(s)	Page.No
1	BIO-SYNTHESISANDCHARACTERIZATIONOFTELLURIUMDIOXIDE NANOPARTICLES USING <i>TEPHROSIA PURPUREA</i> AND ITS BIO-POTENTIALS N.AmalaJothiNirosha ¹ ,J.AntonyRajam ^{2*}	1
2	ECOFRIENDLYSYNTHESISANDCHARACTERIZATIONOFMESOPOROS SILICA NANOPARTICLES FROM HUSK OF ZEA MAYS WASTE J.ArockiyaMashina ¹ ,D.CarolinJenibaRachel ^{2*}	17
3	DENSITYFUNCTIONALTHEORYANALYSISOFANTIHYPERTENSION COMPOUNDS R.Deliciya ¹ ,C.ZozimusDivyaLobo ^{2*}	28
4	BIOSYNTHESISOFTITANIUM-SILICONDIOXIDECORESHELL FOR ENERGY DEVICE *S.Thangeswari and B.Buddha kanya	36
5	SYNTHESISANDCHARACTERIZATIONOFNI-MNNANOCOMPOSITES USING SESAMUM INDICUM AS REAGENT D.J.Jasmine,*S.Irudhayasahaya Lancy and P.Padmavathi.	48
6	SYNTHESISANDCHARACTERIZATIONOFCHITINNANOPARTICLES EXTRACTED FROM THE WASTE OF SHRIMP SHELLS A.LordhuLedisSelsiya,*S.IrudhayaSahayaLancy and P.Padmavathi	53
7	ASTUDYONQUALITYOF WORKLIFEINMACHADOLOGISTICS, THOOTHUKUDI J. Anitha RoshiniandS.JanatJeyaKavitha	57
8	ASTUDYONGREENHRMPRACTICESANDPOLICIESATSIBAFLO NATURALDECORATIONS PRIVATE LIMITED,THOOTHUKUDI M.BrightinaLivyaandS.JanatJeya Kavitha	67
9	ASTUDYONCONFLICTMANAGEMENTATVELAVANHYPERMARKET THOOTHUKUDI G.GEETHA PRIYADHARSHINI and S.JANATJEYAKAVITHA	86
10	ASTUDYONTALENTMANAGEMENTATVELAVENHYPERMARKET PRIVATE LIMITED, THOOTHUKUDI. R.Kanagapushbam and S.JanatJeyaKavitha	94
11	ASTUDYONEFFECTIVENESSOFEMPLOYEERETENTIONSTRATEGIES AT SIBAFLO NATURALDECORATIONS PRIVATE LIMITED., THOOTHUKUDI J.MariaAntonyMahima and S.JanatJeyaKavitha	104

12	EMPLOYEE WELFARE MEASURES IN MACHADO SON'S PRIVATE LIMITED S. Minu Rachel and C.S. Purnima	119
13	THE ENHANCING EMPLOYEE PERFORMANCE THROUGH MONETARY INCENTIVE K. Rajakani Christina and C.S. Purnima	132
14	ASOCIO-ECONOMIC CONDITIONS OF RENTED HOUSEHOLDS IN MUTHUKRISHNAPURAM OF THOOTHUKUDI DISTRICT N. Angel Mary and A. Sudha	142
15	SOCIOECONOMIC CONDITION OF MIGRATE PEOPLE IN PONNAGARAM THOOTHUKUDI B. Mahesh Vanitha and M. Nanthini	150
16	BIO-POTENTIALS OF GELIDIELLA ACEROSA Joicy and Joys Selva Mary Albert	159
17	A STUDY ON SEPARATION, ANTIBACTERIAL, ANTIOXIDANT AND PHYTOCHEMICAL ANALYSIS OF BETALAIN PIGMENT FROM RED DRAGON AND PRICKLY PEAR FRUIT AND USED AS A NATURAL COLORANT FOR LIPSTICK Joselin Starina. D* and C. Siluvai Kirubagari Aneeshia	173
18	AN APPROACH TO UNDERSTAND AND CHARACTERIZE CYANOBACTERIA, CAUSING HARMFUL ALGAL BLOOM AND ITS EFFECT IN FRESH WATER POND AND CONTROL BY SOIL BACTERIUM Jefa Sherlin. B* and C. Edward	186
19	A STUDY ON SOCIAL MEDIA MARKETING WITH SPECIFIC REFERENCE TO INSTAGRAM M. Aisha Banu and D. Daisy Bai	196
20	A STUDY ON CONSUMER BEHAVIOUR TOWARD SECO-FRIENDLY PRODUCTS IN THOOTHUKUDI CITY A. Anusiya and T. Priyanka	205
21	A MODERN DAY GADGETS AND THEIR IMPACT ON ACADEMIC PERFORMANCE OF THE YOUTH R. Asheera and P. Maria Sahaya Rossiyana	217
22	INFLUENCE OF XENOCENTRISM ON PURCHASE INTENTIONS OF THE CUSTOMERS IN THOOTHUKUDI CITY J. Cathrine Shamma and T. Priyanka	224
23	CUSTOMER'S PERCEIVED BEHAVIOUR TOWARD ONLINE SHOPPING S. Christy Darwin Dina and P. Maria Sahaya Rossiyana	234
24	SATI PRATHA- HEAVEN IN THE HEREAFTER N. Arockia Esther and S.M. Vimala	245
25	SAIVA SYMBOLS IN VIJAYANAGAR EMPIRE P. Kanaga Lakshmi and J. Jane D' Almeida	253

26	BHARATANATYAM–ARHYTHMICGESTURE S.PavithrameenaandMs.Rojapoo	259
27	ADIASPORICREADINGOFKIRANDESAI'S <i>SHEINHERITANCEOFLOSS</i> A. Cathlen Britto	266
28	ARUNDHATIROY'S <i>THEGODOFSMALLTHINGS</i> :AFEMINIST READING M.AntonyAbisha	274
29	VICTIMSOFMINDCONTROLINDENNISLEHANE'S <i>SHUTTERISLAND</i> A. Antony Steniba	282
30	AFEMINISTANDSTYLISTICREADINGOFMAYAANGELOU'S <i>THE HEART OF A WOMAN</i> M.Anu malika	289
31	ASYNESTHETICPORTRAYALOFPOSTCOLONIALINDIAINSALMAN RUSHDIE'S <i>MIDNIGHT'S CHILDREN</i> M.Apshan	297
32	EMOTIONALEXPERIENCESINCHERYLSTRAYED'S <i>WILD:AJOURNEYFROMLOSTTOFOUND</i> A.Ashmitha Chellam	304
33	WINDOWOFPSYCHOLOGICALCOMMUNICATION,TRAUMAAND REDEMPTION INA. J. FINN'S <i>THE WOMAN IN THEWINDOW</i> S.A.Ausmitha Srinithi Christy	311
34	EXPLORINGPSYCHOLOGICALTRAUMAANDIDENTITYINALICE WALKER'S <i>POSSESSING THE SECRET OF JOY</i> D.Bavani and SudhaRani.S	320
35	HORRORSOFTHETROUBLESINANNABURNS' <i>MILKMAN</i> J. Elzi Jayaseeli	328
36	DANGERSOF COMPLACENCYINMARGARETATWOOD'S <i>THE HANDMAID'S TALE</i> R.Emima	335