Contents

Customers’ perception and opinion towards retail banking services of private Sector Banks (pvt.SBs) ..........................................................5 - 23
   B Angamuthu

A study on anomaly detection and a proposal for an improved anomaly detection over the non linear distributed data using QR factorization approach...........................................................................................................24-31
   N Sudhabhuvaneswari and Lince Rachel Varghese

A study on quality of work life among the sugar mill employees with special reference to Coimbatore district of Tamil Nadu.........................32-38
   S Mohanraj and S Sivaraman

Career advancement in wind energy industry............................................39-46
   Monita Sutherson and T Narayanan

Brand awareness and brand loyalty of wrist watch users.........................47-66
   R Sivanesan

A study on antibiotic resistance of bacterial strains isolated from tomato ketchup products........................................................................67-77
   S Srilatha, K Mohamed Arif and Becky Robert

Communicating effectively in a classroom .............................................78-82
   Padmini Fenn