

## Contents

- An analysis of stock market performance of the automobile companies using CAPM model.....5 - 14**  
*N Kanakaraj and G Ravindran*
- A Study on the performance of Fair Price Shops in Kannur district, Kerala.....15 - 24**  
*K Athira and P Maneesh*
- A study on attitude of customers towards iPhone in Sivakasi.....25 - 33**  
*R Sorna Priya and R Padmaja*
- Students' perception towards the present education system - A special reference to services and infrastructural facilities offered by Schools in Sivakasi.....34 - 43**  
*R Jayaram and B Mukesh Babu*
- A study on employee morale in wind energy industry..... 44 - 53**  
*Monita Sutherson and T Narayanan*
- Adoption of self service banking technology by customers in Sivakasi region.....54 - 61**  
*S Murugaiyan and R Sasi Jeyanthi*