

Contents

- A descriptive analysis on the impact of digital marketing on small scale industries with special reference to Palladam, Tirupur District 5 - 17**
S Sasikala and Deepini M
- Predisposing factors of obesity among nurses in Madurai City 18 - 26**
Paramasivam Asari Geetha
- A comprehensive review on the mechanism of Quorum Sensing and their regulators in *Pseudomonas aeruginosa* 27 - 40**
*Aishwarya Vetrivel, Ramya Ravindhiran,
Rajeswari Murugesan and Kavitha Dhandapani*
- SMART CAM LOCKER and Intelligent Virtual Assistant using IoT 41 - 51**
*T Arachelvi , K Packiyam, S Ananthakumar, S Sridevi
and S K Harshavarthini*
- A study on effectiveness of current Performance Appraisal System at Arya Vaidya Pharmacy, Coimbatore Ltd., Kanjikode, Palakkad District, Kerala 52 - 56**
P S Narayanasamy and M Balaji