

JOURNAL

Publications (2019 – 20)

Publications of research articles by the faculty members in different reputed national and international journals for the year 2019 – 2020 is listed below...



Name of the Author(s)	Title of Publication / Conference	Name of the journal / Conference
Ms. Aiswarya, G. Dr. Jayasree Krishnan	Brand perception: How is it created? How does it affect the buying process? an empirical analysis on apparel brands	International journal of Innovative technology and exploring engineering
Ms Dheera, Dr.Jayasree Krishnan	Mediating Effect of Attitude towards Change on the Relationship between HRM Practices and Employees Commitment to Job and Organisation with reference to Hotels in Chennai	TEST engineering and management
Ms Dheera, Dr.Jayasree Krishnan	Influence of human resource management practices on the organisational commitment with specific reference to selected hotels in Chennai	International journal of Intelligent Enterprise
Ms.Aiswarya, G. Dr.Jayasree Krishnan	Understanding culture to build a successful experience: An Empirical study	International Journal of Future Generation Communication and Networking
Dr. U. Abirami , Dr. Jayasree Krishnan	The mediating role of brand image on the influence of celebrity endorsement in advertising on purchase intention	TEST engineering and management

Name of the Author(s)	Title of Publication / Conference	Name of the journal / Conference
Dr. Jawahar Rani, Dr. Muzhumathi	Does the work-family conflict and change orientation create stress among women professionals in chennai city.	Think India Journal ISSN-0971-1260 UGC Care Journal
Dr. Jawahar Rani, Dr. Shilpa	Analysis of demographic association with the investment in life insurance	The International journal of analytical and experimental modal analysis
Dr. Chandrasekar Dr. Jawahar Rani	Employee expectation and its impact on Quality of Work life of employees in Indian crackers industry	International Journal of Recent Technology and engineering
Dr. Jawahar Rani Dr. Nirmala	Elements that elicit employee attrition at paragon	International Journal of Advanced Science and Technology

Name of the Author(s)	Title of Publication / Conference	Name of the journal / Conference
Dr. S. Sudha & Dr. S. Ajit	Social Media Impact on Students Academic Performance Based on Sleeping Hours	International Journal of Recent Technology and engineering
Dr. R. Sundari	Effect of Brand consciousness of Women towards buying behaviour of personal care products	International Journal of Research Culture Society
Mr. P. Surenthran David	A Access on consumer satisfaction of Hero two wheeler bikes	International journal of Innovative technology and exploring engineering
Dr. U. Abirami	The mediating role of brand image on the influence of celebrity endorsement in advertising on purchase intention	TEST engineering and management
Mr. S. P. Karuppiah	A Access on consumer satisfaction of Hero two wheeler bikes	International journal of Innovative technology and exploring engineering
Mr. S. P. Karuppiah	Revealing and Computation of Cracks Handling in Digitized Paintings using BHF-WF-CF Methodology	Journal of Xidian University

Name of the Author(s)	Title of Publication / Conference	Name of the journal / Conference
Dr. Karthick.R	Analysis on demand and supply of precious metals commodities in world market	Nolegein journal of financial planning and Management
Dr.Joel Jebadurai	Analysis on demand and supply of precious metals commodities in world market	Nolegein journal of financial planning and Management
Dr. Karthick.R Dr.M.Manikandan Dr.Joel Jebadurai	Analysis of Impact of Emotional Awareness on Job Performance of Employees in the Hospitals located in Southern Districts of Tamil Nadu- Structural Equation Model	International Journal of Scientific and Technology Research
Mr. S. Aravinth	A Study on Employee Job Satisfaction in GNP Infrastructure Private Limited Chennai	International Journal of Management, Technology and Engineering

The background features a dark grey-blue color with several large, overlapping, organic shapes in shades of light blue, pink, and orange. In the top-left corner, there is a circular shape with orange diagonal stripes. A white rectangular box with rounded corners and a thin white border is centered on the page. Inside this box, the text is written in a bold, italicized, black font with a subtle drop shadow.

***Conferences attended by
faculty members for the year
2019-2020***

Name of the Staff, Date	Title of Publication / Conference	Name of the journal / Conference
Dr. Jayasree Krishnan 17th March, 2019	Brand perception: How is it created? How does it affect the buying process? an empirical study on apparel brands.	International Conference on Advent Trends in Engineering, science and management
Dr. Jayasree Krishnan (Nov, 2019)	Does the work-family conflict and change orientation create stress among women professionals in Chennai city.”	4th International Conference on Recent Trends and Developments in Management, Technology and Social Sciences
Dr. K. Jawahar Rani (April, 2020)	Elements that elicit employee attrition at Paragon digital service	Emerging trends in Commerce and Management
Dr. R. Sundari (31, Jan 2020)	Effect of Brand consciousness of Women towards buying behaviour of personal care products	National conference on Sustainable Development & Social Innovation in Business
Ms. A. Jebakerupa Roslin (20, Feb 2020)	Applying recycling to Electronic Waste	National Conference on "Logistical Intricacies in Waste Management for Achieving Circular Economy "