



# PATENTS

MBA DEPARTMENT

# 2020 - 2021

Sl.No	<a href="#">Patent.No</a>	Name of the Inventor (S)	Title of the patent	Date of filing patent	Date of publication	Country of patent filed
1	202041045624	Dr.R.Nadanasabai	Method and System to Increase tool life by Six Sigma	20/10/2020	30/10/2020	India
2	202041055982	Dr.R.Nadanasabai	Lead time reduction through Lean Technique	23/12/2020	01-01-2020	India
3	202141003572	Dr.R.Nadanasabai	Cloud based supply chain management for Small and Medium scale Enterprises	27/01/2021	05-02-2021	India
4	202141006005	Dr.K.Jawahar Rani	Implementation of six sigma for reducing defects in an automobile ancillary art	12-02-2021	19/02/2021	India

# 2021 - 2022

<u>Sl.No</u>	<u>Patent.No</u>	Name of the Inventor (S)	Title of the patent	Date of filing patent	Date of publication	Country of patent filed
1	202121053471	Dr.M.Manikandan, Dr.R.Karthick, Dr.D.Joel Jebadurai	Impact of Distance from physical stores on direct ecommerce sales	20/11/2021	12-03-2021	India
2	2.02141E+11	Dr.R.Karthick, Dr.D.Joel Jebadurai	Application of marketing strategies and tools in restaurants	25/11/2021	10-12-21	India
3	202241001018	Dr. K. Jawahar Rani	Six sigma Management Techniques to advance Business Practices in Manufacturing Industries	07-01-2022	04-02-2022	India
4	202241001171	Dr.R.Karthick, Dr.SP.Karuppiah	Small Traders Perception Towards corporate Retailing	09-01-2022	04-02-2022	India
5	2021101789	Dr.R.Nadanasabai	Design and Fabrication Of Natural Fibre Reinforced Composite Material For Plastic Replacement		26/05/2021	Australia

# 2022 - 2023

<u>Sl.No</u>	<u>Patent.No</u>	Name of the Inventor (S)	Title of the patent	Date of filing patent	Date of publication	Country of patent filed
1	202241039693	Dr.K.Sampath	An Integrated human AI paradigm through organizational agility and sustainable performance	11-07-2022	22/07/2022	India
2	202241045288	Dr.Jayasree Krishnan, Dr.R.Karthick, Dr.Joel Jebadurai, Dr.M.Manikandan	An investigation into the influence that the use of digital technology has on the outcomes of the marketing efforts of the organization.	08-08-2022	19/08/2022	India
3	202241049035	Dr.S.P.Karuppiah	Based on Mplus 8.0 and SPSS 21.0, - the impact that developmental human resource management practices have on the innovative behaviour of employees	27/08/2022	09-09-2022	India
4	202241060142	Dr.R.Monisha, Dr.Niramala.G	Effective worker performance assessment system in Industry	20/10/2022	18/11/2022	India

# 2022 - 2023

<u>Sl.No</u>	<u>Patent.No</u>	Name of the Inventor (S)	Title of the patent	Date of filing patent	Date of publication	Country of patent filed
5	202241060785	Dr.Jayasree Krishnan, Dr.Jawahar Rani K, Dr.Sundari R, Dr.Ajit S, Dr.Karuppiah S P, Mr.Surenthran David P, Ms.Jebakerupa Roslin A	An Overview of Exploring the potential of Artificial Intelligence Approaches on Digital Marketing.	25/10/2022	28/10/2022	India
6	202241061576	Dr Angelin S Kiruba, Dr.Madhanrajan, Dr Poovizhi, Dr.K.Sampath, Dr. Nirmala.G Dr.Rajesh Kumar.L Dr.Sathish	Smart AI based approach to manage the payment of E-Commerce sites and financial Management	28/10/2022	18/11/2022	India
7	202241065148	Dr.R.Monisha	Effectiveness of Business Model for startup company	14/11/2022	25/11/2022	India
	TEMP/E-81/86994/2022-CHE	Dr.R.Monisha	Agriculture crop insurance policy using block chain technology	24/12/2022		India