

PUBLICATIONS

MBA DEPARTMENT

2019 - 2023

2022 - 2023

S. No	Author Name	Title of the Paper	Journal	Month, Year	ISSN
1	Dr.Lekshmi.R.S, Dr.Jawahar Rani	Awareness, Preference and Attitude towards the usage of Menstrual cups among girls and Women	Journal of Pharmaceutical Negative research	2022	0976-9234
2	Dr.Lekshmi.R.S, Dr.Jawahar Rani	Familiarity experience and preference for Siddha treatment	Journal of Pharmaceutical Negative research	2022	0976-9234
3	Dr.Jawahar Rani, Dr.Lekshmi.R.S	Awareness and factors prevents choosing of exclusive women insurance policy	Remittances Review	Oct 2022	2059-6596
4	Dr. S. Ajit	Effectiveness of Advertisement by National Tobacco control Organization of India: An Experimental Research	Academy of Marketing Studies Journal	2022	1095-6298
5	Dr. Angelin S Kiruba, Dr. K. Jawahar Rani	The Comparative study on the Initial effect of H1N1 and Covid'19 on the major stock markets	Quality Access to Success	April 2022	1582-2559

2021 - 2022

S.No	Author Name	Title of the paper	Journal	Month & Year of Publishing
1	Dr. Jayasree Krishnan Dr. Nadasabai R	Predictors of Psychological Well-Being of Remote working Employees during COVID	Indian Journal of Economics and Business	December 2021
2	Dr. Jawahar Rani K	Critical Analysis of Blue Ocean Principles to Maximize the Business Opportunity and Minimize the Risk for the Success of Uber E-Taxi	Journal of Contemporary Issues in Business and Government	December 2021
		A Study on the Operational Efficiency of Online Food Delivery Executives	RevistaGestão, Inovação e Tecnologias	June, 2021
		Amazon -fake review on the online platform	"Compendium of Management Case studies"	2021
3	Dr. S. Ajit, Dr. Sudha S	A Study on the Online Shopping Habits of Consumers before and during Covid19 pandemic	Vidyabharathi International Interdisciplinary Research Journal	December 2021
4	Dr. S. Ajit, Dr. Sundari R	Effectiveness of Advertisement in Cinema halls by National Tobacco Control organisations:A study among smokers in Tamilnadu.	Design Engineering,Toronto	October 2021

2021 - 2022

S.No	Author Name	Title of the paper	Journal	Month & Year of Publishing
5	Mr. Aravinth S	A Survey on Employees Job Satisfaction in GNP Infrastructure Limited	International Journal of Management, Technology and Engineering	November 2021
6	Dr. Joel Jebadurai D	Critical Analysis of co-relationship between climatic factors and agriculture yield of food grains in Karnataka	Design engineering, Toronto	October 2021
		Impact of climate change on agricultural practices in North Karnataka	Bulletin on Environment, pharmacology and life sciences	2022
		Role of Pradhan Mantri Jan- Dhan Yojana in financial inclusion	International Journal of Multidisciplinary Research and Technology	2022
		Financial Literacy of college students in Chennai City	International Journal of Multidisciplinary Research and Technology	2022
		Impact of COVID-19 on Agricultural Practices of India	Nolegein Journal of Business Risk Management	2021
		A study on Employee Motivation Level at Textile Industry	Nolegein Journal of Organizational Behaviour Management	2021
		Financial impact of COVID-19 IN India- Critical Review	Nolegein Journal of Financial Planning & Management	2021

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S.No	Author Name	Title of the paper	Journal	Month & Year of Publishing
		A study on impact of employee job satisfaction in various stages of employee life cycle	Nolegein Journal of Human Resources Management & Development	2021
		Impact of COVID-19 ON Digital Payment System in Chennai	Nolegein Journal of Performance management & retention strategies	2021
7	Dr. Sampath K	COVID 19' Lockdown - Can it be a preview for the end of TASMAL in Tamil Nadu?	Turkish Journal of Physiotherapy and Rehabilitation	October 2021
8	Dr. SP. Karuppiah	Developing an attack detection framework for wireless sensor network-based healthcare applications using hybrid convolutional neural network	Trans Emerging Tel Tech wileyonlinelibrary.com/journal/ett	July 2021
		ESVM-SWRF: Ensemble SVM-based sample weighted random forests for liver disease classification	International Journal of Numerical Methods and Biomedical Engineering	August 2021
		Tuberculosis detection in chest X-ray using Mayfly - algorithm optimized dual-deep-learning features	Journal of X-ray Science and Technology	September 2021

2019-2020

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

2019-2020

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

2019-2020

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
Mr. S. P. Karupiah	A Access on consumer satisfaction of Hero two wheeler bikes	International journal of Innovative technology and exploring engineering
Mr. S. P. Karupiah	Revealing and Computation of Cracks Handling in Digitized Paintings using BHF-WF-CF Methodology	Journal of Xidian University

2019-2020

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