

PUBLICATION

.NO	FACULTY NAME	ARTICLE TITLE	JOURNAL NAME	VOL	ISSUE	ISSN NO.	YEAR	MONTH
1.	Dr K Maran	Empowerment of Rural Entrepreneurs and Influencing Factors for Performing Business in India.	International journal of Accounting and Business Finance(ABDC) Impact factor: 0.6	7		0128-1884	2021	March
2.		A Study On Factors Influencing Employee Job Satisfaction In Automobile Industries In Kanchipuram District	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
3.		Asian Stock Markets Integration-An Empirical Approach	Journal of Emerging Technologies and Innovative Research JETIR Impact factor: 0.36	8	4	2349-5162.	2021	April

4.	Buying preference and behavior patterns of Small Car Owners segment in Chennai City	Sambodhi(UGC Care) Impact factor: 5.80	44	1	2249-6661	2021	January-March
5.	Work life balance of women employees in manufacturing sector with respect to madras export processing zone (MEPZ), vol:83,pp:7469 7475,ISSN:0193 4120	Test Engineering and Management Impact factor: 0.427	83		0193-4120	2020	February
6.	Influence of brand name on car purchase decision with special reference to Chennai South Zone	International Journal of Business Intelligence and Innovation,	11		2348-4708	2020	March
7.	A study on factors influencing employee job satisfaction in automobile industries in Kanchipuram district	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December

8.	Application of Neuro Marketing Techniques In FMCG Products Advertising	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
9.	E-service quality models: a literature review	International Journal on Global Business Management and Research	10	2	2278-8425	2021	October
10.	An Association of Education and Income with Convenient Payment Mode in the E-tail industry during Pandemic	International Journal of Management Research and Social Science	8	3	2394 – 6407	2021	August
11.	Consequence of Customer Loyalty: Repurchase Intention,	Fundamental & Comparative Research Impact factor: 1.744	7	6	2277-7067.	2021	June
12.	Determination of e-service quality dimensions: An exploratory Factor Analysis,	Turkish Online Journal of Qualitative Inquiry,	12	7	6945 – 6950	2021	July

13.		Impact of Privacy and Security on Customer Satisfaction in Online Shopping in India,	ANVESAK	1	14	0378 – 4568	2021	Jan - June
14.		Dimensions of E-Learning service quality in India: A Conceptual Study,	ADALYA JOURNAL	10	1	1301- 2746	2021	January
15.		Portrayal of Women in Advertisements With Reference To Body Image: Content Analysis Of Magazine Advertisements,	European Journal of Molecular & Clinical Medicine Impact factor: 8.111	7	10	2515- 8260	2020	October
16.		A Study on Antecedents of Repeat Buying intention towards E-tailing in India,	TEST Engineering and Management Journal Impact factor: 0.427	83		0193- 4120	2020	June
17.	Dr.L.Arunachalam	An Empirical Investigation Of Wage Discrimination Among Construction Workers In India	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December

18.		Customer Satisfaction Towards Online Buying Behaviour	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
19.		An Empirical Study Of The Behaviour Of Indian Investors, With Special Reference To Loss Aversion And Anchoring	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
20.	Dr.V.Anbzhagan	A study on financial ratio analysis of planys technologies pvt. Ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
21.		A study on receivables management with reference to carborundum universal ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
22.		Study on post purchase behaviour with reference to chillers	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
23.	Dr V Sasirekha	E-Service Quality Models: A	International Journal On	10	2	2278-	2021	October

		Literature Review	Global Business Management And Research			8425		
24.		Statutory compliance at proconnect supply chain solutions ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
25.		An Association Of Age With Purchase Frequency In E-Tailing	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
26.		An Association Of Education And Income With Convenient Payment Mode In The E-Tail Industry During Pandemic	International Journal Of Management Research And Social Science	8	3	2394 – 6407	2021	August
27.		Consequence Of Customer Loyalty: Repurchase Intention,	Shodhsamhitha: Journal Of Fundamental & Comparative Research,	7	6	2277- 7067.	2021	June
28.		Determination Of E-Service Quality Dimensions: An Exploratory Factor Analysis,	Turkish Online Journal Of Qualitative Inquiry,	12	7	6945 – 6950	2021	July
29.		Impact Of Privacy And Security On Customer Satisfaction In Online Shopping In India,	Anvesak	1	14	0378 – 4568	2021	Jan - June

30.		Dimensions Of E-Learning Service Quality In India: A Conceptual Study,	Adalya Journal	10	1	1301-2746	2021	January
31.		Portrayal Of Women In Advertisements With Reference To Body Image: Content Analysis Of Magazine Advertisements,	European Journal Of Molecular & Clinical Medicine	7	10	2515-8260	2020	October
32.		A Study On Antecedents Of Repeat Buying Intention Towards E-Tailing In India,	Test Engineering And Management Journal Impact factor: 0.427	83		0193-4120	2020	June
33.	Dr.V.Hemanth Kumar	A Study on Performance Appraisal of Information Technology Professionals	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
34.	Dr K Soundarapandian	An Empirical Assessment Of Corporate Social Responsibility In Banking Industry: Construct Development And Validation	Elementary Education Online Impact factor: 0.36	11	3	1305 - 3515	2021	April
35.		A Study On Impact Of Advertisement On Buying Behaviour With Reference To Peeyesem Hyundai	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
36.		Analyzing The Awareness Level Of Digital Marketing Promotion – A Study With Reference To	Elementary Education Online	20	1	1305 - 3515	2020	December

		Webboombaa Pvt Ltd	Impact factor: 0.36					
37.		Evaluation Of Clearance And Forwarding Process With Reference To Ryan Logitech Private Limited – A Study	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
38.		An Empirical Analysis On Fibonacci Theory With Reference To Crude Oil In Commodity Market	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
39.	Dr B Venkateswara Prasad	An Exploratory Analysis Of Process Improvement Through War Forgings	International Journal Of Humanities, Law & Social Science	8	10	2521-0793	2021	September
40.	Dr R Suresh	An Exploratory Analysis Of Process Improvement Through War Forgings	International Journal Of Humanities, Law & Social Science	8	10	1305 - 3515	2021	September
41.		A Study On Financial performance Analysis With Reference To Super Auto Forge Pvt Ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
42.		E-Business Model for Rural Market	Elementary Education Online	20	1	1305 - 3515	2020	December

			Impact factor: 0.36					
43.		A study on stress management among employees working in auto components industries	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
44.	Dr S Sankar	Empowerment Of Rural Entrepreneurs And Influencing Factors For Performing Business In India.	International Journal Of Accounting & Business Finance. Impact factor: 0.6	Volu me7	Special Issue	2448- 9875	2021	September
45.		A Study On Recruitment And Selection Process For Hiring The Potential Employees In Apollo Hospitals	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
46.		A Study On Investor Perception Towards Systematic Investment Plan With Reference To Navia Markets Ltd, Chennai	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
47.	Dr V Dhayalan	Study On Price Discovery Of Selected Indian Agriculture Commodity With Special Reference To Ncdex	IJAIR	8	4	2394- 7780	2021	November

			Impact factor: 3.99					
48.		A study and analysis of work stress management among software employees	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
49.		A Study On Customer Satisfaction Towards Online Shopping In Retail Industry	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
50.	Mr K Murugan	A Comparison Of Lump sum And Systematic Investment Plan With Reference To Axis Mutual Fund	Solid State Technology Impact factor: 0.158	63	2s,	0038 – 111X	2020	September
51.		A Study On Quality Of Work life Of Employees At Tvs Automobile Solutions Pvt.Ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
52.		A study on relationship between organisational climate and job satisfaction with special reference to annai thread tools	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
53.		Modus Operandi Evolvment Of Select Process In Forging Industry	International Journal Of Humanities, Law & Social	8	10	2521-	2021	September

	Dr Usman Mohideen K S		Science			0793		
54.		A Study On Impact Of Social Media On Online Shopping Behaviour Of Youngsters	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
55.		A Study On The Effect Of Advertisement On Consumer Brand Preference	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
56.		An Empirical Analysis On Role Of Job Satisfaction On Organisational Commitment With Reference To Teaching Faculties In Private Colleges	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
57.		An Exploratory Analysis Of Process Improvement Through War Forgings	International Journal Of Humanities, Law & Social Science	8	10	2521-0793	2021	September
58.	Dr Usman Mohideen K S	Neutralizing the Disparities Between Curriculum And Industry Expectation – With Special Reference To Management Graduate’s Perception	International Journal Of Future Generation Communication And	13	3	2233-7857	2020	September

		Towards Future Employment Market Networking						
			Impact factor: 0.153					
59.	Dr R Jeyalakshmi	Modus Operandi Evolvment Of Select Process In Forging Industry	International Journal Of Humanities, Law & Social Science	8	10	2521-0793	2021	September
60.		A Study On Anxiety Regulation Of Male Cricketers Using Jacobson Deep Relaxation Method	Indian Journal Of Physical Education, Sports & Applied Sciences	11	1	;2455-0175(E)	2021	January
			Impact factor: 5.684					
61.	Dr P Venkatesh	A Study On Technical Analysis Using Candlestick Pattern Of Selected Large Cap Stocks Listed In National Stock Exchange (NSE), India With Reference To Steel Sector.	GSI Journals Serie B: Advancements In Business And Economics	3	2	2651-2580	2021	June
62.		A Study On digital Marketing Strategies Of NX techpro Technology Private Limited	Elementary Education Online	20	1	1305 - 3515	2020	December
			Impact factor: 0.36					

63.	A Study On The Weak Form Efficiency Of Metals & Mining Sector In BSE	Natural Volatiles & Essential Oils Impact factor: 0.685	8	4	2148-9637	2021	October
64.	A Study On Technical Analysis Of The Commodity Market With Special Reference To Gold And Silver	Natural Volatiles & Essential Oils Impact factor: 0.685	8	4	2148-9637	2021	October
65.	A Study On School Children's Perception Towards Frequency Of Visits And Selection Of Junk Food Retail Chain Store	Natural Volatiles & Essential Oils Impact factor: 0.685	8	5	2148-9637	2021	October
66.	Study On Price Discovery Of Selected Indian Agriculture Commodity With Special Reference To NCDEX	International Journal Of Advance And Innovative Research	8	3	2394-7780	2021	October
67.	A study on customer satisfaction towards home loan with reference to vellore district	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
68.	A study on working capital management with reference to	Elementary Education Online	20	1	1305 -	2020	December

		cooperative urban bank limited	Impact factor: 0.36			3515		
69.		A Study On Employee Welfare Measures With Reference To Kawman Pharma Private Limited	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
70.	Dr.S.DineshKumar	A study on brand Awareness about Hanon system pvt ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
71.		A study on employee satisfaction with reference to rane brake lining pvt ltd	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
72.	Ms.V.Manjula	Employee Turnover In Information Technology Industry – An Overview	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December
73.		A Study On Customer Perception Towards Media With Reference To Times Of India	Elementary Education Online Impact factor: 0.36	20	1	1305 - 3515	2020	December

