

**SRI SAIRAM ENGINEERING COLLEGE (MBA)****PUBLICATIONS FACULTY 2023-2024****(Scopus, Web of Science, UGC, IEEE Conference & Other Publication)****Note: Please put in Brackets If the paper is in (Scopus, or UGC, Web.science,ieee, ABDC)**

<b>S.NO</b>	<b>NAME OF THE FACULTY</b>	<b>PUBLICATION DETAILS</b>	<b>Scopus/ugc/conference/ABDC/WOS</b>
1	Dr.K.Maran	A Study on Impact of Micro Finance on Self Help Groups (SHGs) – Case of Chennai, Twentieth AIMS International Conference on Management, AIMS International, ISBN: 978-1-943295-20-3, PP:212-225. (UGC CARE).	UGC
2	Dr.K.Maran	A STUDY ON INTERNATIONAL TRADE DOCUMENTATION PROCESS WITH REFERENCE TO INDIA, International Journal of Retail Management and Research (IJRMR) ISSN (P): 2277–4750; ISSN (E): 23194502 Vol. 12, Issue 2, Dec 2022, 13 –18 © TJPRC Pvt. Ltd.	UGC
3	Dr.K.Maran	A STUDY ON CUSTOMER SATISFACTION ON SOLAR PRODUCTS AND SERVICES WITH REFERENCE TO CHENNAI, International Journal of Business Management & Research (IJBMR) ISSN (P): 2249–6920; ISSN (E): 22498036 Vol. 13, Issue 1, Jun 2023, 19–24 © TJPRC Pvt. Ltd.	SCOPUS
4	Dr.K.Maran	MANUFACTURING SECTOR, International Journal of Accounting and Financial Management Research (IJAFMR) ISSN (P): 2249–6882; ISSN (E): 22497994 Vol. 12, Issue 2, Dec 2022, 73–78 © TJPRC Pvt. Ltd.	SCOPUS
5	Dr.K.Maran	A WEB AND MOBILE APPLICATION TO IDENTIFY THE AVAILABILITY OF DRINKING WATER INFORMATION DURING A WATER CRISIS, 2023 Intelligent Computing and Control for Engineering and Business Systems ( ICCEBS)   979-8-3503-9458-0/23/\$31.00 © 2023 IEEE   DOI: 10.1109/ICCEBS58601.2023.10448920	SCOPUS
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7	Dr.K.Maran	Impact of Technology Startup on Economic Development with Reference to India and China, 2023 Intelligent Computing and Control for Engineering and Business Systems ( ICCEBS)   979-8-3503-9458-0/23/\$31.00 © 2023 IEEE   DOI: 10.1109/ICCEBS58601.2023.10448625	SCOPUS

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9	Dr.B.Venkateswara Prasad	Creating Cost Effectiveness Network of Operational Resources for Wireless Network, published in Recent Advancement in Mechanical Engineering and Industrial Management, proc 2523, 020087-1-0200087-6 AIP Publishing House ( Scopus Indexed)	SCOPUS
10	Dr.K.Maran	Performance Impact of Online Learning: Pre and During Covid-19 Perspectives from Sri Lankan Government Universities, 2023 Intelligent Computing and Control for Engineering and Business Systems ( ICCEBS)   979-8-3503-9458-0/23/\$31.00 © 2023 IEEE   DOI: 10.1109/ICCEBS58601.2023.10449248	SCOPUS
11	Dr.B.Venkateswara Prasad	Cloud-controlled Global Warming Prediction and Management System using Internet of Things- Proceedings of the Second International Conference on Edge Computing and Applications (ICECAA 2023) IEEE Xplore Part Number: CFP23BV8-ART; ISBN: 979-8-3503-4757-9 ( Scopus Indexed )	SCOPUS
12	Dr.R.Suresh	“Impact of Green Marketing Mix and Customer Fulfillment: An Empirical Study with reference to Chennai Region” Digital Transformation for Organizational Sustainability , ICSBMR 2023, Vellore Institute of Technology, ISBN 9789392811173	SCOPUS
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17	Dr.V.Dhayalan	Conference)	IEEE
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19	Mr.K.Murugan	Mr.K.Murugan A Study on Consumer Perception on Effectiveness of Soap Advertisement With Reference To Chennai City International Journal of Gradiva Review Vol.9 Issue.9 ISSN 0363-8057 2023 September	UGC
20	Dr.K.S.Usman Mohideen	An Inquisitive Study on Employee Debilitation – An Instance of Indian Cement Industry, in Proceedings of International Seminar on New Economy – Towards Digital and Sustainable Development, ISBN: 978-93-95054-63-8, pp: 23 - 27 (Conference Proceedings)	CONFERENCE
21	Dr.K.S.Usman Mohideen	020086 (2023); <a href="https://doi.org/10.1063/5.0110294">https://doi.org/10.1063/5.0110294</a> , Published Online: 30 January 2023, 020086-1 – 020086-5. (Scopus)	SCOPUS

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25	Dr.P.Venkatesh	Impact of Digital Payments on Selected Banks Performance, AIP Conference Proceedings 0400182821 DOI: 10.1063/5.0158489 BiB Code: 2023 AIPC.2821d0018D 2023 Nove.(scopus)	SCOPUS
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28	Dr.P.Venkatesh	A STUDY ON INVESTORS PERCEPTION TOWARDS SYSTEMATIC INVESTMENT PLAN (SIP), International Journal of Accounting and Financial Management Research (IJAFMR), ISSN (P): 2249-6882; ISSN (E): 2249 -7994, Vol. 12, Issue 2, Dec 2022, 53–58.(UGC CARE)	UGC CARE
29	Dr.P.Venkatesh	A STUDY ON EFFECTIVENESS OF WORKING CAPITAL MANAGEMENT PRE AND POST COVID, International Journal of Accounting and Financial Management Research (IJAFMR), ISSN (P): 2249-6882; ISSN (E): 2249 -7994, Vol. 12, Issue 2, Dec 2022, 59–66. (UGC CARE)	UGC CARE
30	Dr.P.Venkatesh	PREDICTIVE ANALYTICS OF SOLAR POWER GENERATION USING DATA SCIENCE, International Journal of Business Original Article Management & Research (IJBMR) ISSN (P): 2249-6920; ISSN (E): 2249-8036 Vol. 13, Issue 1, Jun 2023, 7–12 © TJPRC Pvt. Ltd. (UGC CARE)	UGC CARE
31	Dr.P.Venkatesh	A Study on The Market Characteristics, Consumer Purchasing, and Behaviour Towards Footwear With Reference to Vellore District., Tamil Nadu, Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRESS 2023), Advances in Economics, Business and Management Research 277, 2024, <a href="https://doi.org/10.2991/978-94-6463-374-0_18">https://doi.org/10.2991/978-94-6463-374-0_18</a> . (WOS)	WOS/Springer
32	Dr.P.Venkatesh	Analyze the Impact of Financial Literacy on Poverty-Prevention Strategies in Families: A Case Study in Bengaluru Rural District, Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRESS 2023), Advances in Economics, Business, and Management Research 277, 2024, <a href="https://doi.org/10.2991/978-94-6463-374-0_40">https://doi.org/10.2991/978-94-6463-374-0_40</a> . (WOS)	WOS/Springer
33	Dr.P.Venkatesh	A COMPREHENSIVE INVESTIGATION TO EXAMINE THE PREFERENCES AND SATISFACTION LEVELS OF OUTPATIENTS IN RELATION TO THE QUALITY OF SERVICES PROVIDED BY HOSPITALS IN THE VELLORE DISTRICT, 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS)  979-8-3503-9458-0/23/\$31.00 ©2023 IEEE  DOI: 10.1109/ICCEBS58601.2023.10448975\	IEEE Scopus
34	Dr.P.Venkatesh	AN ANALYSIS OF THE STRATEGIC APPROACH TO UTILIZING DEEP LEARNING FOR THE PURPOSE OF PREDICTING STOCK PRICES, 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS)   979-8-3503-9458-0/23/\$31.00 © 2023 IEEE  DOI: 10.1109/ICCEBS58601.2023.10449085	IEEE Scopus

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39	Dr.P.Venkatesh	Factors Ascendant Z Generation's Purchase Decision towards Apparels, Education Administration:Theory and Practice, ISSN:1300-4832; E-ISSN:2148-2403.	SCOPUS
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44	Dr.V.MuthuKumar	Dr.V.Muthukumar Cloud-based Smart Water Management System International Conference on Sustainable Computing and Smart Systems:Vol.2,Issue CFP23DJ3 ISSN 979-8-3503-3360 2023 September (IEEE Conference,Scopus Indexed)	SCOPUS
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48	Mr RAMU	MEASURE OF WELL-BEING OF FREELANCERS IN IT SECTOR, 2023 Intelligent Computing and Control for Engineering and Business Systems ( ICCEBS)   979-8-3503-9458-0/23/\$31.00 © 2023 IEEE   DOI: 10.1109/ICCEBS58601.2023.10448738	SCOPUS
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51	Mr.K.V.Dinesh Kannaa	City, International Journal of Gradiva Review, Volume 9, Issue 9, ISSN 0363-8057, September 2023 (Scopus)	SCOPUS
52	Mr.K.V.Dinesh Kannaa	1. A Study on Influence of employee satisfaction towards Induction Training, Journal of Foundational Research, Volume 31, Issue 2 (G), ISSN 2395-5635, December 2023 (UGC CARE)	UGC CARE
53	Dr.R.S.AnanthaRajan	1. A Study on Influence of employee satisfaction towards Induction Training, Journal of Foundational Research, Volume 31, Issue 2 (G), ISSN 2395-5635, December 2023 (UGC CARE)	UGC CARE
54	Mr.M.Manikandan	1. A Study on The Market Characteristics, Consumer Purchasing, and Behaviour Towards Footwear With Reference to Vellore District., Tamil Nadu, Proceedings of the 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRESS 2023), Advances in Economics, Business and Management Research 277, 2024, <a href="https://doi.org/10.2991/978-94-6463-374-0_18">https://doi.org/10.2991/978-94-6463-374-0_18</a> . (WOS)	WOS
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