

PUBLICATION IN CONFERENCES – 2022-2023

| S.No | Faculty Name | Title of the Article | Journal Name/ Proceeding Name | vol.No / (Issue No.) | ISSN/ ISBN | Month / Year of Publication | Pg. No |
|-------------|-----------------------|--|--|-----------------------------|-------------------|------------------------------------|---------------|
| 1 | Dr Usman Mohideen K S | A study on work life balance of women employees with reference To indian overseas bank | International Journal of Human Resource Management and Research (IJHRMR) | 12(2) | 22496874 | Dec 2022 | 61-66 |
| 2 | Dr Usman Mohideen K S | A study on work life balance among it employees | International Journal of Human Resource Management and Research (IJHRMR) | 12(2) | 22497986 | Dec 2022 | 67-72 |
| 3 | Dr Usman Mohideen K S | Energy management in electric vehicle using machine Learning | AIP Conference Proceedings 2523, | 1(1) | | January 2023 | |
| 4 | Dr Usman Mohideen K S | A study of effectiveness of online class with References to engineering college students | Global Journal Of Business And Management Research | 7(1) | 2347-7814 | December 2022 | 142-158 |
| 6 | Dr Usman Mohideen K S | A study on financial performance analysis of credit company With reference to chennai | International Journal of Accounting and Financial Management Research | 12(2) | 2249–6882 | December 2022 | 47-52 |

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| 7 | Dr. Suresh.R | Wireless smartphone charger device expedition optimization technique for wireless sensor Network system | AIP Conference Proceedings 2523 | 1(1) | 020084-1-020084-6 | January 2023 | |
| 8 | Dr.Jeyalakshmi.R | A study on customer's perception towards web application Firewall | International Journal of BusinessManagement & Research (IJBMR) | 12(2) | 2249-6920 | December 2022 | 61-66 |
| 9 | Dr.Jeyalakshmi.R | A study on digital marketing strategies of hyundai motor india Limited | International Journal of BusinessManagement & Research (IJBMR) | 12(2) | 22496939 | December 2022 | 15-20 |
| 10 | Dr.Jeyalakshmi.R | A study on customer satisfication towards online shopping with Reference to reliance retail limited in chennai city | International Journal of Retail Management and Research (IJRMR) | 12(2) | 2277-4750 | December 2022 | 1-6 |
| 11 | Dr..Dhayalan.V | An emprical study towards out patients perception towards services quality of multi speciality hospitals - scenirio of vellore district | The journal of pharmaceutical negative result | 13(09) | | April 2023 | 1-3 |

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| 12 | Dr.Sankar.S | A study job seeker perception toward end to end recruitment Process and job satisfaction in india | International Journal of Human Resource Management and Research | 12(2) | 2249-6874 | December 2022 | 79-84 |
| 13 | Dr.Sankar.S | A study on relevance of cash flow and altman z-score ratios in Predicting financial distress | International Journal of Accounting and Financial Management Research (IJAFMR) | 12(2) | 2249-6882 | December 2022 | 79-86 |
| 14 | Dr.Sankar.S | A study on consumer perception towards public sector and Private sector bank with reference to chennai city | International Journal of Business Management & Research (IJBMR) | 12(2) | 2249-6920 | December 2022 | 73-78 |
| 15 | Dr.Sankar.S | Cuckoo search support vector machine for Supply chain risk management | Journal of Theoretical and Applied Information Technology | 101(1) | 1992-8645 | January 2023 | 106-113 |