		SRI SAIRAM ENGIN	IFFRING COLLEGE										
		SRI SAIRAM INSTITUTE OF											
		FACULTY PUBLICATIONS -											
S. NO.	FACULTY NAME	PAPER TITLE	SOURCE		MONTH & YEAR OF PUBLICATION								
1	DR. K. MARAN	PERFORMANCE IN SOUTH ZONE WITH REFERENCE TO INDIA	Journal of Management	Journal	2023	SCOPUS							
2	DR. K. MARAN	Impact of Big Data Analytics in Global Business for Sustainable Development	10.1109/ICCEBS58601.2023.10448867	CONFERENCE	2023	SCOPUS							
3	DR. K. MARAN	Impact of Technology Startup on Economic Development with Reference to India and China	10.1109/ICCEBS58601.2023.10448625	CONFERENCE	2023	SCOPUS							
4	DR. K. MARAN DR.B.	Predictive Analysis on Start-Up Growth in North Zone with Reference to India	Journal of Business and Technology	Journal	2023	OTHERS							
5	VENKATESWARA PRASAD	Creatomg a Cost Effective Newtork of Operational Resources for wireless ntworks	https://doi.org/10.1063/5.0110970 Educational Administration: Theory and	Conference	2023	SCOPUS							
6	Dr.R.Suresh	Teacher Student Feednack Dynamics and thier imokications for effective Teaching	Practice, 30(5), ISSN 2148-2403.	Journal	May 2024	Others							
	Dr.R.Suresh	Stock reverberation due to international trade related economic factors.pdf	International Journal of Accounting & Business Finance Educational Administration: Theory and	Journal	June 2024	Others							
,	Dr.R.Suresh	Employee Well-Being Initiatives: A Critical Analysis of HRM practices	Practice, 30(5),ISSN 2148-2403.	Journal	May 2024	Others							
8	DR.S.SANKAR	CUCKOO SEARCH SUPPORT VECTOR MACHINE FOR SUPPLY CHAIN RISK MANAGEMENT	ISSN: 1992-8645,E-ISSN: 1817-3195	Journal	2023	Scopus							
9	DR.S.SANKAR	Agriculture Monitoring System with Efficient Resource Management using IoT	DOI: 10.1109/ICAISS58487.2023.10250720	Conference	2023	Scopus							
10	DR.S.SANKAR	BUSINESS ANALYTICS CONTRIBUTION IN THE GROWTH OF INDIAN DIGITAL BUSINESS	979-8-3503-9458-0/23/\$31.00 ©2023 IEEE DOI: 10.1109/ICCEB558601.2023.10448720	Conference	2023	Scopus							
11	DR.S.SANKAR	Big Data Analytics-based Intelligent Logistic System	979-8-3503-0009-3/23/\$31.00 ©2023 IEEE DOI: 10.1109/ICESC57686.2023.10193458	Conference	2023	Scopus							
12	DR. K. S USMAN MOHIDEEN	Exploring The Role Of AI In Redefining Diversity And Inclusion Initiatives In Marketing HR Practices	Educational Administration: Theory and Practice, M Educational Administration: Theory and	Journal	2024	Others							
13	DR. K. S USMAN MOHIDEEN	Diversity And Inclusion In The Workplace: Best Practices For HR Professionals	Practice, 30(6), 2146-2153.ISSN: ISSN: 2148- 2403, International Journal of Business and	Journal	2024	Others							
14	DR. K. S USMAN MOHIDEEN DR. K. S USMAN		Management Invention (IJBMI), 13(4), ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 1. Proceedings of First International	Journal	2024	UGC							
15	MOHIDEEN	Impact of Big Data Analytics in Global Business for Sustainable Development	Conference on Intelligent Computing and Control for Engineering and Business Rivisita Italina di Filosofia Analitica Junior,	Conference	2023	Sxopus							
16	DR.R JEYALAKSHMI	The Role of Artificial Intelligence in Improving Human Resource Management Practices in Marketing Companies	vol.14, Issue-2, 2023, ISSN: 2037-4445, pp: 1072-1081. Rivisita Italina di Filosofia Analitica Junior,	Journal	2024	others							-
17	DR.R JEYALAKSHMI	A study on Job satisfaction of Employees with reference to Finolet	vol.14, Issue-2, 2023, ISSN: 2037-4445, pp: 1072-1081.	Journal	2024	others							
18	DR.V. DHAYALAN	Imago Justo Mapping using GAN	979-8-3503-1965-1/23/\$31.00 ©2023 IEEE DOI: 10.1109/WIECON- ECE60392.2023.10456450	Conference	Nov 2023	SCOPUS							
19	DR.V. DHAYALAN	Smart Renewable Energy Management Using Internet of Things and Reinforcement Learning	979-8-3503-8793-3/24/\$31.00 ©2024 IEEE DOI: 10.1109/IC457434.2024.10486637	Conference	Feb 2024	SCOPUS							
20	DR.V. DHAYALAN	Cloud-based Smart Sewage Management System for Efficient Wastewater Treatment	979-8-3503-0775-7/24/\$31.00 ©2024 IEEE DOI: 10.1109/ICIPTM59628.2024.10563306	Conference	Feb 2024	SCOPUS				L			L
21	MR.K.MURUGAN	The role of the internet of things in the telecom sector	IEEE Explore	Confernce	April 2024	SCOPUS							
22	MR.K.MURUGAN	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 6th International Conference on Recent Trends in Advance Computing (ICRTAC)	Copnference Proceeding	Dec, 2023	SCOPUS							
23	MR.K.MURUGAN	The big data analytics and its effectiveness on bank financial risk management	2023 6th International Conference on Recent Trends in Advance Computing (ICRTAC)	Copnference Proceeding	Dec, 2023	SCOPUS							
25	DR.P.VENKATESH	The significance of big data analytics in the global healthcare market		Copnference Proceeding	April, 2024	SCOPUS							
26	DR.P.VENKATESH	The role of the internet of things in the telecom sector	2024 International Conference on Communication, Computing and Internet of Things (IC3IoT)	Copnference Proceeding	April, 2024	SCOPUS							
27	DR.P.VENKATESH	Neuro computing-based models of digital marketing as a business strategy for Bangalore's startup founders	2024 Third International Conference on Intelligent Techniques in Control, Optimization and Signal Processing (INCOS)	Copnference Proceeding	April, 2024	SCOPUS							
28	DR.P.VENKATESH	Analyze the Impact of Financial Literacy on Poverty-Prevention Strategies in Families: A Case Study in Bengaluru Rural District A Study on The Market Characteristics. Consumer Purchasine, and	3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023), Atlantis Press 3rd International Conference on Reinventing	Journal	Feb, 2024	SCOPUS							
29	DR.P.VENKATESH	Behaviour Towards Footwear With Reference to Vellore Dist., Tamilnadu	Business Practices, Start-ups and Sustainability (ICRBSS 2023)	Journal	Feb, 2024	SCOPUS							
30	DR.P.VENKATESH	Neuro computing-based models of digital marketing as a business strategy for Bangalore's startup founders. IEEE. 2024; 1–3	IEEE Explore	Copnference Proceeding	January, 2024	SCOPUS							
31	DR.P.VENKATESH	Factors ascendant Z generation's purchase decision towards apparels	Educ Admin Theory Pract	Journal	Feb, 2024	UGC							

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32	DR.P.VENKATESH	The big data analytics and its effectiveness on bank financial risk management		Copnference Proceeding	Dec, 2023	SCOPUS								
	DR.P.VENKATESH	A comprehensive investigation to examine the preferences and satisfaction levels of outpatients in relation to the quality of services	2023 6th International Conference on Recent	Copnference		SCOPUS								
33	DR.P.VENKATESH	provided by hospitals in the Vellore district An analysis of the strategic approach to utilizing deep learning for	2023 6th International Conference on Recent	Proceeding Copnference	Dec, 2023									
34	DR.P.VENKATESH	the purpose of predicting stock prices	Trends in Advance Computing (ICRTAC) 2023 6th International Conference on Recent	Proceeding Coonference	Dec, 2023	SCOPUS								
35		Measure of well-being of freelancers in IT sector	Trends in Advance Computing (ICRTAC)	Proceeding	Dec, 2023	SCOPUS								
36	DR.P.VENKATESH	Impact of Big Data Analytics in Global Business for Sustainable Development	2023 6th International Conference on Recent Trends in Advance Computing (ICRTAC)	Copnference Proceeding	Dec, 2023	SCOPUS								-
37	DR.P.VENKATESH	Business Analytics Contribution in the Growth of Indian Digital Business	Engineering and Business Systems (ICCEBS)	Copnference Proceeding	Dec, 2023	SCOPUS								
38	Dr. Dinesh Kumar S	Elucidating Big Data Analytics by Using Marketing Mix Components for Business Intelligence	2024 International Conference on Communication, Computing and Internet of Things (IC3IoT)	Conference	April, 2024	Scopus								
39	Dr. Dinesh Kumar S	Machine Learning and Cryptographic Solutions for Data Protection and Network Security	Book Chapter - IGI Global	Journal	April, 2024	Scopus								
40		Comparative Study of Customer Churn Prediction Based on Data Ensemble Approach	2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS)	Conference	Dec, 2023	Scopus								
4.	Dr. Dinesh Kumar S		2023 Intelligent Computing and Control for	Conference	Dec, 2023									
41	Dr. Dinesh Kumar S	A Third Eye for Visually Impaired	Engineering and Business Systems (ICCEBS) JOURNAL OF XI'AN UNIVERSITY OF	Conterence		Scopus								
42		REAL-TIME PARKINSON'S DISEASE DETECTION	ARCHITECTURE & TECHNOLOGY Book Chapter - Healthcare Industry 4.0:	Journal	Nov, 2023	Others			 					
43	Dr. Dinesh Kumar S	Secured Data Dissemination in a Real-Time Healthcare System	Computer Vision-Aided Data Analytics - CRC Press	Journal	Aug, 2023	Scopus								
	DR. V.	Section of State S	Cloud-based Smart Water Management System IEEE Conference Publication IEEE	3001101	706, 1013	эсориз								
44	MUTHUKUMAR	Cloud-based Smart Water Management System	Xplore Xplore	Conference	July 2023	Scopus								1
45	DR. V. MUTHUKUMAR	Integrated System for Real-Time Health Management in Rural Areas with Medicine Dispatcher Box	nternational Conference on Edge Computing and Applications	Conference	September 2023	Scopus								
46	DR. V. MUTHUKUMAR	Waste Management System using IoT for Sustainable Cities	nternational Conference on Augmented Intelligence and Sustainable Systems	Conference	October 2023	Scopus								
47	DR. V. MUTHUKUMAR	A study on consumer buying behavior towards e-commerce	OURNAL OF THE ASIATIC SOCIETY OF MUMBAI	Journal	August 2023	UGC								
48	MR. M. RAMU	STUDENT PERCEPTION TOWARDS YOGA AND MEDITATION WITH REFERENCE TO SELECT COLLEGES IN CHENNAI Authors	Rabindra Bharati University Journal of	JOURNAL	2023	UGC								
40	MR. M. RAMU	A Comprehensive Investigation to Examine the Preferences and Satisfaction Levels of Outpatients in Relation to the Quality of	IEEE Explore	conference	2023	scopus								
49	MR. M. RAMU	Services Provided by Hospitals in the Vellore District An Analysis of the Strategic Approach to Utilizing Deep Learning for												
50	MR. M. RAMU	the Purpose of Predicting Stock Prices	IEEE Explore	conference	2023	scopus								
51	MR. M. RAMU	Measure of Well-Being of Freelancers in it Sector The Big Data Analytics and its Effectiveness on Bank Financial Risk	IEEE Explore	conference	2023	scopus								
52		Management A Comprehensive Investigation to Examine the Preferences and	IEEE Explore	conference	2023	scopus								1
53	MR. M. MANIKANDAN	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	IEEE Explore	conference	2023	scopus								
54	MR. M. MANIKANDAN	An Analysis of the Strategic Approach to Utilizing Deep Learning for the Purpose of Predicting Stock Prices	IEEE Explore	conference	2023	scopus								
55	MR. M. MANIKANDAN	Measure of Well-Being of Freelancers in it Sector	IEEE Explore	conference	2023	scopus								
33	MR. M.	The Big Data Analytics and its Effectiveness on Bank Financial Risk		JonnerClied	2323	Lopus			1 1					
56	MANIKANDAN	Management	IEEE Explore	conference	2023	scopus								
	MR. M. MANIKANDAN	The role of the internet of things in the telecom sector	IEEE Explore	Confernce	April 2024	SCOPUS								
58	Dr.B.Keerthana	The role of the internet of things in the telecom sector	IEEE Explore	Confernce	April 2024	SCOPUS								
	MR. K. V. DINESH KANNAA	A Study on Consumer Perception on Effectiveness of Soap Advertisement With Reference To Chennai City	International Journal of Gradiva Review, 9(9). DOI:10.37897.GRJ.2023.V9I9.23.513431	Journal	September 2023	UGC				L				
60	MR. K. V. DINESH KANNAA	A Study on Influence of employee satisfaction towards Induction Training	Journal of Foundational Research, 31(2), 37-		December 2023									
	MR. K. V. DINESH KANNAA	Communication about environmental policy and its effects on public	International Journal of Research in Management, 6(2), 459-464.											
01	MD V V C	perception	DOI: 10.33545/26648792.2024.v6.i2e.246 National Level Conference on Future	Journal	January 2024	Others								
62	MR. K. V. DINESH KANNAA	Constitute to advantage to analysis	landscape of sustainable business practices in AI world, Rajalakshmi Engineering College.	C6-	411-000	04								
62		Generative AI adoption in marketing content creation	ISBN 978-81-972363-5-8	Conference	April 2024	Others			 					
	MR. K. V. DINESH KANNAA	Inflation impact on investments products – A study on	National Level Conference on Future landscape of sustainable business practices in Al world, Rajalakshmi Engineering College.											
	MR. K. V. DINESH	contemprorary approach among individual investors in chennal Factors Ascendant Z Generation's Purchase Decision towards	ISBN 978-81-972363-5-8 Educational Administration: Theory and Practice, 30(4), 9593-9596.	Conference	April 2024	Others								
64	KANNAA	Factors Ascendant Z Generation's Purchase Decision towards Apparels	Practice, 30(4), 9593-9596. https://doi.org/10.53555/kuey.v30i4.4456	Journal	April 2024	Scopus								

	DR. R. S. ANANTHARAJAN	A Study on Influence of employee satisfaction towards Induction	Journal of Foundational Research, 31(2), 37-											
0.5		A Study on Influence of employee satisfaction towards Induction Training Programe in BPO Sector	43. Educational Administration: Theory and Practice, 30(4), 9593-9596.	Journal	December 2023	UGC								
66	Dr. V. Anitha	Factors Ascendant Z Generation's Purchase Decision towards Apparels	Practice, 30(4), 9593-9596. https://doi.org/10.53555/kuey.v30i4.4456	Journal	April 2024	Scopus								
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