

SRI SAIRAM ENGINEERING COLLEGE						
SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES						
FACULTY PUBLICATIONS - JUNE 2024 TO MAY 2025						
S. NO.	FACULTY NAME	PAPER TITLE	SOURCE	JOURNAL/ CONFERENCE	YEAR OF PUBLICATION	SCI/SCOPUS/ UGC/OTHERS
1	DR. K. MARAN	THE ROLE OF THE INTERNET OF THINGS IN THE TELECOM SECTOR	Ol: 10.1109/IC3IoT60841.2024.10550390	CONFERENCE	2024	Scopus
2	DR. K. MARAN	Econometrics Analysis for Technology Start Up Performance with Reference to India	10.1109/ICPECTS62210.2024.10780345	CONFERENCE	2024	Scopus
3	DR. K. MARAN	Impact of Artificial Intelligence on Global Healthcare Sector Performance	10.1109/ICPECTS62210.2024.10780008	CONFERENCE	2024	Scopus
4	DR. K. MARAN	Process of Acquisition to Destination – A Bang on Economic Prudence with Reference to Indian Logistics Industry	DOI: 10.4038/ijabf.v10i1.154	JOURNAL	2024	UGC
5	DR. K. MARAN	Data Analytics of Start-Up in South Zone With Reference To India	10.1109/IC3IoT60841.2024.10550322	CONFERENCE	2024	Scopus
6	DR.B. VENKATESWARA PRASAD	Employee ENGagement and Retention: Strategies for Success	<a href="https://doi.org/10.52783/jier.v4i2.1263">https://doi.org/10.52783/jier.v4i2.1263</a>	Journal	2024	ABDC
7	DR.B. VENKATESWARA PRASAD	Examining the impace ot afinancial wellness program on employee welfare and Organzational Peformances	<a href="https://ijsred.com/volume7/issue3/IJSRED-V7I3P182.pdf">https://ijsred.com/volume7/issue3/IJSRED-V7I3P182.pdf</a>	Journal	2024	Others
8	DR.S.SANKAR	Enhancing clinical decision-making with cloud-enabled integration of image-driven insights	ISSN: 2502-4752, DOI: 10.11591/ijeecs.v36.i1.pp338-346	Journal	October 2024	Scopus
9	DR.S.SANKAR	AI ART GENERATORS: HUMAN CREATIVITY VS ARTIFICIAL INTELLIGENCE	979-8-3315-0884-5/24/\$31.00 ©2024 IEEE   DOI: 10.1109/ICPECTS62210.2024.10780235	Conference	October 2024	Scopus
10	Dr.R.SURESH	Role of Incipient Influencers in Affecting Behavioural Inter	Advances in Consumer Research ISSN: 3079-1766	Journal	2025	ABDC
11	Dr.R.SURESH	Predicting Employee performance Using Predictive models	<a href="https://doi.org/10.2174/9789815274196124010009">https://doi.org/10.2174/9789815274196124010009</a>	Book Chapter	2024	Scopus
12	Dr.R.SURESH	AI Art Generators: Human Creativity Vs Artificial Intelligence	<a href="https://doi.org/10.1109/ICPECTS62210.2024.10780235">https://doi.org/10.1109/ICPECTS62210.2024.10780235</a>	CONFERENCE	2024	Scopus
13	DR.R.SURESH	Revolutionizing human resource management: The future of HR with artificial intelligence and automation	<a href="https://doi.org/10.33545/26633213.2024.v6.i2.e.245">https://doi.org/10.33545/26633213.2024.v6.i2.e.245</a>	Journal	2024	Others

14	DR.R.SURESH	Evaluating the impact of brand equity on stock market valuation: A cross-industry analysis of global brands	<a href="https://doi.org/10.22271/multi.2024.v6.i12b.549">https://doi.org/10.22271/multi.2024.v6.i12b.549</a>	Journal	2024	Others
15	DR.R.SURESH	The future of risk management in Indian Banking: Aligning with fintech and regulatory innovation	<a href="https://dx.doi.org/10.22271/27891607.2024.v4.i2c.230">https://dx.doi.org/10.22271/27891607.2024.v4.i2c.230</a>	Journal	2024	Others
16	DR.R.SURESH	Fintech: Revolutionizing financial service through digital platforms	<a href="https://doi.org/10.33545/26175754.2024.v7.i2f.410">https://doi.org/10.33545/26175754.2024.v7.i2f.410</a>	Journal	2024	Others
17	DR.R.SURESH	A review regarding both Indian and foreign accounting standard	<a href="https://doi.org/10.22271/27084515.2024.v5.i2i.420">https://doi.org/10.22271/27084515.2024.v5.i2i.420</a>	Journal	2024	Others
18	DR.R.SURESH	A study on impact of artificial intelligence and machine learning on Indian financial markets	<a href="https://doi.org/10.33545/26179210.2024.v7.i2.432">https://doi.org/10.33545/26179210.2024.v7.i2.432</a>	Journal	2024	Others
19	DR.R.SURESH	A STUDY OF CONSUMER PREFERENCE OF MEDICAL TOOTHPASTE WITH SPECIAL REFERENCE TO CHENNAI CITY	<a href="https://www.doi.org/10.58257/IJPREMS38007">https://www.doi.org/10.58257/IJPREMS38007</a>	Journal	2024	Others
20	DR.R.SURESH	A Youngsters Attitude Towards Physical Activity and Fitness		Journal	2024	Others
33	DR. K. S USMAN MOHIDEEN	Employee Engagement and Retention: Strategies for Success	Journal of Informatics Education and Research, 4(2), ISSN: 1526 - 4726, July 2024, 3400-3409, ABDC - Category C,	Journal	2024	ABDC
34	DR. K. S USMAN MOHIDEEN	Process of Acquisition to Destination - A Bang on Economic Prudence with Reference to Indian Logistics Industry	International Journal of Accounting and Business Finance, 10(1), June 2024, 117-129, e-ISSN 2583-2123, DOI:	Journal	2024	ABDC
35	DR. K. S USMAN MOHIDEEN	Endowments of women entrepreneurs: A literature review	Asian Journal of Management and Commerce	Journal	2024	Others
36	DR.R JEYALAKSHMI	AI ART GENERATORS: HUMAN CREATIVITY VS ARTIFICIAL INTELLIGENCE	979-8-3315-0884-5/24/\$31.00 ©2024 IEEE   DOI: 10.1109/ICPECTS62210.2024.10780235	Conference	October 2024	Scopus
37	DR.V. DHAYALAN	ECONOMETRICS ANALYSIS FOR TECHNOLOGY START UP PERFORMANCE WITH REFERENCE TO INDIA	DOI:10.1109/ICPECTS62210.2024.10780345.	Conference	October 2024	Scopus
38	DR.V. DHAYALAN	Support Vector Machine for Reliable Voltage Fluctuation Detection and Compensation in Industrial IoT Networks	2024 2nd International Conference on Self Sustainable Artificial Intelligence Systems (ICSSAS)	Conference	October 2024	Scopus
39	DR.V. DHAYALAN	A study on effect of branding on customer buying behaviour with reference to Vellore	AIP Conf. Proc. 2965, 060012 (2024) <a href="https://doi.org/10.1063/5.0211992">https://doi.org/10.1063/5.0211992</a>	Conference	July 2024	Scopus
40	DR.P.VENKATESH	Applications of Artificial Intelligence (AI) Across Diverse Functional Areas in Supply Chain Management (SCM)	Eco-Logistics and Sustainable Supply Chain Innovations, IGI Global Scientific Publishing	Book Chapter	March, 2025	SCOPUS

41	DR.P.VENKATESH	Testing the Weak-Form Market Efficiency of IT Sector: An Empirical Evidence from India	Harnessing AI, Machine Learning, and IoT for Intelligent Business: Volume 1, Springer Nature Switzerland	Springer Nature Switzerland	Nov, 2024	SCOPUS
42	DR.P.VENKATESH	The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
43	DR.P.VENKATESH	Machine Learning Techniques For Wastewater And Water Purification Enhancing Efficiency And Sustainability	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
44	DR.P.VENKATESH	An Impact of Artificial Intelligence in Fintech	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
45	DR.P.VENKATESH	Advancements And Difficulties Of Machine Learning Applications In Customised Medicine	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
46	DR.P.VENKATESH	Understanding The Scope Of Artificial Intelligence In HR Technology E-Recruitment–A Theoretical Perspective	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
47	DR.P.VENKATESH	A study on risk and return analysis on equity share prices in banking sector with reference to NSE	AIP Conference Proceedings	Copnference Proceeding	July, 2024	SCOPUS
48	DR.P.VENKATESH	A study on effect of branding on customer buying behaviour with reference to Vellore	AIP Conference Proceedings	Copnference Proceeding	July, 2024	SCOPUS
49	Dr. Dinesh Kumar S	Real-Time Fault Detection in Electrical Systems Using Machine Learning and Big Data Analytics	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS)	Conference	Oct, 2024	Scopus
50	Dr. Dinesh Kumar S	Postulation of Blockchain technology as a core of Digital Era	International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries (DTBNNF)	Atlanta Press	June, 2024	Others
51	Dr. Dinesh Kumar S	Influence of technological innovation in marketing on consumer behaviour	International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries (DTBNNF)	Atlanta Press	June, 2024	Others
52	DR. V. MUTHUKUMAR	FUNDAMENTAL AND TECHNICAL ANALYSIS OF MRF TYRES LTD & APOLLO TYRES LTD	INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE (IJPREMS)	Journal	2024	Others
53	DR. V. MUTHUKUMAR	A Study on Customer Satisfaction towards Mutual Funds	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY	Journal	2024	Others
54	DR. V. MUTHUKUMAR	Digital Transformation and Disruption in Supply Chain Management	International Journal of Research Publication and Reviews	Journal	2024	Others
55	DR. V. MUTHUKUMAR	EMOTIONAL INTELLIGENCE OF TEACHING FACULTIES	International Research Journal of Modernization in Engineering Technology and Science	Journal	2024	Others

56	DR. V. MUTHUKUMAR	A STUDY ON COLD CHAIN LOGISTICS CHALLENGES IN PHARMACEUTICAL AND FOOD SUPPLY CHAINS	International Research Journal of Modernization in Engineering Technology and Science	Journal	2024	Others
57	DR. V. MUTHUKUMAR	The Impact of Online Customer Reviews on E-Commerce Satisfaction	International Journal of Advanced Research in Education and Technology(IJARETY)	Journal	2024	Others
58	DR. V. MUTHUKUMAR	Impact on employee satisfaction level towards performance of the job	International Journal of Research in Human Resource Management	Journal	2024	Others
59	DR. V. MUTHUKUMAR	A report on customer satisfaction towards Zomato	International Journal of Applied Research	Journal	2024	Others
60	DR. V. MUTHUKUMAR	A comprehensive study: How digital transformation is reshaping banking services	International Journal of Financial Management and Economics	Journal	2024	Others
61	DR. R. GANESH KUMAR	A Predictive Model of Earnings per share and Dividend Payout Ratio on Market Price with reference to PSU Banks	7th International Conference on Data Analytics and Cyber Security, IIM Bodh Gaya	Conference	2024	Others
62	DR. R. GANESH KUMAR	Artificial Intelligence in Indian Healthcare Sector Opportunities for Market and Economic Growth	7th International Conference on Data Analytics and Cyber Security, IIM Bodh Gaya	Conference	2024	Others
63	DR. R. GANESH KUMAR	Study of Logistic Regression, RFM and CHAID as Data Mining Segmentation Methods	22nd AIMS International Conference on Management, IIM Kozhikode	Conference	2025	Others
64	DR. R. GANESH KUMAR	Green Supply Chain Management: A Review based on Functionality	Journal of Informatics Education and Research	Journal	2025	Others
65	MR. M. RAMU	THE BIG DATA ANALYTICS AND ITS EFFECTIVENESS ON BANK FINANCIAL RISK MANAGEMENT		Conference	2024	Scopus
66	MR. M. RAMU	Impact of Artificial Intelligence on Global Healthcare Sector Performance	10.1109/ICPECTS62210.2024.10780008	CONFERENCE	2024	Scopus
67	MR. M. RAMU	The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview	10.1109/ICPECTS62210.2024.10780430	CONFERENCE	2024	Scopus
68	MR. M. RAMU	A Study on The Market Characteristics, Consumer Purchasing, and Behaviour Towards Footwear WithReference to Vellore Dist.,	<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>	CONFERENCE	2024	Scopus
69	MR. M. RAMU	Machine Learning Techniques For Wastewater And Water Purification Enhancing Efficiency And Sustainability	10.1109/ICPECTS62210.2024.10780002	CONFERENCE	2024	Scopus
70	MR. M. RAMU	Understanding The Scope Of Artificial Intelligence In HR Technology E-Recruitment – A Theoretical Perspective	10.1109/ICPECTS62210.2024.10780054	CONFERENCE	2024	Scopus

71	MR. M. MANIKANDAN	Understanding The Scope Of Artificial Intelligence In HR Technology E-Recruitment – A Theoretical Perspective	10.1109/ICPECTS62210.2024.10780054	CONFERENCE	2024	Scopus
72	Dr.B.Keerthana	Real-Time Fault Detection in Electrical Systems Using Machine Learning and Big Data Analytics	IEE Explore	Conference	Dec 2024	Scopus
73	MR. K. V. DINESH KANNAA	GST and its Effects on the Real Estate companies	International Journal of Scientific Research and Engineering Development, 7(3), 2061-2068.	Journal	June 2024	Others
74	MR. K. V. DINESH KANNAA	Influencer marketing: Instagram & YouTube bloggers strategies driving consumer purchases	Asian Journal of Management and Commerce, 5(1), 570-577. <a href="https://doi.org/10.22271/27084515.2024.v5.i1.g.306">https://doi.org/10.22271/27084515.2024.v5.i1.g.306</a>	Journal	June 2024	Others
75	MR. K. V. DINESH KANNAA	Study on Impact of FII in Indian Stock Market	International Journal of Research Publication and Reviews, 5(6), 3653-3659. <a href="https://doi.org/10.55248/gengpi.5.0624.1532">https://doi.org/10.55248/gengpi.5.0624.1532</a>	Journal	June 2024	Others
76	MR. K. V. DINESH KANNAA	A study on ERP based approach to industrial 4.0	International Journal of Financial Management and Economics, 7(2), 644-647. DOI: 10.33545/26179210.2024.v7.i2.431	Journal	July 2024	Others
77	MR. K. V. DINESH KANNAA	A study on the effects of interest rate changes on stock market performance in India	International Journal of Research in Marketing Management and Sales, 6(2), 232-237. DOI: 10.33545/26633329.2024.v6.i2c.197	Journal	July 2024	Others
78	MR. K. V. DINESH KANNAA	AI and automation in human resources	International Journal of Research in Human Resource Management, 6(2), 413-418. DOI: 10.33545/26633213.2024.v6.i2e.244	Journal	July 2024	Others
79	MR. K. V. DINESH KANNAA	Barriers to credit access for womens in India: A comparative study of rural and urban areas	Asian Journal of Management and Commerce, 5(2), 726-729. DOI: 10.22271/27084515.2024.v5.i2i.418	Journal	July 2024	Others
80	MR. K. V. DINESH KANNAA	E–Commerce and last mile delivery optimization	International Journal of Research in Finance and Management, 7(2), 587-591. DOI: 10.33545/26175754.2024.v7.i2f.415	Journal	July 2024	Others
81	MR. K. V. DINESH KANNAA	Empowering Through Ownership: A Comparative Analysis of Worker Control and Cooperative Governance in Platform	18th ICA Asia-Pacific Research Conference, IIM Kozhikode. ISBN 978-93-340-8984-4	Conference	October 2024	Others
82	MR. K. V. DINESH KANNAA	Machine Learning Technologies for Wastewater and Water Purification Enhancing Efficiency and Sustainability	2024 International Conference on Power, Energy, Control and Transmission Systems, Department of EEE, Sri Sai Ram Engineering College. <a href="https://doi.org/10.1109/ICPECTS62210.2024.10780002">https://doi.org/10.1109/ICPECTS62210.2024.10780002</a>	Conference	October 2024	Scopus

83	MR. K. V. DINESH KANNAA	Real-Time Fault Detection in Electrical Systems Using Machine Learning and Big Data Analytics	2024 International Conference on Power, Energy, Control and Transmission Systems, Department of EEE, Sri Sai Ram Engineering College. <a href="https://doi.org/10.1109/ICPECTS62210.2024.10780009">https://doi.org/10.1109/ICPECTS62210.2024.10780009</a>	Conference	October 2024	Scopus
84	MR. K. V. DINESH KANNAA	AI-Driven Robotics in Automated Construction: Enhancing Efficiency, Precision, Safety, and Sustainability	International Conference on Data Computation and Communication (ICDCC), VIT Bhopal. <a href="https://doi.org/10.1109/ICDCC62744.2024.10961274">https://doi.org/10.1109/ICDCC62744.2024.10961274</a>	Conference	November 2024	Scopus
85	MR. K. V. DINESH KANNAA	Impact On Blockchain Technology On Supply Chain Transparency And Efficiency	International Journal of Progressive Research in Engineering Management and Science, 5(1), 149-153.	Journal	January 2025	Others
86	MR. K. V. DINESH KANNAA	IT In Finance: Risk Management And Security	International Research Journal of Modernization in Engineering Technology and Science, 6(12), 2582-5208.	Journal	February 2025	Others
87	MR. K. V. DINESH KANNAA	The Impact Of Digital Marketing On Consumer Behaviour	International Research Journal of Modernization in Engineering Technology and Science, 6(12), 2582-5208. DOI : <a href="https://www.doi.org/10.56726/IRJMETS65735">https://www.doi.org/10.56726/IRJMETS65735</a>	Journal	February 2025	Others
88	DR. R. S. ANANTHARAJAN	Comparative study on Impacts Towards Non-Performing assets of Financial Crises between Public sector and Private sector banks	International Conference on Digital Transformation in Business Navigating the New Frontier	Journal	April 2024	Others
89	DR. R. S. ANANTHARAJAN	Econometrics Analysis for Technology Start up Performance with reference to India	International Conference on Power, Energy Control and Transmission systems	Conference	October 2024	Others
90	DR. R. S. ANANTHARAJAN	Understanding the scope of Artificial Intelligence in HR Technologies E - Recruitment - A theoretical Perspective	International Conference on Power, Energy Control and Transmission systems	Conference	October 2024	Others
91	DR. R. S. ANANTHARAJAN	Real-Time Fault Detection in Electrical Systems Using Machine Learning and Big Data Analytics	International Conference on Power, Energy Control and Transmission systems	Conference	October 2024	Others
92	MR. K. DHEENADHAYALAN	AI ART GENERATORS: HUMAN CREATIVITY VS ARTIFICIAL INTELLIGENCE	979-8-3315-0884-5/24/\$31.00 ©2024 IEEE   DOI: 10.1109/ICPECTS62210.2024.10780235	Conference	October 2024	Scopus
93	DR.S.USHA	AI ART GENERATORS: HUMAN CREATIVITY VS ARTIFICIAL INTELLIGENCE	979-8-3315-0884-5/24/\$31.00 ©2024 IEEE   DOI: 10.1109/ICPECTS62210.2024.10780235	Conference	October 2024	Scopus
94	DR.S.USHA	Econometrics Analysis for Technology Start Up Performance with Reference to India	<a href="https://doi.org/10.1109/ICPECTS62210.2024.10780345">DOI: 10.1109/ICPECTS62210.2024.10780345</a>	Conference	October 2024	Scopus

95	MR.K.MURUGAN	Effectiveness of Online Advertisement with a mediating role of consumer perception	Nano Technology	Journal	August 2024	SCOPUS
96	MR.K.MURUGAN	EFFICACY OF ONLINE ADVERTISEMENT WITH CONSUMER PERCEPTION AS A MEDIATING ROLE ON INTERNET MARKETING	Educational Administration: Theory and Practices	Journal	December 2024	SCOPUS
97	MR.K.MURUGAN	Machine Learning Techniques For Wastewater And Water Purification Enhancing Efficiency And Sustainability	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
98	MR.K.MURUGAN	The Pivotal Role Of Digital Marketing In The Global Market: A Comprehensive Overview	2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE	Copnference Proceeding	Dec, 2024	SCOPUS
99	Dr. V. Anitha	Role of Incipient Influencers in Affecting Behavioural Intentions of Instagram Users	Advances in consuemr Research	Journal	May 2025	Others
100	Dr. V. Anitha	Factors Ascendant Consumer's impression towards purchase decision on social media	Evolutionary studies in Imaginative Culture	Journal	June 2024	Others
101	Dr. V. Anitha	Digital Media Credibility Indicators: The Heuristic Approach to Understand the Technology Cues Using MAIN Model	European Economic Letter	Journal	August	Others
102	Dr. Antiha	Role of incipient influencers in affective behavioural intentions of instagram users	Advances in consuemr Research	Jour	May 2025	Others