

| S.No | Name of the Faculty | TITLE OF ARTICLE  | JOURNAL NAME  | VOL | ISSUE | ISSN (ONLINE) | ISSN (PRINT) | PG.NO   | YEAR | MONTH |
|------|---------------------|---|---|-----|-------|---------------|--------------|---------|------|-------|
| 1    | Dr.K.Maran          | Influence of word of mouth communication on consumer buying behaviour towards white durable goods | International Journal of Commerce                     | 6   | 1     | 2320-4168     |              | 206-205 | 2018 | April |
| 2    |                     | A measure on perceived service quality of white durable goods retailers”                          | International Journal of Multidisciplinary Researches | 4   | 5     |               | 2349-8684    | 108-111 |      | April |

|   |  |   |  |    |   |  |           |  |  |          |
|---|--|---|--|----|---|--|-----------|--|--|----------|
| 3 |  | A study on consumer's preference towards product features with reference to white durable goods           | M-infiniti Journal of Management                         | 12 | 3 |  |           |  |  | April    |
| 4 |  | A study on customer satisfaction-customer loyalty relationship:<br>An empirical analysis of durable goods | International Journal of Research and Analytical Reviews | 5  | 4 |  | 2348-1269 |  |  | February |

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| 5 |  | Perception on faculty academic relationship management in higher education with reference to self financing engineering colleges     | International Journal of Engineering and Technology              | 7 | 1 |  | 1793-8236 | 56-59 |      | January   |
| 6 |  | Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby | Annamalai International Journal of Business Studies and Research | 8 | 2 |  | 0975-749X | 57-64 | 2017 | September |

|   |                |  |   |   |   |           |  |     |      |          |
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| 7 |                | Ethically<br>Practiced<br>Unethical<br>Strategies In<br>Pharma<br>Industry -<br>Whom To Be<br>Blamed | International Journal<br>of Research -<br>GRANTHAALAYAH         | 6 | 2 |           |  |     | 2018 | February |
| 8 | Dr.V.Sasirekha | A Study On<br>The Role Of<br>Social<br>Commerce<br>Constructs For<br>Shopping<br>Fashion<br>Products | International Journal<br>of Civil Engineering<br>and Technology | 9 | 1 | 0976-6308 |  | 508 | 2018 | January  |

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|    |  | A Study On Defect Reduction Using Six Sigma With Reference To Sfp Sons India Private Limited      | M-Infiniti- Journal of Management           | 12 | 2 |             | ISSN 0973-7197 | 1-10 | 2017 | October |
| 9  |  | Advertisement Impact On Dieting Thoughts And Practices Among Women                                | Mass Communicator                           |    |   |             |                |      | 2018 | January |
| 10 |  | Impact of E-Service Quality on Customer Satisfaction with Special Reference to E-Tailers in India | SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT | 5  | 3 | 2321 – 4643 |                |      | 2017 | August  |

|    |                    |   |   |          |                  |                  |                         |     |      |         |
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| 11 |                    | Women police:<br>Challenges<br>faced in<br>balancing work<br>and life and its<br>influence on<br>marital status<br>and job stress | Journal of Advanced<br>Research in<br>Dynamical and<br>Control Systems                              | 9        |                  | 1943-<br>6 023X. |                         | 104 | 2017 | June    |
| 12 |                    | Business<br>Transformation<br>through<br>Strategic<br>Knowledge<br>Management   | he Business Review,<br>Journal of School of<br>Business, Uttara<br>University, Dhaka,<br>Bangladesh | Vol(5)   | Special<br>Issue |                  | ISSN:<br>1996-3637      |     | 2017 | May     |
| 13 | Dr.V.Hemanth Kumar | Rehabilitation<br>Frame work on<br>Organic<br>Agriculture<br>with reference<br>to Tamilnadu                                       | Journal of Advanced<br>Research in<br>Dynamical & control<br>Systems                                | Vol (15) | Special<br>Issue |                  | ISSN:<br>1943-<br>023X. |     | 2017 | October |

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| 14 |  | Impingement of Celebrity towards Product Promotion in Chennai City – A Hawkish view  | Journal of Advanced Research in Dynamical & control Systems                      | Vol (15) | Special Issue |  | ISSN: 1943-023X. |  | 2017 | October  |
| 15 |  | A Study on Impact of Celebrity Endorsement on Purchase Decision among Consumers in Chennai Vol (6), Issue 11, November 2017, . | International Journal of Enhanced Research in Management & Computer Applications | Vol (6)  | Issue 11      |  | ISSN: 2319-7471  |  | 2017 | November |

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| 16 |  | Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention | Indian Journal of Public Health Research a& Development | Vol (9) | Issue 2       |  | ISSN:<br>0976-0245 |  | 2018 | February |
| 17 |  | A Study on Effectiveness of online recruitment process among working professionals in Chennai                  | International Journal of Exclusive Management Research  |         | Special Issue |  | ISSN:2249-8672     |  | 2018 | March    |



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| 18 |                      | Customer Satisfaction towards Call Taxi Services<br>A study with reference to Chennai                         | International Journal of Pure and Applied Mathematics | Vol (119) | Issue 12 |  | ISSN:<br>1314-3395 |       | 2018 | March   |
| 19 | Dr A Krishna Sudheer | Financial Performance Analysis And Company Efficiency Using Dea Tool With Reference To Tube Products Of India | M-Infiniti- Journal of Management                     | 12        | 2        |  | ISSN 0973-7197     | 42-50 | 2017 | October |

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| 19 | Dr.K.SoundaraPandiyan    | Factors Influencing Stress among Executives-A Study with Reference to Automobile Organizations in Chennai                | Journal of Advanced Research in Dynamical & Control Systems | Special issue 15   | 1943-023X | 452-459 | 2017 | Oct-17   |
| 20 | Dr.B.Venkateswara Prasad | Examining the Effect of Factors Affecting Youth's Satisfaction on Leader's Commitment Towards Socio Economic Development | Journal of Adv Research in Dynamical & Control Systems      | 15th Special Issue |           | 728-730 | 2017 | November |

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| 21 |             | A Study on Post Implementation Benefits of ERP in Manufacturing  | International Journal of Civil Engineering and Technology (IJCIET) | 8 | 12                 |  |  | 451–464 | 2017 | December |
| 22 |             | Examining the Effect of Factors Affecting Youth's Satisfaction on Leader's Commitment Towards Socio Economic Development | Journal of Adv Research in Dynamical & Control Systems             |   | 15th Special Issue |  |  | 728-730 | 2017 | November |
| 23 | Dr.R.Suresh | A Study on Post Implementation Benefits of ERP in Manufacturing  | International Journal of Civil Engineering and Technology (IJCIET) | 8 | 12                 |  |  | 451–464 | 2017 | December |

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| 24 | Dr R Suresh   | Investors<br>Trading<br>Behavior<br>Towards<br>Commodity<br>Market With<br>Reference To<br>Aliceblue<br>Commodities<br>Ltd | Shanlax International<br>Journal Of<br>Management        | 5  | 1 | 2321-4643 |           |               |      |      |
| 25 | Dr R Suresh   | A Study On<br>Cash<br>Management<br>With Reference<br>To Hatsun<br>Agro Product<br>Limited                                 | Shanlax International<br>Journal Of<br>Management,       | 5  | 1 | 2321-4643 |           |               |      |      |
| 26 | Dr.V.Dhayalan | Business<br>processing<br>system using<br>SOA  | Advances in<br>Computational<br>Sciences &<br>Technology | 10 | 5 | 0973-6107 | 0974-4738 | 1457-<br>1462 | 2017 | June |

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| 27 |              | Recruitment<br>And Selection<br>Process With<br>Reference To<br>Thodeti<br>Management<br>Consultants | M-Infiniti- Journal of<br>Management                             | 12 | 2                |           | ISSN 0973-<br>7197  | 1-10              | 2017 | October  |
| 28 |              | Impact of<br>Goods and<br>Services Tax<br>(GST) on<br>Logistic Sector                                | Adv Research in<br>Dynamical & Control<br>Systems                | 15 | Special          | 1943-023X |                     | 416-<br>419       | 2017 | October  |
| 29 | Mr.K.Murugan | A Study on<br>NRI's Attitude<br>towards Real<br>Estate Industry<br>In India                          | Journal Of Advanced<br>Research In Dynamic<br>and Control system |    | Special<br>Issue |           | ISSN :1943<br>-023X | PP<br>697-<br>700 | 2017 | November |
| 30 |              | A Study On<br>Customer<br>Satisfaction<br>With Reference<br>To Macro<br>Polymers Pvt                 | M-Infiniti Journal Of<br>Management                              |    |                  |           |                     |                   |      |          |

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| 31 |                          | A Study On<br>Quality Of<br>Work Life<br>Among<br>Women<br>Employees In<br>I.T. Sector   | M-Infiniti Journal Of<br>Management |    |             |  |           |             |      |       |
| 32 | Mr.K.S.Usman<br>Mohideen | An Evaluation<br>of<br>Effectiveness<br>of Training and<br>Development<br>in Select Small<br>Scale Software<br>Companies in<br>Chennai | M-Infiniti Journal of<br>Management | 12 | spl.issue.3 |  | 0973-7197 | 178-<br>182 | 2018 | April |

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| 33 |  | <p>An Empirical Strategy to Scale the Mediating Effect of Organizational Commitment between Talent Management System and Sustainability of Talent with Special Reference to Indian Information Technology Industry</p> | <p>Vidyaniketan Journal of Management Research</p> |  | <p>spl issue</p> |  | <p>2320-3951</p> | <p>95- 100</p> | <p>2018</p> | <p>March</p> |
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| 34 |  | A Measure of Customer Satisfaction through Application of SERVQUAL with special reference to Public Banks | M-Infiniti Journal of Management | 12 | 2 |  | 0973-7197 | 104-112 | 2018 | MARCH |
| 35 |  | An overview of Online Sales Promotion Techniques in e-Marketing Era – An Indian Perspective               | M-Infiniti Journal of Management | 12 | 3 |  | 0973-7197 | 65-68   | 2018 | MARCH |



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| 36 |  | An Empirical study on Retailer's Perception towards Bath Soaps – An Insight with special reference to Chennai City | M-Infiniti Journal of Management            | 12 | 1 |  | 0973-7197 | 68-75   | 2018 | MARCH |
| 33 |  | An Empirical Study on Effectiveness of Employee Welfare Measures with special reference to Automobile Industry     | Shanlax International Journal of Management | 5  | 1 |  | 2321-4643 | 154-159 | 2018 | April |

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| 37 |  | An Empirical Analysis on Moderating Effect of Organizational Commitment on Virtual Workplace and Employee Retention in Information Technology Industry | International Journal of Mechanical Engineering and Technology (IJMET) | 9  | 3 | 0976 – 6359 | 0976 - 6340 | 46-51   | 2018 | MARCH   |
| 35 |  | Impact of Food Advertisement on Captive Audience – An Empirical Study  | International Research Journal of Business and Management              | 11 | 1 |             | 2322 – 083X | 149-155 | 2018 | January |

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| 38 |  | Strategic<br>Impact of<br>Employee<br>Empowerment<br>and Motivation<br>on Talent<br>Retention<br>Practices – A<br>Study with<br>reference to<br>Selected IT<br>Companies in<br>Chennai City | International Research<br>Journal of Business<br>and Management | 11 | 1 |  | 2322 –<br>083X | 38 - 44 | 2018 | January |
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| 39 |  | An Investigation of Determinants of Customer's Shopping Behaviour towards select Hypermarket – An Empirical study with special reference to South India. | International Journal of Management Studies | 4 | spl.issue 3 | 22231-2528 | 2249– 302 | 77-84 | 2017 | November |
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| 40 |                   | An Evaluation of Clearing and Forwarding Process in Perspective of Customs House Agent with special Reference to Selected Freight Forwarders | Annamalai International Journal of Business Studies and Research      | 8 | 2 | 0975-749X | 65-71   | 2017 | September |
| 41 | Mrs.R.Jeyalakshmi | Effect of TQM Practices in Large and Small Medium Electronic Companies in Tamil Nadu   | International Journal of Mechanical Engineering and Technology(IJMET) | 9 | 4 |           | 802-808 | 2018 | April     |

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| 42 |  | Potential Market identification for Petroleum Coke in South India  | M-Infiniti- Journal of Management                                | 12 | 1 |  | ISSN 0973-7197 | 198-205 | 2018 | April     |
| 43 |  | Effectiveness of Print Advertising among Parenting Magazines- A Study with reference to Parent Circle, The Child and Mother and Baby | Annamalai International Journal of Business Studies and Research | 8  | 2 |  | 0975-749X      | 57-64   | 2017 | September |

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| 44 |                | Dividend Behavior Analysis of Selected Steel Companies in India- A Descriptive Study       | Aayvagam an International Journal of Multidisciplinary Research | Volume. 5A | Issue 2 |  | ISSN: 2321-5739 | PP. 68-74 | 2017 | September |
| 45 | Mr.P.Venkatesh | An Evaluation of Liquidity and Profitability of selected Pharmaceutical Companies in India | Journal of Advance Research in Dynamical & Control Systems      | 7          | Issue 1 |  | ISSN: 1943-023X |           | 2017 | July      |

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| 46 |  | A Study On<br>Customer<br>Relationship<br>Management<br>With Reference<br>To Sfp Sons<br>Limited,<br>Chennai       | M-Infiniti- Journal of<br>Management                                      | 12          | 2       |  | ISSN 0973-<br>7197 | 51-56             | 17   | October |
| 47 |  | Analysis of<br>profitability<br>performance of<br>select steel<br>companies in<br>India- A<br>descriptive<br>study | Annamalai<br>International Journal<br>of Business Studies<br>and Research | Volume<br>8 | Issue 3 |  | ISSN:<br>0975-749X | PP<br>222-<br>234 | 2017 | August  |



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| 48 |  | A Descriptive Analysis of Short Term Solvency and Profitability of selected Pharmaceutical Companies in India | Journal of Advance Research in Dynamical & Control Systems | 7             | Issue 1 | ISSN:<br>1943-023X |              |  | 2017 | November |
| 49 |  | Impact of various financial indicators on Profitability of select steel companies in India                    | M-Infiniti Journal of Management                           | Volume<br>12, | Issue 1 | ISSN:<br>0973-7197 | PP 73-<br>79 |  | 2018 | January  |

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| 50 |                  | Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention | Indian Journal of Public Health Research and Development                         | vol.9    | Issue 2  |  | 0976-0245 | 2018 | Feb. 2018 |
| 51 | Mr.S.DineshKumar | A Study on Impact of Celebrity Endorsement on Purchase Decision among Consumers in Chennai                     | International Journal of Enhanced Research in Management & Computer Applications | Volume 6 | Issue 11 |  | 2319-7471 | 2017 | Nov-17    |

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| 52 |  | Impingement<br>of Celebrity<br>towards<br>Product<br>Promotion in<br>Chennai City-<br>A Hawkish<br>View | Journal of Advanced<br>Research in<br>Dynamical & Control<br>Systems |  | Special<br>issue 15 |  | 1943-023X | 401-<br>407 | 2017 | Oct-17 |
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