

## 2019-2020

## PUBLICATIONS – Journal

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	Work life balance of women employees in manufacturing sector with respect to madras export processing zone (MEPZ),	Test Engineering and Management	83	1	0193 4120		7469 - 7475	2020	February
2.		Influence of brand name on car purchase decision with special reference to Chennai South Zone	International Journal of Business Intelligence and Innovation	1	1	2348-4708		94-100	2020	January

3.		Testing for Random-walk Behavior of stock prices in select Asian stock markets	International journal of research and Analytical Reviews	6	1	2348-1269		2349- 5138	2019	December
4.		Influence of Television Advertisements on school going Children's buying Behaviour of Junk foods in Chennai	International journal of research and Analytical Reviews	6		2348-1269		30-33	2019	Septemb er

5.		<p>A study on effectiveness of the monthly magazine and Improve its utility with reference to sona comstar Private limited</p>								
6.		<p>Role of e-learning practices for teaching faculty on enhancing institutional climate at self-finance engineering colleges at Chennai city”</p>	<p>The online journal of distance education and e-learning</p>	7	1	2147-6454.			2019	August

7.		A study on technical analysis of commodity market with special reference to gold and silver	udies in Indian Place Names	40	40s(1)	2394-3114		Nov-22	2020	March
8.		A Study on Receivables Management With Reference To Castwel Autoparts Pvt Ltd, Chennai,	Studies in Indian Place Names	40	40s(1)	2394-3115		23-32	2020	March

9.	A study on employee retention and engagement through mentoring and counseling with reference to sitel,	udies in Indian Place Names	40	40s(1)	2394-3116	33-43	2020	March
9	A study on effectiveness of recruitment and selection process with reference to sitel,	Studies in Indian Place Names	40	40s(1)	2394-3117	43-54	2020	March
10	A study on material handling and storage with reference to kerry indev logistics pvt	Studies in Indian Place Names	40	40s(1)	2394-3118	64-84	2020	March

11		Measuring the effectiveness of halt and lag in container handling operation with refernce to lom logistics,	studies in Indian Place Names	40	40s(1)	2394-3119			2020	March
12		A Study On Emotional Intelligence Of Employees With Reference Lighting India Private limitedto Venture	Studies in Indian Place Names	40	40s(1)	2394-3120		215-227	2020	March

13	A study on market potential for iot based electrical energy monitoring system,	studies in Indian Place Names	40	40s(1)	2394-3121		228-236	2020	March
14	A study on employee grievance handling system with reference to hi p tech moulding components,	Studies in Indian Place Names	40	40s(1)	2394-3122		237-246	2020	March
15	A study on effectiveness of recruitment and selection process with reference to sitel,	Studies in Indian Place Names	40	40s(1)	2394-3123		43-54	2020	March

16		A study on material handling and storage with reference to kerry indev logistics pvt	Studies in Indian Place Names	40	40s(1)	2394-3124		64-84	2020	March
17		Measuring the effectiveness of halt and lag in container handling operation with reference to lom logistics,		40	40s(1)	2394-3125		95-120	2020	March



18	A factual research on employee green behaviour in selected medical research centres-medical tourist staff's perspective	International Journal of Recent Technology and Engineering,	8	2	2277-3878.			2019	September
19	Cashew nut shell liquid and kernel export performance of India	International Journal of Advanced Scientific Research and Management,	4	2	2455-6378		55-62	2019	October
20	A study on risk management with reference to Ashok Leyland	International Journal of Management, Technology and Engineering	9	6	2249-7455,		2451-2464.	2019	January

21		Forecasting export of cashew kernel from India using ARIMA model	Think India Quarterly Journal	22	4	0971-1260	6843-6852	2019	February
22		The impact of emotional intelligence on leadership excellence of executive employees in public sector organization in ampara district of sri lanka	Restaturant Business	118	9	0097-8043		2019	March
23	Dr.V.Sasirekha	A Study on Antecedents of Repeat Buying intention towards Etailing in India	TEST Engineering and Management Journal	Vol. 83	-	1934120	-	2020	May / june

24	Women in advertisements – a perceptual study	Sankhya International journal of Management and Technology	Vol-7	3	0975-3915		140-146	2018	October
25	Advertising and society – empirical analysis with Reference to age	Sankhya International journal of Management and Technology	Vol-7	3	0975-3915			2018	October
26	Analysis of the effectiveness of digital marketing of newt global india ltd	Journal of the Gujarat Research Society		21	17 0374-8588		1700-1712.	2019	December

27		A research study on foreign exchange market and risk mitigation strategies in international trading	Journal of the Gujarat Research Society	21	17	0374-8588		1675-1687	2019	December
28		An empirical study of client awareness and satisfaction at capricorn global service	Journal of the Gujarat Research Society	21	17	0374-8588		1662-1674	2019	December

29		A study on business to customer social media marketing strategies with reference to meenakshi cargo forwarders private limited	Journal of the Gujarat Research Society	21	17	0374-8588		1688-1699	2019	December
30		A Study On End User Satisfaction Of Human Resource Information Systems With Reference to TVS Iyengar & Son's pvt ltd.	Journal of the Gujarat Research Society	21	17	0374-8588		1651-1661	2019	December

31		A Research on the Effect of Altruistic Behaviour on Employee Satisfaction in Larsen & Toubro, Chennai	International Journal of Recent Technology and Engineering (IJRTE)	8	2S11	2277-3878		2919 – 2920	2019	September
32	Dr.V.Hemanth Kumar	Psychological Issues and Challenges of Women Fish Vendors	TEST Engineering and Management journal				ISSN: 0913-4120		2020	February
33	Dr.K.SoundaraPandian	Exploring the Students Feelings and Emotion Towards Online Teaching: Sentimental Analysis Approach	IFIP WG 8.6 International Conference on Transfer and Diffusion of IT, TDIT 2020 Proceedings	Vol 1			1868-4238	137-148	2020	Dec

34		India's Export Performance: Trends and implications	Sankhya International journal of Management and Technology	Vol-7	3	0975-3915	154-160	2018	October
35		Effect of Health, Safety and Environment (HSE) on Human psychology and productivity- A study regarding Manufacturing sector	TEST Engineering & Management	Volume 83	March - April 2020	0193-4120	7484 - 7494	2020	March - April 2020
36	Dr.B.Venkateswara Prasad	An Analytical Study on Consumer Buying Behaviour towards Men's Branded Apparel	Purakala	31	21	0971 - 2143	967 - 975	2020	MAY

37		Effectiveness of Grievance Redressal Mechanism – An Empirical Study with Reference to Select Automobile Company	Studies in Indian Place Names	40	27	2394 – 3114	117 - 123	2020	February
38	Dr.R.Suresh	An Analytical Study on Consumer Buying Behaviour towards Men's Branded Apparel	Purakala	31	21	0971 - 2143	967 - 975	2020	MAY



39		Effectiveness of Grievance Redressal Mechanism – An Empirical Study with Reference to Select Automobile Company	Studies in Indian Place Names	40	27		2394 – 3114	117 - 123	2020	February
40	Dr.S.Sankar	Effectivness of training and development program with reference to real image media technologies (p) ltd.	INTERNATIONAL JOURNAL OF RESEARCH IN ENGINEERING SCIENCE AND MANAGEMENT(IJRESM)		Volume- 2, ISSU- 12	ISSN (Online): 2581-5792	-	464-470	2019	December

41		<p>A study on inventory management with reference to</p> <p>Minda sai pvt ltd.</p>	<p>Sankhya International journal of Management and Technology</p>	Vol-7	3	0975-3915		75-85	2018	October
		<p>Financial performance analysis and company Efficiency using dea tool with reference to tube</p> <p>Products of india</p>								

42		A study on financial problem of organised retail stores in kancheepuram district	Test engineering and management		Volume 83, Special Issue	ISSN:0193-4120	-	8364-8373	2020	April
43		E-governance through e-seva Tamilnadu	International Journal of Engineering and Advanced Technology	8	6S3	2249 – 8958		1369-1372	2019	September
44		Recruitment and selection process with reference to thodeti management consultants								
45	Dr.V.Dhayalan	A study on customer preference with reference to times of india in chennai	UGC Care Journal	40	40			153-160	2020	March

46	A study on freight forwarding in agx logistics	Journal of The Gujarat Research Society	21	17	0374-8588	1321-1327	2019	December
47	A study on employee job satisfaction with reference to peeyesyem hyundai motors	Journal of The Gujarat Research Society	21	17	0374-8588	1491-1502	2019	December
48	A study on financial performance analysis with reference to castwel auto parts pvt ltd, chennai	Journal of The Gujarat Research Society	21	17	0374-8588	1222-1239	2019	December

49		A study on credit appraisal system with reference to sundaram finance limited	International Journal of Management, Technology And Engineering (IJMTE)	Volume IX	Issue VI		ISSN NO : 2249-7455	2338-2345	2019	JUNE
50		A study on customer satisfaction with reference to macro polymers pvt								
51	Mr.K.Murugan	A study on customer relationship management with reference to sfp sons limited, chennai								

52	A Study on Supplier Performance with Reference to Switching Technologies Gunther Limited	International Journal of Innovative Technology and Exploring Engineering (IJITEE)	Volume-9	Issue-1		ISSN: 2278-3075		2019	November
53	Artificial Intelligence Based Digitizations Influence in the Organisation	Paideuma Journal	Volume XIII	Issue-I		ISSN NO : 0090-5674	Page No:1-8,	2020	JAN
54	A Comparison of Lumpsum and systematic Investment Plan with reference to Axis mutual fund	Solid State Technology	Volume 63	Issue-2s,		ISSN NO : 0090-5674	2577-2584	2020	October

55		An Analytical Study on Consumer Buying Behaviour towards Men's Branded Apparel	Purakala	31	21	0971 - 2143	967 - 975	2020	MAY
56		Bridging the Gap of Digital Exclusion	Global Journal of Business and Management Research	6	1	2347 – 7814	119 - 122	2020	February
57	<i>Dr.K.S.Usman Mohideen</i>	Effectiveness of Grievance Redressal Mechanism – An Empirical Study with Reference to Select Automobile Company	Studies in Indian Place Names	40	27	2394 – 3114	117 - 123	2020	February

58		<p>A Factual  Research on  Employee  Green  Behaviour in  Select Medical  Research  Centres –  Medical tourist  staff's  perspective</p>	<p>International Journal of  Recent Technology and  Engineering (IJRTE)</p>	8	2s11		2277- 3878	3059 - 3063	2019	September
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59		KSA – Research of Gap analysis towards Management graduates’ deliverables and Industry expectations – A contemporary perspective of Human Resource Professionals	International Journal of Recent Technology and Engineering (IJRTE)	8	2s11		2277- 3878	2876 - 2879	2019	September
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60		An Empirical Analysis on Promotional Strategies of Packed Savouries with Reference to Retailer's Brands	International Journal on Global Business Management and Research	8	2		2278 8425	53 - 59	2019	August
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61		An Insight of Effectiveness of Generic Retention Strategies through Branding, Engaging and Developing Talented Employees – with reference to Information Technology Industry	International Journal of Management Studies	6	spl.issue 3	2231 - 2528	2249- 302	63-67	2019	June
62	Dr.R.Jeyalakshmi	Correspondence between Monetary Policies and Stock Prices	International Journal of Innovative Technology and Exploring Engineering(IJITEE)	9	4		2278 - 3075	2809- 2811	2020	February

64	Impact of Direct-To-Home (DTH) on Indian Television Viewers	International Journal of Recent Technology and Engineering (IJRTE)		2		ISSN: 2277-3878	3064-3068.	2019	September
65	A study on employee welfare and benefits with Reference to kerry indev logistics pvt.ltd	Sankhya International journal of Management and Technology	Vol-7	3	0975-3915	113-121	122-130	2018	October
66	Marketing Strategies for PETCOKE	Sankhya International journal of Management and Technology	Vol-7	3	0975-3915			2018	October

67		An Empirical Analysis on Promotional Strategies of Packed Savouries With Reference to Retailer's Brands	International Journal on Global Business Management and Research	8	2		ISSN 2278 8425	53-59	2019	August
68		A study on risk management with reference to ashok Leyland	International Journal of Management, Technology And Engineering(IJMTE)	Volume IX	Issue VI	ISSN NO : 2249-7455	Page No:2451- 2464		2019	JUNE
69	Dr.P.Venkatesh	A research on profitability and dividend analysis using arima model with reference to steel sector	International Journal of Innovative Technology and Exploring Engineering(IJITEE)	Volume 9	Issue-I	ISSN NO : 2278 3075	Page No:3309- 3313		2019	NOV

70	A Research on Supplier Performance with reference to Switching Technologies Gunther Limited	International Journal of Innovative Technology and Exploring Engineering(IJITEE)	Volume 9	Issue-I	ISSN NO : 2278 3075	Page No:3309-3313	2019	NOV
71	Artificial Intelligence Based Digitizations Influence in the Organisation	Paideuma Journal	Volume XIII	Issue-I	ISSN NO : 0090-5674	Page No:1-8	2020	January
72	A Study on Performance Analysis of Selected Mutual Fund Schemes in India	Solid State Technology	Volume 63	Issue-2s,	ISSN NO : 0090-5674	Page No:1010-8	2020	OCT

73	A study on the effectiveness of talent acquisition with reference to pan asia resources	Studies in Indian place names	Vol 40	issue 40 (s1)	ISSN: 2394-3114		PP: 317	2020	March
74	A study and analysis on impact of brand equity with reference to air india	Studies in Indian place names	Vol 40	issue 40 (s1)	ISSN: 2394-3114		PP: 304	2020	March
75	A study on job satisfaction of employees with reference to titanium equipment and anode manufacturing company ltd.	Journal of the gujarat research society	Volume 21	Issue 17	ISSN: 0374-8588		PP: 1569-1581	2019	December

76		<p>Investors trading behavior towards commodity market with reference to Aliceblue commodities ltd</p>								
77		<p>A study on recruitment and selection process with reference to allsec technologies</p>	<p>Journal of the gujarat research society</p>	<p>Volume 21</p>	<p>Issue 17</p>	<p>ISSN: 0374-8588</p>		<p>PP: 1582-1604</p>	<p>2019</p>	<p>December</p>



