

Faculty Publications in National & International Journals & Conferences - 2017

Dr.T.A.M. Hameed Kan

“An Introspection on the Sources of Information on Investment – Salaried Class IT Employees Perspective” Shanlax International Journal of Management, a peer reviewed international journal, ISSN 2321-4643, Volume 5 Special Issue 3, PP 257-260, August 2017.

Dr.S.G.Balaji

Mr.A.Appu and Dr.S.G.Balaji (June 2017) “An Exploratory Study on Clientele Delight towards Professional Packers and Movers Services in Chennai City” International Journal of Multidisciplinary Research Review, ISSN -2395-1877, VOL 1I, Vol.1, Issue - 28, Page – 144-149. Impact Factor:4.164

Mr.A.Appu and Dr.S.G.Balaji, (July 2017) “Examining Medical Logistics and Supply Chain Management Performance: An Empirical Study on Medical Tourism Industry in Chennai City” Research Revolution International Journal of Social Science & Management Circulation in more than 95 countries, online open access, Double Blind peer Reviewed Journal,(Journal Approved by Standing Committee of UGC) Volume - V, Issue – 10, P.No. 112 – 115, ISSN:2319-300X, Impact Factor: 5.308.

Mr.A.Appu and Dr.S.G.Balaji (July 2017) “An Experiential Study Of Contemporary Metro Rail Services: Commuters Experience Journey In Modern Chennai City” International Journal Of Advanced Research And Development,(UGC Approved Journal) Volume 2; Issue 4, Page No. 200-203 ISSN 2455-4030, Impact Factor: 5.24.

Mr.A.Appu and Dr.S.G.Balaji (September 2017) “Determining The Effectiveness OfShipscape Services And Cruise Passengers Profiling –An Empirical Study Of Cruis Tourism In Chennai Port” International Journal Of Logistics & Supply Chain Management Perspectives, volume No.6, Issue No. 3, P.No. 3140-3146. Impact factor: 7.175

Mr.Vinoth. S and Dr. S.G. Balaji (February 2017) “ Millennial’s Perception and Attitude towards Online Shopping – An Emprical Study” International Journal of Business Intelligence and Innovations, Special volume, Issue.4, ISSN:2348-4705, PP-575- 582.

Dr.B.LathaLavanya

Published an article on "A Study on Employee Attrition: Inevitable yet Manageable, IJBMI International Journal of Business and Management Invention (IJBMI), ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X www.ijbmi.org || Volume 6 Issue 9 || September. 2017 || PP—38-50 2017 || PP—38-50.

Mr.S.Vinoth

"Millennials Perception and Attitude towards Online Shopping – An Empirical Study" International Journal of Business Intelligence and Innovations, Special volume, Issue.4, ISSN: 2348-4705, PP-575- 582.

Presented a Paper Titled "Millennials Perception and Attitude towards Online Shopping – An Empirical Study" in UGC Sponsored International Conference on "Innovative & Sustainable Business Practices" organized by University of Madras, Chennai – 600 005 on 10th February 2017.

Presented a Paper Titled "A study on consumer Behaviour towards Audio Music Industry in India" in International Conference on Managing Globalization Trends and Challenges organized by MEASI Institute of Management, Chennai – 600 014 on 27th February 2015 and included in the conference proceedings of edited volume of Book with ISBN:978-81-929959-2-2

Mr.Appu

"Determining the Effectiveness of Shippers Services and cruise passengers profiling-An Empirical study of cruise Tourism in Chennai Port" International Journal of Logistics and Supply Chain Management Perspectives, Volume6, Issue3, ISSN P 2319-9032, E 2319-9040, PP:3140-3144

"An Experiential Study on contemporary Metro Rail Services: Commuters Experience Journey in Modern Chennai City" International Journal of Advanced Research and Development, Volume 2, Issue4, ISSN 2455-4030, PP 200-203

"Examining Medical Logistics and Supply Chain Management Performance: An Empirical Study on Medical Tourism Industry in Chennai City" International Journal of Social Sciences and Management, Volume 5, Issue 10, ISSN 2319-300X, PP 112-115

"Measuring Frequent Flyer Programme among Corporate Travellers: An Empirical Study on Domestic Airlines services in modern Chennai City" PIMT Journal of Research, Volume9, Issue2, ISSN 02278-7925, PP 36-41

"An Exploratory Study on Clientele Delight Towards Professional Packers and Movers Services in Chennai City" International Journal of Multidisciplinary Research Review, Volume1, Issue28, ISSN: P 2395-1877, E 2395-1885, PP: 144-148.

Mrs.D.Charumathi

“Consumer Perception on online shopping : An Analysis” Annamalai International Journal of Business Studies & Research,(UGC Approved Journal), A Peer Reviewed, Global Impact factor Journal, Vol.8, Issue 3, PP.No 136-145. ISSN: 0975-969X. Impact Factor: 1.253

Presented Paper Titled “Consumer Perception on Online Shopping: An Analysis” International Conference on “Social Science for Sustaining Business & Economy in Global Market organized by Sai Ram Institute of Management Studies, Chennai, on 20th& 21st September 2017.

Presented paper Titled “Consumers Perception of risk in online shopping” International Conference on “Innovative Business Practices and Consumer Protection in digital world” organized by MEASI Institute of Management, Chennai, on 19th August 2017.

“Impact of Hedonic Shopping Motive on Online Purchase Decision” Journal of Management (JOM), (UGC Approved) Refereed Scholarly Journal, ISSN No: 2347 3940 Vol.4, Issue 2, October 2017, PP.No 519-524, Impact Factor 2.4352

“An Empirical Study on Consumer Behaviour towards Online Shopping” International Journal of Research in Commerce and Management (IJRCM), (UGC Approved) Peer reviewed Refereed Scholarly Journal, ISSN No: 0976 – 2183 Volume 8, Issue 10, October 2017, PP.No 9-12. IC Value - 5.09,

“A Study on Consumer Behaviour towards Online Purchase Intentions” Journal of Applied Research and Social Science (ARS), (UGC Approved Journal), A Peer reviewed Refereed Scholarly Journal, ISSN 2350-1472, Volume 4, Number 15, August 2017,PP.10-16, Impact Factor 1.8382.

Presented paper Titled “Impact of Shopping Motives in Online Shopping” International Conference on “Implementation Strategies for Sustainable Innovation” organised by D.G.Vaishnav College for Women, Chennai, on 25th October 2017.

SabeenaSha.W

Published a Paper in International Journal of Management and Social Sciences Research Review: Volume 1 Issue no.32 February 2017, Impact factor: 4.695. Titled “Investor awareness on Sharia Compliant funds”, ISSN 2349 – 6738 (Print) ISSN -2349-6746 (Online)

Mrs.AneesFathima

“A Study on store Brand Loyalty of Apparels in Muti Brand Retail Stores”, Shanlax International Journal of Management, Volume No: 5, UGC Approved Journal No: 44278, PP: 285-290.

“Conceptual and Contextual Dimensions of Store Brand Loyalty” MIM International Journal of Management Research, Special volume No. 3, ISSN: 2394-6997, PP-59- 71.

Dr.Saipriya

“Managing Service Quality in the context of Health care sector” Sai Om Journal of Commerce and Management, Volume 4, Issue 2, February 2017, Online ISSN 2347-7571.

“Community Development-A Global Approach” MIMIJMR, July 2017, Vol.3, Issue 2, ISSN 2394-6997.

Nishat Parveen

Presented Journal on “Financial implications of banning foreign beverages in India” and published in International Journal of advanced Research in Management, Architecture,

Technology and Engineering (IJARMATE, Volume III, Issue IV, February 2017.

Mr.Siranjivi

A Study on Patient Satisfaction in Cardiac Out Patient Department, International Journal for research in applied science and engineering technology, 2017, 5(11).

Negotiation and maintaining good relationship with suppliers in supply chain, Journal for studies in management and planning, 2017, 3(12) 2017.

Examining the role of 3PL among logistics service providers: A literature review, International Journal for research in applied science and engineering technology, 2017, 5(11).

The Determinants of Customer Satisfaction towards cosmetic products, Indo-Iranian Journal of scientific research, 2017 , 1(1).

Impact of goods and service tax on warehousing industry in India, International journal of management, 2017, 8(5).