

Faculty Publications in National & International Journals & Conferences - 2018

Dr. S.G. Balaji

Mr.A.Appu and Dr.S.G.Balaji (Dec.2018) "Measuring Effectiveness of Distribution Channel Practices among Merchants: An Empirical Study on Logistics Companies in Chennai City" Sumedha Journal of Management, (UGC Approved Journal , Serial No: 46802) , Print ISSN : 2277-6753. Online ISSN : 2322-0449, Vol.7, NO.4, P.P.: 136-144, Impact Factor: 0.787.

Mr.S.Vinoth and Dr.S.G. Balaji (Dec.2018) " Role of Technology and Innovation in inducing the Buying Behaviour of Online customers –An Empirical study" Journal of Emerging Technologies and Innovative Research (JETIR) (UGC Approved Journal), ISSN: 2349-5162,Special Issue, PP.:59-70, Impact Factor: 5.87.

Mr.S.Vinoth and Dr.S.G.Balaji (Sept.- Oct.2018), " GenX Attitude towards online shopping – An Empirical Study" Journal of Management (JOM), (UGC Approved Journal), ISSN Print: 2347-3940 and ISSN Online: 2347-3959, Volume 5, Issue 5, P.P. 7-14, Impact Factor : 2.4352

Mr. M. Franklin and Dr.S.G. Balaji (Jan.2018) "Factors Influencing the Banking Customers to adopt E-Banking services in Kanyakumari District" Asian Journal of Research in Business Economics and Management,(UGC Approved Journal), ISSN : 2249- 730, vol.8, NO.1 P.P :120-128, Impact Factor: 5.444

Dr.B.LathaLavanya

Published an article titled " An Empirical Study on Sales Promotion, UGC Approved Journal Shanlax International Journal of Commerce, Vol 6, Spl. Issue March 2018

Published an article titled "Effect of Organizational Commitment, Motivation, Attitude towards Work on Job Satisfaction, Job Performance and Turnover Intention"- VUCA Perspective", IAEME Journals Journal of Management (JOM), Volume 5, Issue 4.July-August 2018)

Published an article titled, "A Study on Exploring the Individual Factors that Affect the Role of Women in Higher Education" Eurasian Journal of Analytical Chemistry, Eurasian Journal of Analytical Chemistry 2018; Vol 13 SP (Engineering and Science SP):emEJAC181212.

Published an article titled, " Emerging Trends in Rural Marketing Recent and changing trends in Management, Economics, Commerce, Social Sciences and Humanities, ISBN 978-93-89658-040.

Mr.S.Vinoth

Sept.- Oct.2018

“ GenX Attitude towards online shopping – An Empirical Study” Journal of Management (JOM), (UGC Approved Journal),Peer Reviewed &Referred,Volume 5, Issue 5, P.P. 7-14, ISSN Print: 2347-3940 and ISSN Online: 2347-3959, Impact Factor : 2.4352

December 2018.

Presented a Paper Titled “Role of Technology and Innovation in inducing the Buying Behaviour of Online customer- An Empirical Study” in the 4th National Conference on “The Sustainable Development Goals: Implementation and Transformation” organized by MEASI Institute of Management, Chennai – 600 014 on 12th December 2018.

Mr. A Appu

Mr. A Appu, Assistant Professor and Dr. S G Balaji, Associate Professor Published a paper entitled “Measuring Effectiveness of Distribution Channel Practices among Merchants: An Empirical Study on Logistics Companies in Chennai City” Sumedha Journal of Management, (UGC Approved Journal, Serial No: 46802) , Print ISSN : 2277-6753. Online ISSN : 2322-0449, Vol.7, NO.4, P.P.: 136-144, Impact Factor: 0.787. (Dec 2018)

Mr. A Appu, Assistant Professor and Dr. S G Balaji, Associate Professor Published a paper entitled “Optimizing Holistic Supply Chain Management Practice: An Exploratory Study On Green Logistics Companies In Chennai City” Journal Of Social Welfare And Management, ISSN: 0975-0231, Vol. 10, Issue.3, Impact Factor.5.21 (Sep 2018).

Mr. A Appu, Assistant Professor, published a paper entitled ““An Exploratory Study On Consumer Penchant Towards B Segment Cars With Reference To Automobile Sector In Chennai City” Asia Pacific Journal Of Research, ISSN: 2320-5504 Vol: I. Issue: XCV, Impact factor: 6.58 (Nov 2018)

“An Exploratory Study on consumer penchant towards B segment cars with reference to automobile sector in chennai city” Asia Pacific Journal of Research, Volume 1, Issue 15, ISSN: P 2320-5504, E: 2347-4793, PP:45-51

“An Empirical study on impact of sales promotion schemes on consumer responses in purchasing readymade clothing through online shopping in chennai city” International Journal of Business and Administration Research Review, Volume 5, Issue 4, ISSN: P2348-0653, E 2347-856X, PP: 152-15

“An Empirical study on impact on service scape dimensions on consumer behavior in multi cuisine digital restaurant in Chennai city” International Journal of Social Sciences and Management, Volume 7, Issue, ISSN 2319-300X, PP :6-12

“An analytical study on E-Recruitment system as a hr strategy for talent acquisition with special reference to consultancy firms in central Chennai city” International Journal of Management and Social Science Research Review, Volume 5, Issue10, ISSN: P 2349-6738, E 2349-6746, PP 56-63

“Deep Dive Analysis of IPL Travelers Behaviour and Travel premium League services based on chennai city” Sustainability: For a better Tomorrow, Volume 7, Issue6, ISBN:978-81-922747, PP:82-86.

“Optimizing Holistic Supply Chain Management practice: An Exploratory Study on green Logistics Companies in Chennai” Journal of Social Welfare and Management, Volume10, Issue3, ISSN: P 0975-0231, E 2456-0871, PP 645-651

“Measuring Effectiveness of Distribution Channel practices among merchants: An Empirical Study on Logistics Companies in Chennai city,” Sumedha Journal of Management, Volume7, Issue4, ISSN: P 2277-6753, E 2322-0449,PP:136-144

Mrs. D Charumathi

Presented a paper entitled “Shopping Motivation on Internet – A study with reference to the hedonic value” International Journal of Emerging Technologies and Innovative Research – JETIR, Impact factor 5.97, ISSN: 2349-5162, UGC Journal listed no: 63975. (Dec 2018).

“Shopping Motivations on Internet- A Study with reference to hedonic value” Journal of Emerging Technologies and Innovative Research (JETIR) (UGC Approved Journal),Journal, ISSN 239-54, Special Issue, PP. 147-158 Impact Factor 5.87

“Consumer Behaviour towards effective after-sale services with special reference to automobile industry” International Journal of Business Intelligence and Innovations, ISSN 2348-4705, Special Issue Volume I,PP98-103

“A Study on Consumer Behaviour towards service quality in Online Shopping”Shanlax International Journal of Management, (UGC Approved Journal) A Peer reviewed Refereed Scholarly Journal, ISSN2321-4643, Volume 5, Special Issue 2, PP.309-316 Impact Factor 2.082

Mrs. W Shabeena Shah,

Presented a paper entitled “Impact of water quality on the health of households in Tiruvallur district – An empirical study” Journal of Emerging Technologies and Innovative Research, An International Open Access Journal & UGC and ISSN Approved, ISSN: 2349-5162, Impact Factor: 5.87. (Dec 2018).

Mrs.Anees Fathima

“Store Brand Loyalty: A Developmental Goal of Multi Brand Retail Stores” Journal of Emerging Technologies and Innovative Research (JETIR), An International open Access Journal & UGC Approved, Special Issue, PP NO. 79-90.

Dr. B Sai Priya

“A study on the determinants of brand loyalty in health care sector at Chennai”, Shanlax International Journal of Commerce, Vol.6, Special issue 1, March2018, ISSN:2320-4168. UGC Approved Journal Number: 44120

Presented a paper entitled “A study on the Relationship between CRM and Marketing strategies” Journal of Emerging Technologies and Innovative Research (JETIR) (UGC Approved Journal), ISSN: 2349-5162 Special Issue, PP.:59-70, Impact Factor: 5.87. (Dec 2018).

Mr. Riaz Ahmed

Presented a paper entitled “A Study on the factors influencing digital marketing and social media with special reference to Chennai city” in the international conference on “India and global economy- Issues and challenges” organized by The Post Graduate and Research Department of Economics and Business Economics, D.G.Vaishnav College, Chennai, India on 5th and 6th March, 2018. ISBN 978-3-659-26231-9.

Presented a paper entitled “A study on employee job satisfaction on Business Process Outsourcing: An Empirical study with reference to South India” in the National conference on “Emerging trends in commerce and management in the present decade (ETCM-18)” organized by Department of Management studies, D.B.Jain College and Institute of company secretaries of India of southern India regional office, Chennai, India on 23 & 24th February,2018. ISSN: 2248-9711.

Mrs. A Nishath Sultana,

Presented a paper entitled "A Study on Automated Technology Services Offered by Private Banks in Chennai" Journal of Emerging Technologies and Innovative Research, An International Open Access Journal & UGC and ISSN Approved, ISSN: 2349-5162, Impact Factor: 5.87. (Dec 2018).

Mr.Siranjivi

A Study On Customer Preference In Online Grocery Shopping Of Divino Foods International Pvt Ltd, Indo-Iranian Journal Of Scientific Research (Iijsr),Vol-2 ,2018. (ugc)

MOOCS : A comparative analysis between indian scenario and global scenario, International journal of engineering and technology,7(4.39)2018,(Scopus)

A Study On Consumer Preference Towards Seoyon E Hwa Cycle Sharing With Special Reference To Chennai City International Journal Of Innovative Research In Technology ,Vol-5(4),2018.(ugc)

Study on Tourism Preferences In Chennai, International Journal Of Engineering Development And Research 6(3) Sep 2018. (ugc)