

## **Faculty Publications in National & International Journals & Conferences - 2019**

### **Dr. D Nisar Ahmed**

Dr. D Nisar Ahmed, Director, Presented a paper entitled “Women empowerment in reality is still adrem- An exploratory study” in the National Conference on “Women and Sustainable Development” organized by the Centre for Women’s studies jointly with GMRAF by Justice Basheer Ahmed Sayeed College for Women, Chennai on 13th March 2019.

Dr. D Nisar Ahmed, Director, Published an Article “Antecedents and Consequences of Child Abuse” in Indian Journal of Science and Technology in Volume 14(47) DOI 10, 1745 on December 2019 in Scopus Publication Bo.(0974-6846).

### **Dr.T.A.M. Hameed Kan**

January 2019

“Factors influencing the buyers in the fragrances market – A case study” Ajanta a UGC approved peer reviewed international journal, ISSN 2277 – 5730, PP 109-118, Volume VIII, Issue 1, January – March, 2019, Impact factor 5.5

March 2019,

“Growth in Online Shopping with the help of Digital Marketing – An Empirical Study” International Journal of Advanced Research in Management, Architecture, Technology and Engineering, (IJARMATE) a monthly peer reviewed journal, Volume V, Issue III, March 2019, PP 130-138, Impact factor 4.231

April 2019

“A study on customer relationship management in Al-Furqan International Tanners” Asia Pacific Journal of Research (APJR) a UGC approved journal peer reviewed international journal, ISSN 2320-5504, Volume 1, Issue XCVIII, April 2019, PP. 50-54, Impact factor 6.58.

**Dr. S.G. Balaji,**

“A Study on Buying Behaviour Pattern and Insight of Generation Z towards Unisex Bikes in Chennai” International Journal of recent Research Aspects (IJRRA), ISSN: 2349- 7688, Volume 6, Issue 2, PP- 79-82, Impact Factor: 1.235. On June 2019.

“Service Quality and Patient Satisfaction in Medical Delivery System – A Study reference to selected corporate hospitals in Tamil Nadu” Journal of Emerging Technologies and Innovative Research (JETIR) UGC Approved Journal No.63975 ISSN No.2349-5162, Volume 6, Issue 6, Impact Factor 5.87 on June 2019.

“An Analytical Study on App Based Laundry Logistics Process and Assessing the performance of Dry Cleaning Services provided in Chennai Region: Think India Journal ISSN 0971-1260, Volume 22 Issue 14 on December 2019.

“Service quality and Patient satisfaction in Medical delivery system- Study reference to selected corporate hospitals in Tamil Nadu” Journal of Emerging Technologies and Innovative Research (JETIER), UGC Approved Journal No. 63975, ISSN No: 2349-5162, volume 6, Issue.6. Impact Factor: 5.87.

“A Study on Buying Behaviour Pattern and Insight of Generation Z towards Unisex Bikes in Chennai” International Journal of recent Research Aspects (IJRRA), ISSN: 2349- 7688, Volume 6, Issue 2, PP- 79-82, Impact Factor: 1.235.

“A Study on Preference of Green Event Practices in Chennai City” Emperor Journal of Economics and Social Science Research, ISSN:2581-8643(O), Volume :1, Issue:4.

**Dr.B.LathaLavanya**

Presented a paper entitled “Technology Adoption In Futuristic Solid Waste Management To Empower Village Communities: A Case Study In Southern District Of Tamil Nadu” International Journal of Research and Analytical Reviews (IJRAR) (Jan 2019)

Published an article titled “Organizational growth attainment through effective Knowledge Management” Vol viii Issue 1, in the Ajanta peer reviewed referred and UGC listed Journal.

Presented a paper entitled “Analyzing Key Performance Indicators for improving CRM in Airline” International Journal of Emerging Technologies and Innovative Research ( An International Open Access Journal ), ISSN: 2349-5162, Special Issue, Impact Factor:5.87 (Feb 2019).

Published a paper “Emerging Trends in Rural Marketing” in Global Multidisciplinary Research & Academic Foundation on 29th December 2019.

Published an Article "Antecedents and Consequences of Child Abuse" in Indian Journal of Science and Technology in Volume 14(47) DOI 10, 1745 on December 2019 in Scopus Publication No. (0974-6846).

Published an article titled "A study on exploring the factors that influence brand equity in automobile sector" Special Issue in the International Journal of Exclusive Management Research

Published an article titled "Women Empowerment in Reality is still a dream - An Explorative Study" Vol 6, Special Issue in the Shanlax International Journal of Commerce an UGC Approved Journal

Published an article titled "Analyzing key performance indicators for improving CRM in Airlines Sector" ISSN: 23495162, Impact Factor: 5.87, in the International Journal of Emerging Technologies and Innovative Research.

Published an article titled "Technology Adoption in Futuristic Solid Waste management to Empower village communities: A Case Study" E ISSN 2348 1269P ISSN 2349 5138, in the International Journal of Research and Analytical Reviews (IJRAR)

Published an article titled "A Study on Metacognition and Analyzing Metacognitive Behavior among MBA Students in B School" ISSN 1943023X, in the Journal of Advanced Research in Dynamical and Control Systems

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 2018; Vol 13 SP (Engineering and Science SP):em EJAC181212Eurasian Journal of Analytical Chemistry

Published an article titled "HR Metrics Work Force Approach - An Empirical Study' ISSN No. (Print): 0975-8364 ISSN No. (Online): 2249-3255, International Journal on Emerging Technologies

Published an article titled A STUDY ON EXPLORING THE FACTORS THAT INFLUENCE BRAND EQUITY IN AUTOMOBILE SECTOR, International Journal of Exclusive Management Research Special Issue

Published an article titled, "Analyzing key performance indicators for improving CRM in Airlines Sector, International Journal of Emerging Technologies and Innovative Research, ISSN: 23495162 Impact Factor: 5.87.

## **PAPERS PRESENTED IN INTERNATIONAL CONFERENCE AND NATIONAL**

January 2019

Presented a Paper Titled “Organizational Growth Attainment through effective Knowledge Management and HR Metrics Work Force Approach - An Empirical Study” in International Conference organized by the University of Madras on Business leadership and Entrepreneurship held in January 2019. Vol VIII Issue I

February 2019

Presented a Paper Titled “Analyzing key performance indicators for improving CRM in Airlines” in the International Conference on New Fangled Marketing: Trends and Strategies of Startups and Entrenched Firms held at Loyola College on the 21st of Feb 2019

March 2019

Presented a Paper Titled “A Study on Metacognition and Analyzing Meta cognitive behaviour among MBA students in B School” in the International Conference on Transformation and Management Practices for Digital Age held at Sakthi Institute of Information and Mgt Studies UGC on 15th March 2019.

Presented a Paper Titled “Women empowerment is still a dream in the National Conference on Women and Sustainable Development in SIET College, Chennai on the 13th March 2019.

April 2019

Presented a Paper Titled “Employee Retention Policies: An Experimental Analysis on of selected organized retailers with special reference to Chennai city” in the National Conference on Technological Innovations in Management, Engineering and science in SRM University Delhi- NCR, Sonapat, Haryana - 131029 on April 26th and 27th 2019

July 2019

Presented a Paper Titled “Higher Education Technology” in Cousera Ed Tech Review Conference Higher Education Conference 2019 - Chennai on the 18th July 2019

September 2019

Presented a Paper Titled “Digitalization and Disruption: A Genesis to faster Economic growth in Businesses” in National Conference on National conference on " Transformation Management for a Resilient Economy n Guru Nanak College on 27th September 2019

**Mrs. S Sumiya**

February 2019

Presented Paper in International conference on “An Analysis of service quality of retail Banks in Chennai City” Feb 27,2015 “Managing Global Trends and Challenges”at MEASI Institute of Management included in the conference proceeding of edited volume book with ISBN:978-81-929959-2-2.

March 2019

Presented a paper entitled “An Analysis of Service Quality on Retail Banks in Chennai City” in the 6th International Conference on (VZAD) Eminent Management Practices- A vision for sustainable Business goals organized by Department of Business Administration, SRM college of Arts and Science, Chennai, on 20th March 2019. UGC Serial No: 43602 eISSN: 2348-1269, Print ISSN: 2349-5138.

Presented a Paper Entitled “A Study on Customer Preference Towards Branded Watches” in International Journal of Advanced Research in Management, Architecture, Technology and Engineering. ISSN 2454-9762 Vol 5 Issue 3. (March 2019).

Presented a paper entitled “Service Quality in Retail Banking-A Conceptual Framework” International Journal of Research and Analytical Reviews on Special Issue of Conference BIZAD 2019,Impact factor: E ISSN 2348-1269Print ISSN 2349-5138 Impact Factor 5.75,Cosmos Impact Factor 4.236.

March 2019

Presented paper in International conference at S.A.EngineeringCollege on”A study on customer preference towards branded watches” March 2019

June 2019

Presented a paper entitled “An analysis of Customer Perception and service Quality of Retail with special Reference to SBI”. International Journal of Recent Research Aspects ISSN-2349-7688,Vol.6,Issue 2,June 2019,pp.89-92

**Mr. A. Appu**

FEB 2019

“A study on buying behavioral patterns and promotional strategy of premium hatchbacks cars in Chennai region” MIM International Journal of Management Research, Volume 5, issue 1, ISSN: 2394-6997, PP:17-24

“A Study on Brand Equity dimensions in marketing for air conditioner with reference to Electronic and Appliance Industry in Chennai city” International Journal of Recent Research Aspects, Volume 6, Issue 2, ISSN: 2349-7688, PP:29-3

JUNE 2019

Presented Research Paper on An Exploratory Study on Impact of visual Merchandising and impulse purchase of sportswear apparel through retailing in Chennai city organized by AICTE, NDIM and Pepperdine University-GSEP,USA in New Delhi on 7th June 2019.

Published a article “Assessing the effectiveness of e-Newspaper among professionals with special reference to the daily newspapers in Chennai region” in International journal of recent research aspects on June 2019.

Published a article on A study on brand equity dimensions in marketing for Air-conditioner with reference to Electronic and Appliance Industry in Chennai City on June 2019.

“Assessing the effectiveness of E-Newspaper among professionals with reference to the daily newspapers in Chennai region” International Journal of Recent Research Aspects, Volume 6, Issue 2, ISSN: 2349-7688, PP:35-41

JULY 2019

Published a article “An investigation study on consumer buying patterns and purchasing decision of villas and apartments with reference to real estate sector in modern Chennai city” in MIM International Journal of Research on July 2019.

“An investigation study on consumer buying patterns and purchasing decisions of villas and apartments with reference to real estate sector in modern Chennai city” MIM International Journal of Management Research, Volume 5, issue 2, ISSN: 2394-6997, PP:62-70

DECEMBER 2019

“An Analytical study on app-based laundry logistics process and assessing the performance of dry-cleaning services providers in Chennai region” Think India Journal, Volume 22, Issue14, ISSN: 0971-1260, PP 1811-1821

Published a paper on “An Analytical Study on APP Based Laundry Logistics process and assessing the performance of Dry Cleaning Services Providers in Chennai Region” in Think India Journal on December 2019.

**Mr.S.Vinoth**

January 2019

“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.

April 2019

“Customer Retention practices at Financial services sector – An Empirical study” Journal of Applied Research and Social Sciences, Peer Reviewed & Referred Journal, Volume 6, Issue 7, ISSN: 2350-1472,P.P. 28-42.

May 2019

“Customer Retention practices at Chennai Port– An Empirical Study” International Journal of Management, Technology And Engineering, (UGC Approved Journal), Peer Reviewed & Referred Journal, Volume IX, Issue V, ISSN : 2249-7455 PP.3962 -3976

**Mrs. D Charumathi**

Presented a Paper Titled “A Study on Digital Banking System and Measuring its effectiveness among the customers in Chennai City” National Conference on “Technology Innovations in Management, Engineering and Sciences” organized by SRM University, Delhi on 26th and 27th April 2019.

Presented a paper entitled ““Impact of Welfare measures on the Quality of Employees Performance with special reference to Construction Industry” International Journal of Management Science and Business Administration, Volume 5 Issue 2 January 2019, ISSN No. 1849 – 5419 Pg.30-37. (Jan 2019).

Presented a paper entitled “A Study on Employee Welfare Measures with special reference to Construction Industry” – International Journal of Advanced Research in Management, Architecture, Technology and Engineering (IJRMATE), Volume 5, Issue III March 2019, ISSN No. (ONLINE): 2454-9762, ISSN No (PRINT): 2454-9762. Pg.27-33, Impact Factor: 4.231 (March 2019).

“A Study on Digital Banking System and Measuring its Effectiveness among the Customers in Chennai City” in International journal of recent research aspects on June 2019.

“A Study on Dimensions of consumer-based brand equity with reference to automobile industry” TSM Business Review International Journal of Management, Peer Reviewed Journal, Volume 7, ISSN 2348-3784 PP26-34

**Mrs. W Shabeena Shah,**

January 2019

Impact of water quality on the health of households in Tiruvallur district – An empirical study 2019 JETIR January 2019, Volume 6, Issue 1 [www.jetir.org](http://www.jetir.org) (ISSN-2349-5162)

March 2019

A Study on Brand Positioning of Royal Chef Basmathi Rice in Chennai. International Journal of Advanced Research In Management, Architecture, Technology And Engineering (IJARMATE) Vol. 5, Issue 3, March 2019, ISSN (ONLINE): 2454-9762 ISSN (PRINT): 2454-9762

April 2019

“ENSURING GOOD HEALTH AND WELL BEING AMONG THE

EMPLOYEES AT WORK PLACE IN IT COMPANIES IN CHENNAI CITY-AN ANALYTICAL STUDY”, National Conference on technological Innovation in Management and Sciences SRM University Delhi, April 2019.

May 2019

A Study on Customer Satisfaction with Cab Drivers’ Service Quality at Gladwin Cabs PVT. LTD Emperor Journal of Economics and Social Science Research ISSN: 2581-8643 Volume - I Issue – 5th May – 2019.

August 2019

WORK STRESS AND COPING STRATEGIES AMONG THE EMPLOYEES OF IT INDUSTRY IN CHENNAI CITY- AN ANALYTICAL STUDY. The International journal of analytical and experimental modal analysis IJAEMA, Volume XI, Issue VIII, August 2019 ISSN NO: 0886-9367

### **Mrs.Anees Fathima**

Jan 2019

Presented a paper entitled “Store Brand Loyalty: A Developmental Goal of Multi Brand Retail Stores” International Journal of Emerging Technologies and Innovative Research – JETIR, Impact factor 5.97, ISSN: 2349-5162, UGC Journal listed no: 63975. (Jan 2019).

Presented a paper entitled “A Study on Customer Perception Towards ETA Star Property Developers Limited” in SAGAR International Journal of Management and Research, Vol 3 Issue 3, Pg. No. 228 (Jan – March 2019) ISSN: 2456-2815.

Jan - March 2019

“A Study on customer perception towards ETA Star Property Developers Ltd “, “SAGAR International Journal of Management And Research” - Peer Reviewed & Referred Journal, Vol No. III, Issue 3, ISSN NO 2456-2815, PP no02-08,

April 2019

“A Study on Brand Equity towards Swiss Watch”, “SAGAR International Journal of Management And Research” - Peer Reviewed & Referred Journal, Volume III, Issue 3, ISSN NO: 2456-2815, PP 19-25.

May 2019

“A Study on Store Brand Loyalty of Apparels in Chennai City” Asian Journal of Multidimensional Research, (UGC Approved Journal), Peer Reviewed & Referred Journal, Volume XIII, Issue V, ISSN NO 2278-4853, SJIF 2018 6.053PP.201-207

### **Dr.Saipriya**

March 2019

“A study on Financial Performance Analysis of Sanco Trans Ltd Chennai”, International Journal of Advanced Research in Management, Architecture, Technology and Engineering, Vol. V, Issue III, March 2019, ISSN 24549762.

July 2019

“A study on Impact of Employee Retention strategies with reference to Big Bazaar”, Chennai, MIMIJMR, Vol.V, Issue II, July 2019, ISSN 2394-6997

### **Mr.Riyas Ahmed**

“A study on effectiveness of employee performance through Training practices adopted with reference to Automobile sector in Chennai city” published in the international journal of Business and Administration Research Review (IJBARR) peer reviewed and refereed journal, Volume-6, Issue-2, April-June 2019 PP 9-14.

Employee Attrition and Retention Strategy as modern HR tool for construction Industry in South Chennai Region: An Analytical Study” presented in the national conference on Technological Innovations in Management, Engineering and Science on 26 and 27 April, 2019 organized by SRM University, Delhi.

**Nishat Parveen**

Presented Journal on “A study on service Quality Approach and its effect on Millennials shopper practice towards selected retailer in Chennai District” Published in Emperor Journal of Economics and Social Science Research, Volume 1, Issue 5, April,2019

Presented Paper on “A study on Event Management services and audience perception towards entertainment Industry in Modern Chennai city and published in Times 2019