

## **Faculty Publications in National & International Journals & Conferences - 2020**

### **Dr. S. G. Balaji**

“Tracing the Patterns of Social Media Usage Among the MBA Students and its Impact on Their Academic Performance” – An Empirical Study” in Heritage Multidisciplinary UGC Care listed Journal, Vol -68, Issue I JAN 2020, ISSN 0474-9030, Impact Factor 6.8.

### **Dr.B.LathaLavanya**

Published and presented a paper on Value Education towards empowering society through holistic approach on 31 Jan 2020 in an International Conference on Empowering society through holistic approach in higher Education in Tamil Nadu teachers Education University

Published and presented a paper on “Role of green human resource management in the development of society- A case study, on 3rd March 2020 in International conference on Innovation and challenges in Global Business.

Published and presented a paper on “GEN Z MILLENNIAL MANAGERS - AN EXPLORATORY STUDY, on 3rd March 2020 in International conference on Innovation and challenges in Global Business.

Published and presented a paper on “ANALYZING THE EFFECT & AWARENESS OF VICTIMIZATION AMONG THE COLLEGE STUDENTS IN CHENNAI” on 6th March 2020, International conference on BNXT-2020, Loyola College, Nungambakkam, Chennai.

Published and presented a paper on, “Impact of Green Logistics - An attempt in improving the Environmental Sustainability” on International Conference on “HUMAN CAPITAL INNOVATION AND ITS PRACTICES – (IHCIP- 2K20)” to be held on 6th March 2020.

### **Shabeena Shah W.**

Tracing the Patterns of Social Media Usage Among The MBA Students and Its Impact on Their Academic Performance – An Empirical Study, Our Heritage Journal – UGC CARE Listed journal, Vol.68, Issue 1 January 2020, ISSN 0474 9030,

### **Dr.Saipriya**

"A Study On Effectiveness Of Warehouse Management In AAICLAS", MIMIIMR, Issue I, February 2020, ISSN 2394 – 6997

**Mr.Riyas Ahmed**

Title of the paper- "Green Marketing: Emerging opportunities and challenges with special reference to Chennai" presented in the International conference on "Innovation and challenges in Global Business " on 3rd March 2020, organized by The Post Graduate and Research Department of Commerce, The New College, Chennai, India. Page No. 168 Volume 1, Issue 1, ISBN No.9798620039166.

**Mr.Siranjivi**

Inclusive education for sustainable community and wellbeing: A sustainable development goal standpoint critique, studies in Indian place names, 2020, 40(50).