

List of Research Publications 2021-2022

S.No.	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
1	Dr S G Balaji	SCOPUS	<i>Influence on the Organizational Performance of Sustainability Management Practices</i>	<i>ECS Transactions</i>	April 2022	Open Access
2	Dr S G Balaji	SCOPUS	<i>Improving the Carbon Footprint of Managing Food and Packaging Waste in the Food Industries</i>	<i>ECS Transactions</i>	April 2022	Open Access
3	DR.B.LATHA LAVANYA	SCOPUS	<i>Entrepreneurship In The Tourism Industry - Issues Pertaining To SME's: A Study Of Small And Medium Hotel Operators In Tamil Nadu</i>	<i>Nat. Volatiles & Essent. Oils,</i>	2021	ISSN: 09762132
4	DR.B.LATHA LAVANYA	SCOPUS	<i>Exploring the psychometric properties of personal optimism and self-efficacy optimism extended (POSO-E) scale among Indian teachers</i>	<i>Benchmarking : An International Journal</i>	2022	ISSN: 1463 5771
5	DR.B.LATHA LAVANYA	SCOPUS	<i>Retail Channel Strategy: An Omni Channel Approach in Community Pharmacies using the theory of planned Behaviour</i>	<i>International Journal of Health Sciences</i>	2022	ISSN 2550-6
6	Mohamed Jasim	SCOPUS	<i>Paradoxical leadership as a moderating factor in the relationship between organizational silence and employee voice: an examination using SEM</i>	<i>Leadership & Organization Development Journal</i>	2022	ISSN: 0143-7739

List of Research Publications 2021-2022

7	Mohamed Jasim	SCOPUS	<i>Bibliometric Analysis on Agri tech and Agribusiness Management-Present Achievement of Agri Tech in India and Future Research Agenda</i>	<i>The Management Accountant Journal</i>	2022	
8	Dr. Harindranath R.M.	SCOPUS	<i>Perceived Government Initiatives: Scale development, validation and impact on consumers' pro environmental behaviour</i>	<i>EnergyPolicy</i>	2021	
9	Dr.T.A.M Hameed Kan	WOS	<i>A study on Employee Engagement Dimensions with Reference to IT Sector in Chennai City</i>	<i>Indian Journal of Natural Sciences</i>	Feb 2022	ISSN 0976-0977
10	Dr.A.Appu	WOS	<i>Investigating the Impact of Disruptive Technologies and Performance Metrics of 3pl Firms in Chennai City: An Exploratory Study</i>	<i>Best Practices in 21st Century”</i>	Jul 2021	ISSN 2319-4979
11	DR.B.LATHA LAVANYA	WOS	<i>Portraying Women in Advertisements: An Analogy Between Past and Present</i>	<i>The American Journal of Economics and Sociology</i>	2021	
12	Dr S G Balaji	ABDC	<i>Factors And Motives of Usage of Public Transport Systems In Tamilnadu: A Case of Chennai Metro Rail Services</i>	<i>Manager-TheBritishJournalof AdministrativeManagement</i>	Feb.2022	ISSN ; 1746-1278
13	Dr.A.Appu	ABDC	<i>An Empirical Study on Public Awareness and Acceptance of Covid 19 Vaccines During Lockdown 2.0 in Chennai city</i>	<i>Journal of Contemporary Issues in Business and Government</i>	August 2021	ISSN 1323-6903

List of Research Publications 2021-2022

14	Dr.A.Appu	ABDC	<i>Does Demographics has an Association with Usage Patterns and Level of Satisfaction Towards Public Transport Systems: A Case of Metro Chennai Rail</i>	<i>Journal of Contemporary Issues in Business and Government</i>	<i>December 2021</i>	<i>ISSN 1323-6903</i>
15	Dr.A.Appu	ABDC	<i>Factors and Motives of Usage of public transport systems in Tamilnadu: A case of Chennai Metro Rail Services</i>	<i>The British Journal of Administrative Management</i>	<i>February 2022</i>	<i>ISSN 1746-1278</i>
16	DR.B.LATHA LAVANYA	ABDC	<i>Artificial Intelligence Influence in Human Resource Management: Exploring Employee Perception</i>	<i>Empirical Economics Letters</i>	<i>2022</i>	<i>ISSN 1681 8997</i>
17	Dr.T.A.M Hameed Kan	UGC CARE	<i>LMS Service Quality: Scale Development and Validation</i>	<i>Journal of the Asiatic Society of Mumbai</i>	<i>Dec 2021</i>	<i>ISSN 0972 – 0766</i>
18	Dr S G Balaji	UGC CARE	<i>FACTORS INFLUENCING GREEN BRAND EQUITY FOR COSMETIC PRODUCTS: A NEURAL NETWORK (NN) APPROACH</i>	<i>ANVESAK</i>	<i>Jan-June 2022</i>	<i>ISSN : 0378 – 4568</i>
19	Dr S G Balaji	UGC CARE	<i>BRAND PERCEPTIONS OF GENERATION Z TOWARDS ONLINE PURCHASE- A LITERATURE REVIEW</i>	<i>THE JOURNAL OF ORIENTAL RESEARCH MADRAS</i>	<i>Sep.2021</i>	<i>ISSN : 0022-3301</i>
20	Dr.W.Shabeena Shah	UGC CARE	<i>Brand Perceptions of Generation Z Towards Online Purchase- A Literature Review*</i>	<i>The Journal of Oriental Research Madras</i>	<i>September 2021</i>	<i>ISSN: 0022-3301</i>

List of Research Publications 2021-2022

21	Dr.M.Riaz Ahamed	UGC CARE	<i>“Factors influencing green brand equity for cosmetic products: A neural network (NN approach)”.</i>	Anvesak	June2022	1. ISSN No.0378-4568.
22	Dr.M.Riaz Ahamed	UGC CARE	<i>“An examination on measuring the impact of green marketing and CSR activities towards Brand equity and consumer loyalty”.</i>	Shodh samhitha	2022	2277-7067
23	Mr.M.S.Siranjeevi	UGC CARE	<i>Evaluate the effectiveness of sales promotion practices towards clothing products</i>	Shodh samhitha	Jan 2022	2277-7067
24	Mr.M.S.Siranjeevi	UGC CARE	<i>Data visualization of the “fear of COVID-19” and “mental health issues” in healthcare workers: A Systematic review</i>	Shodha prabha	March 2022	0974-8946
25	DR.B.LATHA LAVANYA	UGC CARE	<i>Mutli-Channel Conflict:A resilience Strategy for brick-and-mortar retail Pharmacy stores with spl.ref to Chennai.</i>	UTKAL Historical Research Journal	2021	ISSN 0976-2132
26	DR.B.LATHA LAVANYA	UGC CARE	DIGITAL REMITTANCE FUELLED BY DISRUPTIVE INNOVATION	Jijnasa	2021	ISSN : 2229-5348
27	DR.B.LATHA LAVANYA	UGC CARE	MEASUREMENT OF JOB SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP	2021	

List of Research Publications 2021-2022

28	DR.B.LATHA LAVANYA	UGC CARE	A COMPARATIVE STUDY ON PERFORMANCE OF SELECTED MUTUAL FUNDS IN INDIA	Utkal Historical Research Journal	2021	ISSN: 09762132
29	DR.B.LATHA LAVANYA	UGC CARE	Human Resource Management Practices adopted in hotels in Hyderabad.	Vidhyabharathi International Interdisciplinary Research journal.	2021	
30	DR.B.LATHA LAVANYA	UGC CARE	MEASUREMENT OF JOB SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP	2021	ISSN : 2229-5348
31	DR.B.LATHA LAVANYA	UGC CARE	“AN EMPIRICAL STUDY ON FOREX RISK MANAGEMENT”	JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY	2021	ISSN : 0972-7175
32	DR.B.LATHA LAVANYA	UGC CARE	SUSTAINABLE WATER MANAGEMENT PRACTICES ADOPTED IN TOURISM HOTELS IN NILGIRIS	Kanpur Philosophers	2022	ISSN 23488301
33	Dr S G Balaji	Peer Reviewed	A Study on Last Mile Connectivity Feeder Services among Metro Users with Reference to Chennai City	Advances in Business Management & Technology	Jun 2021	978-93-91681-20-3
34	Dr S G Balaji	Peer Reviewed	Exploring the Factors Influencing Third Party Reverse Logistics Service Providers in Chennai city: An Exploratory Study	Contemporary Issues in Marketing Management	August 2021	978-93-91248-17-8

List of Research Publications 2021-2022

35	Mrs.S.Sumiya	Peer Reviewed	<i>A Study on Competency Mapping Practices and its impact on Employee Engagement with reference to Multi -Superspeciality Hospital inChennai City”</i>	<i>Innovative Best Practises in 21st Century</i>	May 2021	ISBN.No:978-93-91305-02-4, May 2021
36	Mrs.S.Sumiya	Peer Reviewed	<i>A Study On Customer Experience and Loan Credit Services With Reference To Corporate Banks In Chennai City</i>	<i>Advances in Business Management & Technology</i>	Jun 2021	978-93-91681-20-3
37	Dr.A.Appu	Peer Reviewed	<i>A Study on Last Mile Connectivity Feeder Services among Metro Users with Reference to Chennai City</i>	<i>Advances in Business Management & Technology</i>	Jun 2021	978-93-91681-20-3
38	Dr.A.Appu	Peer Reviewed	<i>Exploring the Factors Influencing Third Party Reverse Logistics Service Providers in Chennai city: An Exploratory Study</i>	<i>Contemporary Issues in Marketing Management</i>	August 2021	978-93-91248-17-8
39	Dr.A.Appu	Peer Reviewed	<i>A Structural Model to Evaluate the Influence of Technology and Marketing Factor with Respect to Smartphone Choice</i>	<i>Design Engineering</i>	September 2021	ISSN 0011-9342
40	Dr.D.Charumathi	Peer Reviewed	<i>An Empirical Study on Customers’ Perception Influencing BrandPreference with Reference to FMCG Industry</i>	<i>International Journal of Research Publication and Reviews</i>	October 2021	ISSN 2582-7421

List of Research Publications 2021-2022

41	Dr.D.Charumathi	Peer Reviewed	A STUDY ON IMPACT OF WORK FROM HOME AMONG EMPLOYEES DURING THE PANDEMIC COVID 19	International Journal of Scientific Research and Engineering Development--	October 2021	ISSN : 2581-7175
42	Dr.D.Charumathi	Peer Reviewed	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINESHOPPING WITH SPECIAL REFERENCE TO ELECTRONICPRODUCTS IN TAMILNADU	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE ANDMANAGEMENT RESEARCH	June 2021	Print ISSN: 2321-3604 Online ISSN: 2321-3612
43	Dr.W.Shabeena Shah	Peer Reviewed	A study on Awareness and Consumer Perception on Use of Digital Payments System in India with Special Reference to Chennai.	International Journal of Research Publication and Reviews	October 2021	ISSN 2582-7421
44	Dr.W.Shabeena Shah	Peer Reviewed	“A Study on the Paradigm Shift of Consumer Behaviour towards E-Commerce (FMCG) During Pandemic Lockdown”	International Journal of Research Publication and Reviews	October 2021	ISSN 2582-7421
45	DR.B.LATHA LAVANYA	Peer Reviewed	Employee Psychological well being & factors affecting Remote E-workers during the COVID -19 Pandemic	Keanean Journal of Arts	2021	ISSN 28411110
46	DR.B.LATHA LAVANYA	Peer Reviewed	VALUE EDUCATION TOWARDS EMPOWERING SOCIETY THROUGH HOLISTIC APPROACH	EXCEL	2021	9781794890404
47	DR.B.LATHA LAVANYA	Peer Reviewed	KNOWLEDGE SHARING THAT ENHANCES ORGANIZATIONAL PERFORMANCE	EXCEL BOOKS	2022	9788174468895

List of Research Publications 2021-2022

48	Mrs.S.Sumiya		<i>“Principles of Management”</i>	<i>Xpress Publications an imprint of Notion Publications India</i>	2022	<i>ISBN:979- 888704682-2</i>
----	--------------	--	-----------------------------------	--	------	----------------------------------