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S. No	Name of the Faculty Member	Research Paper	Hyperlink	Date of publication	Name of the Journal (refereed)	No of Citations
1	Dr S G BALAJI	A Study on Supply chain management practices of Zuko overseas private limited: Challengers, Enablers and success factors	http://dx.doi.org/10.21088/jswm.0975.0231.15323.12	Dec. 2023	Journal of Social Welfare and Management	
2	Dr S G BALAJI	Examining the comprehensive relationship between customer trust and social media purchase: A Bibliometric review and directions for future research	https://doi.org/10.1504/IJBE M.2023.130473	April 2023	International Journal of Business and Emerging Markets – INTERSCIENCE Journal & Scopus Indexed Journal	2
3	Dr S G BALAJI	Awareness of Green Marketing and its influence on consumers Perception: An Exploratory Study	https://resmilitaris.net/menuscript/index.php/resmilitaris/article/view/3877/3007	March 2023	Resmilitaries – Social Science Journal	
4	Dr S G BALAJI	Influence of educational apps on skill development and performance of Higher secondary students	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4537110	Jan. 2023	Manager – The British Journal of Administrative management, ABDC Listed Journal,	

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5	Dr.Latha Lavanya	Intentions to adopt the blockchain : Investigation of the retail supply chain	https://www.emerald.com/insight/content/doi/10.1108/MD-03-2022-0369/full/html	Feb-23	Management Decision	
6	Dr.Latha Lavanya	Retail Channel Strategy: An Omni Channel Approach in Community Pharmacies using the theory of planned Behaviour	https://doi.org/10.5370/ijhsv6nS2.7408	Apr-23	International Journal of Health Sciences	
7	Dr.Latha Lavanya	Implementation Of Artificial Intelligence In Entrepreneurship: An Empirical Study	https://www.pnrjournal.com/index.php/home/issue/view/37	Jan-23	Journal of Pharmaceutical Negative Results	
8	Dr.Latha Lavanya	Cyber security awareness among B School students in higher educational institutions- way forward		Jan-23	Humanities and Social Science Studies	
9	Dr.Latha Lavanya	A study on opportunity challenges and valuations in retail pharmacies		Jan-23	Journal of the Oriental Institute	

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10	Dr.Latha Lavanya	The Effects of Workplace Incivility on Employee Voice Behaviour in EdTech Companies	https://www.researchgate.net/publication/368755607	Feb-23	EdTech Economy and the Transformation of Education, IGI Global	
11	Dr.Latha Lavanya	The Outsiders Within : A Dalit Feminist Standpoint in the Life Narratives of Dalit Women	-	Sep-23	Contemporary South Asia	
12	Dr. Appu	Exploring Employees Job Performance of Small Finance Banks:Evidence from Chennai Region		Mar-23	Korea Review of International Studies	
13	Dr. Appu	Does E- Learning Platform Influence Fisheries Students Intent? Evidence From Tamil Nadu		Apr-23	Journal of Survey in Fisheries Sciences	
14	Dr. Appu	OD Interventions and Performance of Fintech Firms: Evidence from Chennai City		May-23	Journal of Quality Access to Success	
15	Dr. Appu & Rekha A P	E learning system and students intentions: Evidence from Chennai City		Apr-23	European Chemical Bulletin	
16	Dr. Appu	AI Banking of Tomorrow: Empirical Evidence from Chennai City		Jul-23	Empirical Economics Letters	

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17	S. Vinoth	The Online Journal of Distance Education and e-Learning		Apr-23	The Association of Science, Education and Technology	
18	S. Vinoth	Journal of the Asiatic Society of Mumbai (print only)		2023	The Asiatic Society of Mumbai	
19	Dr. S Vinoth	Impact of Environmental Consciousness and Knowledge on Purchase Intention and Behavior of Green Consumers	-	Nov-23	The IUP Journal of Marketing Management	
20	Dr. Charumathi	AN EVALUATION OF THE EFFECT OF ECONOMIC DEVELOPMENT ON CRYPTO CURRENCY		Apr-23	WORLD JOURNAL OF MANAGEMENT AND ECONOMICS	
21	Dr. Charumathi	Factors influencing Green Marketing		Apr-23	Journal of Survey in Fisheries Sciences	
22	Dr. Charumathi	A Study on the Impact of Emotional Intelligence on the work life balance of Employees with reference to it Industry		Jan-Jun 2023	South India Journal of Social Sciences	
23	Dr. Charumathi	Electronic Monitoring and Employees Performance Outcome- A Study Among IT Employees		Jan-Jun 2023	Humanities and Social Science Studies	
24	Ms. Shabeena Shah	Examining the comprehensive relationship between customer trust and social media purchase: A	https://www.inderscience.com/info/ingenieral/forthcomi	Apr-23	International Journal of Business and Emerging Markets.	

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		bibliometric review and directions for future research.	ng.php?jcode=ijbhem			
25	Ms. Shabeena Shah	Interlinkages between factors influencing student engagement in online learning		Mar-23	Third Concept: An International Journal of Idea	
26	Ms. Shabeena Shah	Artificial intelligence in healthcare services: Past, present and future research directions	-	Sep-23	Review of Managerial science	
27	Ms. Shabeena Shah	Relationship between Online Learning and Academic Performance of Students: A Review of Trends and Ways Forward		Feb-24	INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD	
28	Ms. Anees Fathima	A study on store brand loyalty of apparels in India	https://www.scopus.com/sourceid/21100908447	Mar-23	Social science journal "Res Militaris."	
29	M S Siranjeevi	MENTAL HEALTH ISSUES IN HEALTHCARE WORKERS AMIDST COVID-19: A SYSTEMATIC REVIEW AND DATA VISUALIZATION		Jan-Mar2023	Education and society	

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30	Dr. Priyadarshini	Entrepreneurial Knowledge Management Model: A Panacea for Start-Up Failures in Emerging Markets	DOI: 10.1504/JBEX.2021.10046662	Not yet Published but listed in Forthcoming and Online First Articles in Journal's Website	International Journal of Business Excellence	
31	Dr. Sindhura	Impact of Employees Involvement and Happiness at workplace on Career Success		Jan-Mar2023	Shodh Prabha	
32	Dr. Sindhura	Institution's brand image and their role in Student's perception	-	Jan-Jun 2023	Madhya Bharati: Humanities and Social Sciences	
33	Dr. Sindhura	Sentiment analysis using natural language processing and machine learning		Apr-23	Shu Ju Cai Ji Yu Chu Li/Journal of Data 44Acquisition and Processing	
34	Dr. Sindhura	Workplace Stress and Employee Organizational commitment in Non-Governmental Organizations: Resilience as a Mediator	https://www.openaccessoj.com/JBReview/indexing	Jun-23	Papers on Social Representations	

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35	Dr. Sindhura	Consumer Culture and Capitalism: Critiques and Alternatives in Cultural Studies	-	May-23	Journal of Namibian Studies	
36	Dr. Sindhura	Systematic Review: Marketing Realities during the Pandemic	-	Jun-23	Asian and Pacific Economic Review	
37	Dr. Sindhura	Knowledge, Perception, Contributing Factors and Practices of Digital Mode of Payments among Working and Non-Working Women	-	Jun-23	European Chemical Bulletin	
38	Dr. Sindhura	Self-Efficacy and Personality Factors and their Association with work Motivation of Employees		Jul-23	Journal of the Indian Academy of Applied Psychology	
39	Dr. Sindhura	Impact of Consumer's Attitude and Perception on Online Purchasing Behaviour	-	Sept-Dec 2023	Journal of Social Welfare and Management	
40	Dr. Sindhura	Satisfaction with Credit Card use on Decision Making to Select Redempt and Awareness of Credit Card Frauds	-	Sept-Dec 2023	Journal of Social Welfare and Management	
41	Dr. Sindhura	Civil Society in India Complimenting the Government Initiatives – An Overview	https://doi.org/10.52783/eel.v13i5.791	Nov-23	European Economic Letters	

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43	Dr. A Govindarajan	An impact of employee performance in enterprise turnover using GBMLM	https://ijisae.org/index.php/IJISAE/article/view/4077	Dec-23	International Journal of intelligent system and applications in Engineering	
44	Dr. Catherine Julie Aarthy & Dr. Kalaivani Balaji	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	https://propulsionejournal.com/index.php/journal/article/view/193	Sep-23	Tuijin Jishu/Journal of Propulsion Technology	
45	Dr. Irudhayamary Premkumar	Ethical Considerations in AI-Based Marketing: Balancing Profit and Consumer Trust	https://propulsionejournal.com/index.php/journal/article/view/474	Sep-23	Tuijin Jishu/Journal of Propulsion Technology ISSN: 1001-4055 (2023)	
46	Dr. Irudhayamary Premkumar & Dr. Catherine Julie Aarthy	Exploring the Transformative Journey of E-Commerce in Digital India: Past, Present, and Future Trends in E-Grocery and E-Tail	https://doi.org/10.52783/eel.v13i5.791	Nov-23	European Economic Letters	

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47	Dr. Kalaivani Balaji	Enhancing Employee Productivity in Multinational Logistics Through Big Data Analysis: Investigating the Impact of Flexible Work Arrangements, Location, and Amenities	https://doi.org/10.52783/eel.v13i5.791	Nov-23	European Economic Letters	
48	Dr. Nidhi Srivastava	Glass Ceiling to Sticky Floor: Analogies of Women Leadership		May-23	International Journal of Professional Business Review	