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MEASI Institute of Management

VISION

To emerge as the most preferred Business School with Global recognition by producing most competent ethical managers, entrepreneurs and researchers through quality education.

MISSION;

Knowledge through quality teaching learning process: To enable the students to meet the challenges of the fast-challenging global business environment through quality teaching learning process.

- Managerial Competencies with Industry institute interface; To impart conceptual and practical skills for meeting managerial competencies required in competitive environment with the help of effective industry institute interface.
- Continuous Improvement with the state of art infrastructure facilities; To aid the students in achieving their full potential by enhancing their learning experience with the state of art infrastructure and facilities.
- Values and Ethics; To inculcate value-based education through professional ethics, human values and societal responsibilities

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO 1: Placement- To equip the students with requisite knowledge skills and right attitude necessary to get placed as efficient managers in corporate companies.

PEO 2: Entrepreneur- To create effective entrepreneurs by enhancing their critical thinking, problem solving and decision-making skill.

PEO 3: Research and Development- To make sustained efforts for holistic development of the students by encouraging them towards research and development.

PEO4: Contribution to Society- To produce proficient professionals with strong integrity to contribute to society.

Program Outcome:

PO1: Problem Solving Skill- Apply knowledge of management theories and practices to solve business problems.



PO2: Decision Making Skill- Foster analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value- Ability to develop value-based leadership ability.

PO4: Communication Skill- Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Leadership Skill- Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Employability Skill- Foster and enhance employability skills through subject knowledge.

PO7: Entrepreneurial Skill- Equipped with skills and competencies to become an entrepreneur.

PO8: Contribution to community- Succeed in career endeavours and contribute significantly to the community.

STANDARD OPERATING PROCEDURE FOR FACULTY PUBLICATION IN REPUTED JOURNALS

Description

This SOP outlines the process and guidelines for supporting and facilitating faculty research publications in reputed journals. It aims to foster a culture of research



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excellence, innovation, and scholarly communication among faculty members through structured support and recognition practices

Purpose

To establish a standardized procedure for guiding and encouraging faculty to publish their research in reputed national and international journals, ensuring academic integrity, quality, and ethical compliance, thereby enhancing the institution's research standing and visibility

Objectives

- To cultivate and sustain a robust research and publication culture among faculty.
- To provide resources and support mechanisms for faculty research endeavors.
- To ensure the quality and impact of faculty publications by promoting adherence to high academic and ethical standards.
- To streamline the internal processes related to faculty publications, including review and recognition.
- To elevate the institution's research output, citations, and overall academic reputation.

Eligibility Criteria

- The research paper should be based on original work conducted or significantly contributed to by the faculty member.
- The research should align with the faculty member's area of expertise and the institution's research priorities (where applicable).
- The paper should be intended for submission to journals indexed in Scopus, Web of Science, ABDC, UGC-CARE, or other well-recognized peer-reviewed journals relevant to the discipline.



Staff Members/ Composition:

S. No.	Name of Faculty	Designation	Committee Designation
1	Dr.Farhath Khan	Director	Chairperson
2	Dr. B. Latha Lavanya	Associate Professor	Convenor
3	Dr. S. G. Balaji	Associate Professor	Member
4	Dr.T.A.M. Hameed Kan	Associate Professor	Member
5	Dr. G.Manickam	Associate Professor	Member

Roles and Responsibilities

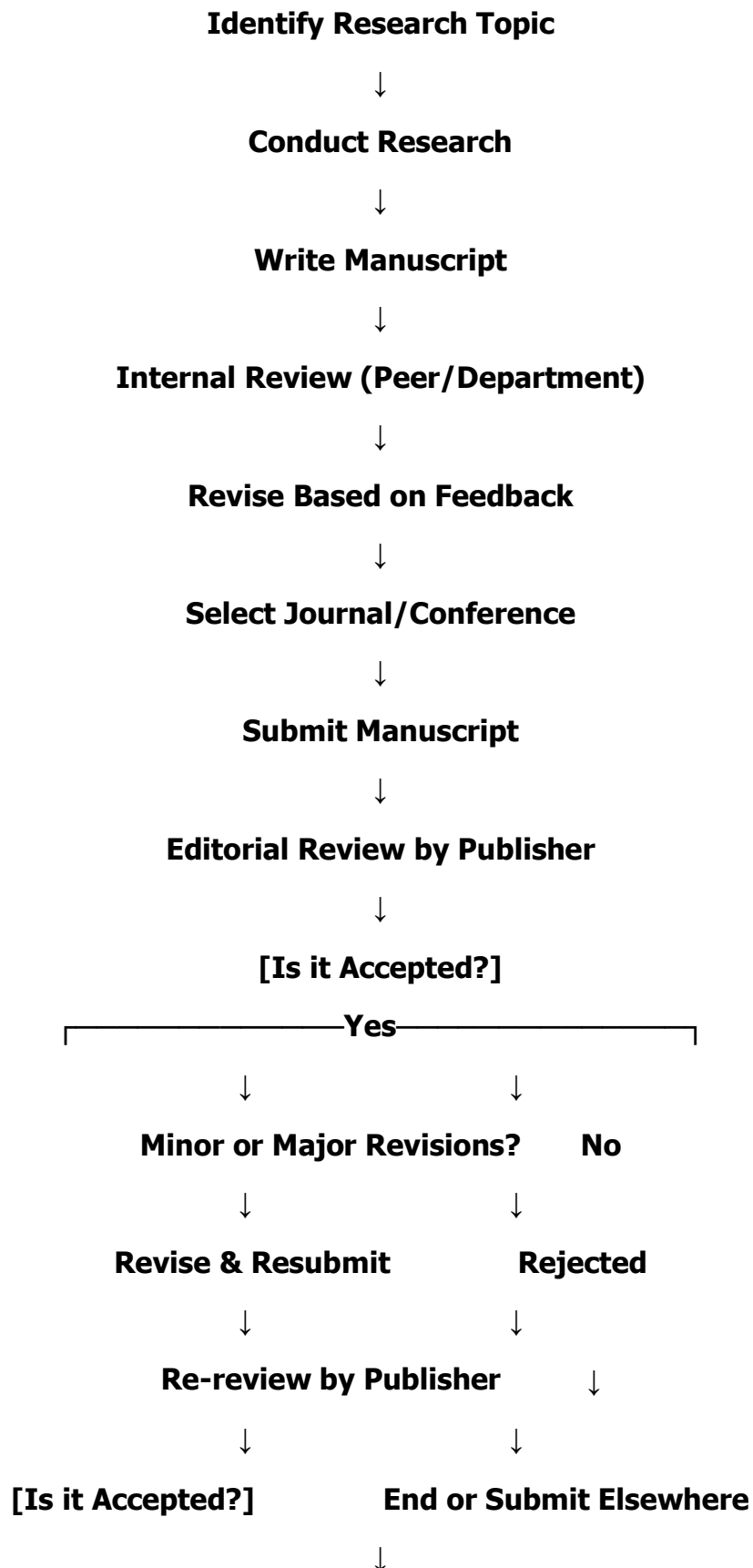
- **Chairperson:** Oversees the overall process, provides strategic direction, and facilitates resource allocation for faculty publications.
- **Convenor:** Coordinates the activities of the Faculty Publication Committee, manages submissions, and acts as a primary point of contact.
- **Committee Members:** Review submitted manuscripts, provide constructive feedback, and contribute to the development of publication-related initiatives.

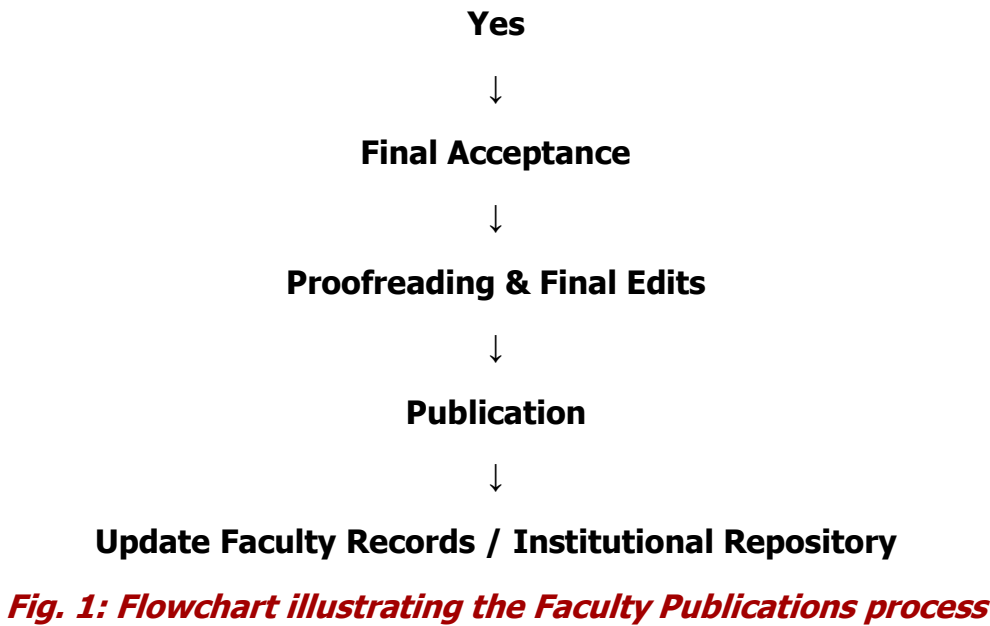
6. Frequency of Meetings:

The Faculty publication committee meets once in per semester to review progress, discuss new ideas, and plan future initiatives.



7. Procedure:





Amended Date/s		Revision Number:	
Prepared By: Dr.B.Latha Lavanya		Approved By: Dr.Farhath Khan	

Research Publication Indexing Wise - Summary Details

<i>S.No</i>	<i>Name of the Faculty</i>	<i>2023-2024 **</i>
1	Dr.T.A.M Hameed Kan	0
2	Dr.S.G.Balaji	3
3	Dr.B.Latha Lavanya	3
4	Dr.G.Manickam	3
5	Mrs.S.Sumiya	1
6	Dr.A.Appu	2
7	Dr.S.Vinoth	2
8	Dr.D.Charumathi	6
9	Dr.W.Shabeena Shah	2
10	Dr. Anees Fathima M I	1



11	Dr.M.Riaz Ahamed	2
12	Mrs.Nishath Sultana	1
13	Mr.M.S.Siranjeevi	1
14	Dr.Khadeeja Bilquees	1
15	Dr.J.Priyadarshini	
16	Dr.K.Sindhura	5
17	Dr.A.Govindarajan	2
18	Dr. Nidhi Srivastava	3
19	Dr.Kalaivani Balaji	2
20	Dr.Catherine Julie Aarth C	2
21	Dr.Irudhaya Mary	3
Total		45

II. Research Publication Indexing Wise -Summary Details

Indexing	2023-2024 **
Scopus	11
Web of Science	1
ABDC	5
UGC Care	8
Peer Reviewed	13
Book Chapter	6
Books	1

III. Faculty Research Profile

S.No	Name of the Faculty	Authors ID Tab	
1	Dr.T.A.M Hameed Kan	Vidwan	523640
		Google Scholar	https://scholar.google.com/citations?view_op=list_works&hl=en&hl=en&user=t0XmNCQAAAAJ
		Web of Science Researcher	HJP-2351-2023
		Orcid	0000-0003-0800-3444
		Scopus	NA
2	Dr.S.G.Balaji	Vidwan	415067
		Google Scholar	https://scholar.google.co.in/citations?hl=en&user=xaOLGoIAAAAJ
		Web of Science Researcher	JGL-7770-2023



3	Dr.B.Latha Lavanya	<i>r</i>	
		<i>Orcid</i>	0000-0003-3091-1879
		<i>Scopus</i>	57704433500
		<i>Vidwan</i>	414167
		<i>Google Scholar</i>	https://scholar.google.com/citations?user=5aYyQ68AAAAJ&hl=en
		<i>Web of Science Researcher</i>	ACJ-9716-2022
		<i>Orcid</i>	0000-0002-4185-9618
4	Dr.G.Manickam	<i>Scopus</i>	57220734151
		<i>Vidwan</i>	413722
		<i>Google Scholar</i>	https://scholar.google.com/citations?view_op=new_articles&hl=en
		<i>Web of Science Researcher</i>	IZP-9008-2023
		<i>Orcid</i>	0009-0001-0353-8813
		<i>Scopus</i>	NA
		<i>Vidwan</i>	522195
5	Mrs.S.Sumiya	<i>Google Scholar</i>	https://scholar.google.com/citations?hl=en&user=mFXVM34AAAAJ
		<i>Web of Science Researcher</i>	KJL-6892-2024
		<i>Orcid</i>	0009-0006-6189-912X
		<i>Scopus</i>	NA
		<i>Vidwan</i>	522327
		<i>Google Scholar</i>	https://scholar.google.co.in/citations?user=QsC_RI0AAAAJ&hl=en
6	Dr A.Appu	<i>Web of Science Researcher</i>	HNR-8955-2023
		<i>Orcid</i>	0000-0001-5384-415X
		<i>Scopus</i>	59118161900
		<i>Vidwan</i>	431221
		<i>Google Scholar</i>	https://scholar.google.com/citations?user=mHzgLCAAAAJ&hl=en
		<i>Web of Science Researcher</i>	KGM-1873-2024
7	Dr.S.Vinoth	<i>Orcid</i>	0000-0003-2253-0961
		<i>Scopus</i>	58966674200
		<i>Vidwan</i>	431221



8	Dr.D.Charumat hi	Vidwan	508846
		Google Scholar	http://scholar.google.co.in/citations?user=wGP3RcEAAAAJ
		Web of Science Researcher	IXN-2483-2023
		Orcid	0000-0003-3929-773X
		Scopus	57226737485
9	Dr.W.Shabeen a Shah	Vidwan	452004
		Google Scholar	https://scholar.google.com/citations?user=yHVhTqIAAAAJ&hl=en
		Web of Science Researcher	55993208
		Orcid	0000-0002-4098-5778
		Scopus	58316003500
10	Dr. Anees Fathima M I	Vidwan	446861
		Google Scholar	https://scholar.google.com/citations?user=8W9onsAAAAAJ&hl=en
		Web of Science Researcher	
		Orcid	0000-0003-3611-9890
		Scopus	NA
11	Dr.M.Riaz Ahamed	Vidwan	524012
		Google Scholar	https://scholar.google.com/citations?user=DjzHHAYAAAAAJ&hl=en&qmla=ABOI
		Web of Science Researcher	KJL-6680-2024
		Orcid	0000-0002-7769-9628
		Scopus	59119931200
12	Mrs.Nishath Sultana	Vidwan	507047
		Google Scholar	https://scholar.google.co.in/citations?hl=en
		Web of Science Researcher	KLY-4589-2024
		Orcid	0009-0005-5286-5465
		Scopus	NA
13	Mr.M.S.Siranje evi	Vidwan	522201
		Google Scholar	https://scholar.google.com/citations?user=0n0srQsAAAAAJ&hl=en&oi=aq
		Web of	



		Science Researcher	
		Orcid	0000-0003-3610-3100
		Scopus	NA
14	Dr.Khadeeja Bilquees	Vidwan	523158
		Google Scholar	https://scholar.google.com/scholar?hl=en
		Web of Science Researcher	ITV-4933-2023
		Orcid	0009-0004-5385-7013
		Scopus	57215834341
15	Dr.J.Priyadars hini	Vidwan	
		Google Scholar	
		Web of Science Researcher	
		Orcid	
		Scopus	
16	Dr.K.Sindhura	Vidwan	
		Google Scholar	https://scholar.google.com/citations?user=o8sjMmMAAAAJ&hl=en&authuser=3
		Web of Science Researcher	GPW-7873-2022
		Orcid	0000-0001-9708-0219
		Scopus	57867222700
17	Dr.A.Govindarajan	Vidwan	413643
		Google Scholar	https://scholar.google.co.in/citations?user=Vyfs0wqAAAAJ&hl=en
		Web of Science Researcher	HPC-0784-2023
		Orcid	0000-0003-0188-2642
		Scopus	56603984600
18	Dr. Nidhi Srivastava	Vidwan	290604
		Google Scholar	https://scholar.google.com/citations?user=xkNk0skAAAAJ&hl=en
		Web of Science Researcher	KIJ-3623-2024
		Orcid	0000-0001-8397-7957
		Scopus	58244183500



19	Dr.Kalaivani Balaji	Vidwan	213219
		Google Scholar	https://scholar.google.com/citations?user=GgUZtasAAAAJ&hl=en
		Web of Science Researcher	JFB-0692-2023
		Orcid	0000-0001-9095-7305
		Scopus	NA
20	Dr.Catherine Julie Aarthy C	Vidwan	415797
		Google Scholar	https://scholar.google.com/citations?user=KdAFMIAAAAAJ
		Web of Science Researcher	ISA-7119-2023
		Orcid	000-0001-9353-5546
		Scopus	57214592647
21	Dr.Irudhaya Mary	Vidwan	413198
		Google Scholar	https://scholar.google.com/citations?user=HjkOMD0AAAAJ&hl=en
		Web of Science Researcher	ITV-6139-2023
		Orcid	0009-0002-6317-9258
		Scopus	NA
22	Dr Rekha A.P	Vidwan	524015
		Google Scholar	https://scholar.google.com/citations?view_op=list_works&hl=en&user=U3RuGUoAAAAJ
		Web of Science Researcher	
		Orcid	0000-0001-6641-4263
		Scopus	NA



List of Research Publications 2023-2024

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	The Influence of Job Satisfaction on retention of primary healthcare professionals in Tamilnadu	International Journal of Advanced and Applied sciences	Feb.2024	2313-3724
2	Dr.A.Appu	SCOPUS	Does Job Satisfication lead to primary health care professionals intention to Stay in Tamil Nadu	International Journal of Advanced and Applied Sciences	April 2024	EISSN: 2313 - 3724
3	Dr.A.Appu	SCOPUS	OD Interventions and Performance of Fintech Firms: Evidence from Chennai City"	Journal of Quality Access to Success	July 2024	ISSN 1582-2559
4	Dr.S.Vinoth	SCOPUS	Disruptive Business Models and the Shift Towards Decentralized Marketplac	Digital Technologies, Ethics, and Decentralization in the Digital Era (Book	Feb 2024	ISBN13: 9798369317624, EISBN13: 979836931763



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			es	Name)		
5	Dr.D.Charumathi	SCOPUS	The influence of job satisfaction on retention of primary healthcare professionals in Tamil Nadu	International Journal of Advanced and Applied Sciences	April 2024	EISSN: 2313 - 3724
6	Dr.W.Shabeena Shah	SCOPUS	Artificial intelligence in healthcare services: past, present and future research directions	Review of Managerial Science	September 2023	https://doi.org/10.1007/s11846-023-00699-
7	Dr.W.Shabeena Shah	SCOPUS	The Mediating role of consideration Set between AI algorithm recommendations and consumer buying behaviour.	International Journal of Cultural Studies and Social Sciences	January to June 2024	ISSN: 2347-4777
8	Dr. Anees Fathima M I	SCOPUS	A study on IOT using Maching Learning"" Appliaction and Difficulties based on forthcomin g direction	International Journal of Information Technology	Dec 2023	1460-6739
9	Dr.M.Riaz	SCOPUS	Does Job	Internatio	April	EISSN: 2313 - 3724



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
	Ahamed		Satisfication lead to primary health care professional's intention to Stay in Tamil Nadu	nal Journal of Advanced and Applied Sciences	2024	
10	Mrs.Nishath Sultana	SCOPUS	A study on IOT using Maching Learning"" Appliaction and Difficulties based on forthcomin g direction	Internatio nal Journal of Information Technolog y	Dec 2023	ISSN: 2511-2104
11	Dr.K.Sindhu ra	SCOPUS	Psychologic al capital as a predictor of work-related outcomes: In-role performanc e and organisatio nal citizenship behaviour	Taylor and Francis Conferenc e Proceedin gs	Nov 2024	9.78E+12
12	Dr.A.Govind arajan	SCOPUS	An Impact of Employee Performanc e in Enterprise Turnover Using Grid Based Machine Learning Mode	INTELLIGE NT SYSTEMS AND APPLICATI ONS IN ENGINEER ING	Dec 2023	ISSN:2147-679921
13	Dr. Nidhi Srivastava	SCOPUS	Disruptive Business	Digital Technologi	Feb 2024	ISBN13: 9798369317624,



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			Models and the Shift Towards Decentralized Marketplaces	es, Ethics, and Decentralization in the Digital Era (Book Name)		EISBN13: 979836931763
14	Dr.Irudhaya Mary	SCOPUS	Ethical Considerations in AI Based Marketing : Balancing Profit and Consumer Trust	Journal of Propulsion Technology	Oct 2023	ISSN:1001-4055
15	DR.B.LATHA LAVANYA	SCOPUS	Exploring ethical consumer among generation Z using ICSM Scale	ADVANCES IN ECONOMICS, BUSINESS AND MANAGEMENT RESEARCH	2024	27317854
16	DR.B.LATHA LAVANYA	SCOPUS	Migration and Invisible Economics of Care Exploring the Hidden Plans	ADVANCES IN ECONOMICS, BUSINESS AND MANAGEMENT RESEARCH	2024	27317854
17	Dr.B.LATHA LAVANYA	SCOPUS	The outsiders within: A dalit Feminist Standpoint in the life Narrative of dalit Women	Contemporary South Asia	Sep 2023	095849351469364X
1	Dr.	SCOPUS	Promotiona	Journal of	2023	



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
8	Harindranath R.M.		Inputs and selling: evidence from India	Business and Industrial Marketing		
19	Dr. Amrutha. V.N.	SCOPUS	Green employee empowerment for environmental organization citizenship behaviour: a moderated parallel mediation model	Current Psychology	2024	
20	Dr. Khadeeja Bilquees	SCOPUS	A study on IOT using Machine Learning"" Application and Difficulties based on forthcoming direction	International Journal of Information Technology	Dec 2023	ISSN: 2511-2104
21	Dr.A.Appu	WOS	How does brand equity influence the intent of e-bike users? Evidence from Chennai city	The Scientific Temper	September 2023	ISSN 0976-8657
22	Dr.A.Appu	WOS	Does Green Marketing Mix Influence Cookware	Indian Journal of Natural Sciences	October 2023	ISSN 0976-0997



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			Customers? Empirical Evidence from Chennai Region			
23	Dr.A.Appu	ABDC	Impact of pricing and packaging on consumer buying behavior: A study of IT employees in India	Academy of Marketing Studies	January 2024	1528-2678
24	Mr.M.S.Siranjeevi	ABDC	Effects of psychological wellbeing on healthcare workers' job performance amidst COVID-19 fear	World Journal of Management and Economics	Jan-march 2024	1819-8643
25	Dr.K.Sindhu ra	ABDC	Civil Society in India Complimenting the Government Initiatives- An Overview	European Economic Letters	Jan 2024	ISSN 2323-5233, ISSN-L 2323-5233
26	Dr.K.Sindhu ra	ABDC	Influence of Self-Leadership in Employees at Work on Life Satisfaction and Vitality	Northern Economic Review	Feb 2024	0262-0383



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
27	Dr.K.Sindhu ra	ABDC	Discussion on the Success Stories of Female CEOs Have Changed the Magnitude of Commerce Worldwide	Journal of Informatics Education and Research	Nov 2024	1526-4726
28	Dr. A. Farhathullah Khan	ABDC	Discussion on the Success Stories of Female CEOs Have Changed the Magnitude of Commerce Worldwide	Journal of Informatics Education and Research	Nov 2024	
29	Dr.S.Vinoth	UGC CARE	Impact of Environmental Consciousness and Knowledge on Purchase Intention and Behavior of Green Consumers	The IUP Journal of Marketing Management	Nov 2023	ISSN: 0972-6845
30	Dr.K.Sindhu ra	UGC CARE	Managing Communication and Collaboration with Remote Workers	International Journal of Cultural Studies	Feb 2024	2347-4777
3	Dr.K.Sindhu	UGC	Developme	History	Feb	0976-5425



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S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
1	ra	CARE	nt of a mechanism for the formation of the mission and goals of strategic management	Research Journal	2024	
32	Dr.K.Sindhura	UGC CARE	Research of Personnel Management Systems for Reducing Discrepancies in the Working Sector	Rabindra Bharati University Journal of Economics	Feb 2024	0975-802X
33	Dr.Kalaivani Balaji	UGC CARE	Understanding Diverse Investor Behaviour: Unraveling Patterns and implications in Financial Decision Making	International Journal of Cultural Studies and Social Sciences	Jan 2024	
34	DR.B.LATHA LAVANYA	UGC CARE	Role of Pradan Mudra Yojana Scheme for Women Entrepreneurship development	Juni Khyat	2024	2278-4632
35	DR.B.LATHA LAVANYA	UGC CARE	Child abuse neglecting neglect	Library Progress International	2024	2320-317x



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
36	Dr. A. Farhathullah Khan	UGC CARE	Development of a mechanism for the formation of the mission and goals of strategic management	History Research Journal	Feb 2024	
37	Dr. A. Farhathullah Khan	UGC CARE	Managing Communication and Collaboration with Remote Workers	International Journal of Cultural Studies	Feb 2024	
38	Dr S G Balaji	Peer Reviewed	A Study on Supply Chain Management Practices of Zuko Overseas Private Limited: Challenges, Enablers and Success Factors	Journal of Social Welfare Management	Sept-Dec.2023	Open Access
39	Dr.G.Manickam	Peer Reviewed	Retrospect of Gross Domestic Product of India and China: A Comparative Analysis	Asia-Pacific Journal of Management and Technology	Feb 2024	Online ISSN: 2652-6840
40	Dr.G.Manickam	Peer Reviewed	A STUDY ON EMPLOYEE WELFARE MEASURES AT WHEELS	International Journal of Research Publication and	May 2024	ISSN 2582-7421



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			INDIA LTD	Reviews		
41	Dr.G.Manickam	Peer Reviewed	An Analysis on Understanding the Quality of Work Life of Employees at WABCO India Limited, Chennai	International Journal of Advances in Engineering Architecture Science and Technology	May 2024	ISSN: 2583-7346
42	Dr.D.Charamathi	Peer Reviewed	Impact of six sigma training program on the performance of employees: An Empirical Study	Journal of Social Welfare and Management	December 2023	e-ISSN 2456-0871
43	Dr.W.Shabeena Shah	Peer Reviewed	A Study on Understanding user Intention to use Job Portals Using Tam Model	Journal of Social Welfare and Management Volume 15 Number 3 (Part-I)	September-December 2023	
44	Dr.M.Riaz Ahamed	Peer Reviewed	A Study on service quality attributes and student learning	Journal of Social Welfare and Management	Dec 2022	231.143224
45	Dr.J.Priyadarshini	Peer Reviewed	An Insight into Learning Organization & its Dimensions	International Journal of Progressive Research in Engineering	December 2023	e-ISSN: 2583-1062



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
				<i>g Management and Science (IJPREAMS)</i>		
46	Dr.J.Priyadarshini	Peer Reviewed	A Study on the Factors Impacting Digital Innovation in E-Learning Business	Journal of Social Welfare and Management	September-December 2023	p-ISSN: 0975-0231, e-ISSN: 2456-0871
47	Dr.K.Sindhura	Peer Reviewed	Self-Efficacy and Personality Factors and their Association with Work Motivation of Employees	Journal of the Indian Academy of Applied Psychology	Jul 2023	ISSN 0019-4247
48	Dr.K.Sindhura	Peer Reviewed	Impact of Consumer's Attitude and Perception on Online Purchasing Behavior	Journal of Social Welfare and Management	September-December 2023	2456-0871 (E) / 0975-0231 (P)
49	Dr.K.Sindhura	Peer Reviewed	Satisfaction with Credit Card use on Decision Making to Select Redempt and Awareness of Credit Card Frauds	Journal of Social Welfare and Management	September-December 2023	2456-0871 (E) / 0975-0231 (P)
50	Dr.A.Govindarajan	Peer Reviewed	A Study on Determining the Best	Journal of Social Welfare	Dec 2023	e-ISSN 2456-0871



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			Logistics Service for the Export of Lotus Industries Ltd	and Management		
51	Dr. A. Govindarajan	Peer Reviewed	Venture Capital; A Navaratana of Indian Economy in the Present Scenario	Conference Proceedings of Global Edu-Conclave 2023	Sep 2023	ISBN: 978-81-961331-5-3
52	Dr.Kalaivani Balaji	Peer Reviewed	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	Journal of Propulsion Technology	Sep 2023	ISSN:1001-4055
53	Dr.Catherine Julie Aarthi C	Peer Reviewed	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	Journal of Propulsion Technology	Sep 2023	ISSN:1001-4055
54	Dr.Irudhaya Mary	Peer Reviewed	Exploring the Transformative Journey of E-Commerce in Digital India: Past, Present, and Future Trends in E-Grocery and E-Tail	European Economic Letters	Nov 2023	ISSN 2323-5233
5	Dr.Irudhaya	Peer	Topical	Future	July	ISBN: 978-81-19337-



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
55	Mary	Reviewed	Inclination towards Generative AI and Knowledge Sustainability - A constructive Slant	Trends Breakthrough and Innovation in HRM	2023	04-0
56	Dr.Kalaivani Balaji	ISBN Conference Proceedings	Improved fraud detection in Banking system through machine learning and big data analytics with management key component	IEEE	May 2024	
57	Dr.S.G.Balaji		Digital Transformation in Marketing: An Analytical Study with Special Reference to College Students	New Frontiers in Business Management	July 2024	978-81-967593-3-9
58	Dr.S.G.Balaji	SCOPUS	The Influence of Job Satisfaction on retention of primary healthcare professionals	International Journal of Advanced and Applied sciences	Feb.20 24	2313-3724



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<i>S. N o</i>	<i>Name of the faculty</i>	<i>Indexed in</i>	<i>Title of research work</i>	<i>Journal Name</i>	<i>Month & Year of Publica tion</i>	<i>ISSN/ ISBN No.</i>
			<i>Tamilnadu</i>			



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Faculty Manuscripts

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