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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 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.G.Manickam	Associate Professor	Convenor



3	Dr.T.A.M. Hameed Kan	Associate Professor	Member
4	Dr. S. G. Balaji	Associate Professor	Member
5	Dr. B. Latha Lavanya	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:

Identify Research Topic

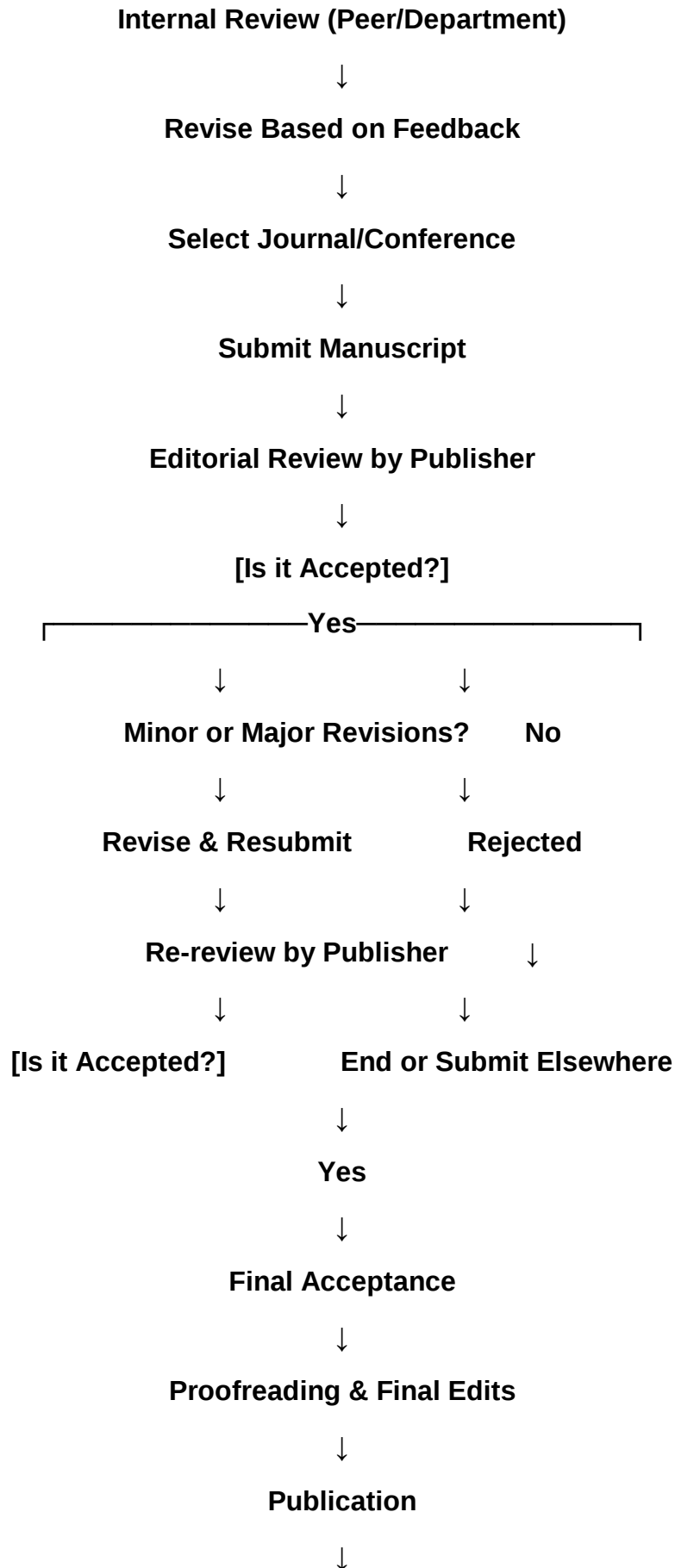


Conduct Research



Write Manuscript







Update Faculty Records / Institutional Repository

Fig. 1: Flowchart illustrating the Faculty Publications process

Amended Date/s		Revision Number:	
Prepared By: Dr.G.Manickam		Approved By: Dr.Farhath Khan	

Research Publication Indexing Wise - Summary Details

S.No	Name of the Faculty	2024-2025**
1	Dr.T.A.M Hameed Kan	4
2	Dr.S.G.Balaji	0
3	Dr.B.Latha Lavanya	0
4	Dr.G.Manickam	0
5	Mrs.S.Sumiya	0
6	Dr.A.Appu	3
7	Dr.S.Vinoth	0
8	Dr.D.Charumathi	2
9	Dr.W.Shabeena Shah	1
10	Dr. Anees Fathima M I	1
11	Dr.M.Riaz Ahamed	4
12	Mrs.Nishath Sultana	2
13	Mr.M.S.Siranjeevi	1
14	Dr.Khadeeja Bilquees	0
15	Dr.J.Priyadarshini	
16	Dr.K.Sindhura	1
17	Dr.A.Govindarajan	2
18	Dr. Nidhi Srivastava	0
19	Dr.Kalaivani Balaji	1
20	Dr.Catherine Julie Aarthy C	0
21	Dr.Irudhaya Mary	0
Total		22



II. Research Publication Indexing Wise -Summary Details

Indexing	2024-2025**
Scopus	5
Web of Science	3
ABDC	3
UGC Care	4
Peer Reviewed	7
Book Chapter	0
Books	0

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=xaOLGoIAAAAAJ
		Web of Science Researcher	JGL-7770-2023
		Orcid	0000-0003-3091-1879
		Scopus	57704433500
3	Dr.B.Latha Lavanya	Vidwan	414167
		Google Scholar	https://scholar.google.com/citations?user=5aYyQ68AAAAJ&hl=en
		Web of Science Researcher	ACJ-9716-2022
		Orcid	0000-0002-4185-9618



		Scopus	57220734151
4	Dr.G.Mani ckam	Vidwan	413722
		Google Scholar	https://scholar.google.com/citations?view_op=new_articles&hl=en
		Web of Science Researcher	IZP-9008-2023
		Orcid	0009-0001-0353-8813
		Scopus	NA

5	Mrs.S.Su miya	Vidwan	522195
		Google Scholar	https://scholar.google.com/citations?hl=en&user=mFXVM34AA
		Web of Science Researcher	KJL-6892-2024
		Orcid	0009-0006-6189-912X
		Scopus	NA
6	Dr A.Appu	Vidwan	522327
		Google Scholar	https://scholar.google.co.in/citations?user=QsC_RI0AAAAJ&hl=en
		Web of Science Researcher	HNR-8955-2023
		Orcid	0000-0001-5384-415X
		Scopus	59118161900
7	Dr.S.Vinot h	Vidwan	431221
		Google Scholar	https://scholar.google.com/citations?user=m_HzgLcAAAAJ&hl=en
		Web of Science Researcher	KGM-1873-2024
		Orcid	0000-0003-2253-0961
		Scopus	58966674200
8	Dr.D.Char umathi	Vidwan	508846
		Google	http://scholar.google.co.in/citations?user=wGP3RcEAAAAA



		Scholar	
		Web of Science Researcher	IXN-2483-2023
		Orcid	0000-0003-3929-773X
		Scopus	57226737485
9	Dr.W.Shabeena Shah	Vidwan	452004
		Google Scholar	https://scholar.google.com/citations?user=yHVhTn
		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=8W9c
		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=DjzHHen&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?h
		Web of Science Researcher	KLY-4589-2024
		Orcid	0009-0005-5286-5465
		Scopus	NA
13	Mr.M.S.Siranjeevi	Vidwan	522201
		Google Scholar	https://scholar.google.com/citations?user=0n0sr
		Web of Science Researcher	
		Orcid	0000-0003-3610-3100
		Scopus	NA
14	Dr.Khadeeja Bilquees	Vidwan	523158
		Google Scholar	https://scholar.google.com/scholar?h
		Web of Science Researcher	ITV-4933-2023
		Orcid	0009-0004-5385-7013
		Scopus	57215834341
15	Dr.J.Priyadarshini	Vidwan	
		Google Scholar	
		Web of Science Researcher	
		Orcid	



			Scopus	
16	Dr.K.Sindhura		Vidwan	
			Google Scholar	https://scholar.google.com/citations?user=o8sjM=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=Vyfs0wgAAAAJ&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 Aarthi 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.Iruthaya 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	



		<i>her</i>	
		<i>Orcid</i>	0000-0001-6641-4263
		<i>Scopus</i>	NA

List of Research Publications 2023-2024

<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 Publicatio n</i>	<i>ISSN/ ISBN No.</i>
1	Dr.T.A.M Hameed Kan	SCOPUS	The Evolution of the Exchange Traded Funds (ETFs): A	International Journal of Trade and Global Market	April 2025	1742- 755X



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			<i>Bibliomertic Analysis an Future Research Direction</i>			
2	<i>Dr.W.Shabeena Shah</i>	SCOPUS	<i>Human-machine Interaction in agriculture: examining the impact of artificial intelligence on behavioural dimensions</i>	<i>Int. J. of Process Management and Benchmarking</i>	<i>April 2025</i>	<i>ISSN online - 1741-816X</i>
3	<i>Mrs.Nishath Sultana</i>	SCOPUS	<i>The Evolution of the Exchange Traded Funds (ETFs): A Bibliomertic Analysis an Future Research Direction</i>	<i>International Journal of Trade and Global Market</i>	<i>April 2025</i>	<i>1742-755X</i>
4	<i>Mrs.Nishath Sultana</i>	SCOPUS	<i>Human-machine Interaction in agriculture: examining the impact of artificial intelligence on behavioural dimensions</i>		<i>April 2025</i>	
5	<i>Dr. Anees Fathima M I</i>	SCOPUS	<i>Human-machine Interaction in agriculture: examining the impact of artificial intelligence on behavioural dimensions</i>		<i>April 2025</i>	
6	<i>Dr.A.Appu</i>	WOS	<i>Does shopping values influence users behavioral intentions? Empirical evidence from Chennai malls</i>	<i>The Scientific Temper</i>	<i>December 2024</i>	<i>ISSN: 0976-8653</i>
7	<i>Dr. Mr. Riaz Ahamed</i>	WOS	<i>A STUDY ON THE RELATIONSHIP BETWEEN USER GENERATED CONTENT BASED</i>	<i>CAHIERS MAGELLANES-NS</i>	<i>Jul 2024</i>	<i>1624-1940</i>



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			MARKETING AND CUSTOMER ENGAGEMENT FOR DEVELOPING BRAND RECOGNITION			
8	Dr.K.Sindhura	WOS	A STUDY ON THE RELATIONSHIP BETWEEN USER GENERATED CONTENT BASED MARKETING AND CUSTOMER ENGAGEMENT FOR DEVELOPING BRAND RECOGNITION	CAHIERS MAGELLANES-NS	Jul 2024	1624-1940
9	Dr.A.Appu	ABDC	User E-Banking Adoption: A Chennai Public Sector Bank Case Study	Korea Review of International Studies	May 2024	ISSN 1226-4741
10	Dr.D.Charumathi	ABDC	Financial Behavior in Personal Investment: Influence of Psychological Factors on Investment Decision	Journal of Informatics Education and Research	April 2024	ISSN: 1526-4726
11	Dr.D.Charumathi	ABDC	User E-Banking Adoption: A Chennai Public Sector Bank Case Study	Korea Review of International Studies	May 2024	ISSN 1226-4741
12	Dr.T.A.M Hameed Kan	UGC CARE	IMPACT OF WORK LIFE BALANCE, CAREER AND GROWTH, PERSONAL RECOGNITION, PEACE & CONTENTMENT, AND JOB	Rabindra Bharati University Journal of Economics	September 2024	0975-802X



S. No	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
			SATISFACTION ON EMPLOYEE RETENTION			
13	Dr.T.A.M Hameed Kan	UGC CARE	STUDY ON IMPACT OF QUALITY CONTROL AND EMPLOYEE PARTICIPATION ON ORGANIZATIONAL PERFORMANCE	International Journal of Cultural Studies and Social Sciences	September 2024	ISSN: 2347-4777
14	Dr.T.A.M Hameed Kan	UGC CARE	Rabindra Bharati University Journal of Economics	Rabindra Bharati University Journal of Economics	September 2024	0975-802X
15	Dr.A.Appu	UGC CARE	Examining the factors influencing performance of 3PL service providers: An Empirical Analysis	South India Journal of Social Sciences	June 2024	ISSN 0972-8945
16	Dr.M.Riaz Ahamed	Peer Reviewed	A study on analyzing the role of risk management in enhancing customer trust in the public sector banks	International Journal of Progressive Research in Engineering Management and Science (IJPREAMS)	Dec 2024	2583-1062
17	Dr.M.Riaz Ahamed	Peer Reviewed	IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR IN THE PAPER PRODUCTS INDUSTRY	(IJPREAMS)	Nov 2024	2583-1062
18	Dr.M.Riaz Ahamed	Peer Reviewed	STRATEGIES FOR FREIGHT FORWARDERS TO ENHANCE LOGISTICS SERVICE	International Journal of Research Publication and Reviews	Jul 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.
			QUALITY IN SOUTH INDIA			
19	Mr.M.S.Siranjeevi	Peer Reviewed	A Study on The Effectiveness of Employee Relations at Crayons Clothing	International Journal of Research Publication and Reviews	June 2024	ISSN 2582-7421
20	Dr. A. Govindarajan	Peer Reviewed	A COMPARATIVE STUDY BETWEEN FACEBOOK AND INSTAGRAM AS THE PRIMARY MARKETING PLATFORM FOR BUSINESS	INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE	Jul 2024	e-ISSN : 2583-1062
21	Dr. A. Govindarajan	Peer Reviewed	A STUDY ON BRAND PREFERENCE BY CUSTOMERS AND DEALERS OF CEMENT INDUSTRY WITH SPECIAL REFERENCE TO CHENNAI REGION	INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE	Nov 2024	e-ISSN : 2583-1062
22	Dr.Kalaivani Balaji	Peer Reviewed	Performance assessment framework for net zero supply chain a comparative study on the different farmework for ESG on built environment	International Journal of Research Publication and Reviews	Jul 2024	



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Faculty Manuscripts



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