Faculty Publications – 2024-25

S.No	Name of Faculty	Research Type (Article, Book, Book Chapter, Cases, Conferenc e Publiation etc	Indexed in (Peer Reviewed, UGC- Care, Scopus, WoS, ABDC etc)	Currently Indexed (Y/ N)	Title of research work	Journal Name
1	Dr.T.A.M Hameed Khan	Research Article	Web of Science	Yes	A study on Employee Engagement Dimensions with Reference to IT Sector in Chennai City	Indian Journal of Natural Sciences
	Dr.T.A.M Hameed Khan	Research Article	UGC - CARE	Yes	LMS Service Quality: Scale Development and Validation	Journal of the Asiatic Society of Mumbai
	Dr.T.A.M Hameed Khan	Research Article	UGC - CARE	No	IMPACT OF WORK LIFE BALANCE, CAREER AND GROWTH, PERSONAL RECOGNITION, PEACE & CONTENTMENT, AND JOB SATISFACTION ON EMPLOYEE RETENTION	Rabindra Bharati University Journal of Economics
	Dr.T.A.M Hameed Khan Dr.T.A.M	Research Article Research	UGC - CARE UGC -	No No	STUDY ON IMPACT OF QUALITY CONTROL AND EMPLOYEE PARTICIPATION ON ORGANIZATION AL PERFORMANCE Rabindra Bharati	International Journal of Cultural Studies and Social Sciences Rabindra

	Hameed	Article	CARE		University	Bharati
	Khan				Journal of	University
					Economics	Journal of
						Economics
					The Evolution of	
					the Exchange	
					Traded Funds	
					(ETFs): A	
					Bibliomertic	International
	Dr.T.A.M	_			Analysis an	Journal of
	Hameed	Research			Future Research	Trade and
	Khan	Article	Scopus	Yes	Direction	Global Market
					Digital	
					Transformation	
					in Marketing: An	
					Analytical Study	
					with Special	New Frontiers
	Dr.S.G.Ba	Research	Book		Reference to	in Business
	laji	Article	Chapter		College Students	Management
					The Influence of	
					Job Satisfaction	Turkawaskiawas
					on retention of	International
			Caanua		primary	Journal of
	Dr.S.G.Ba	Research	Scopus & Web of		healthcare	Advanced
2		Article	Science	Yes	professionals in Tamilnadu	and Applied sciences
2	laji	Article	Science	res	INFLUENCE OF	Sciences
					EDUCATIONAL	
					APPS ON SKILL	
					DEVELOPMENT	
					AND	
					PERFORMANCE	Manager-
					OF HIGHER	TheBritishJou
			ABDC - C		SECONDARY	rnalofAdminis
	Dr S G	Research	category		SCHOOL	trativeManag
	Balaji	Article	Journal	Yes	STUDENTS	ement
	_ =				A Study on	2
					Supply Chain	
					Management	
					Practices of Zuko	
					Overseas Private	
					Limited:	Journal of
					Challenges,	Social
	Dr S G	Research	Peer		Enablers and	Welfare
	Balaji	Article	Reviewed	Yes	Success Factors	Management
	Dr S G	Research	UGC -		FACTORS	
	Balaji	Article	CARE	Yes	INFLUENCING	ANVESAK

				GREEN BRAND	
				EQUITY FOR	
				COSMETIC	
				PRODUCTS: A	
				NEURAL	
				NETWORK (NN)	
				APPROACH"	
				Influence on the	
				Organizational	
				Performance of	
				Sustainability	
Dr S G	Conferenc			Management	ECS
Balaji	e Paper	Scopus	Yes	Practices	Transactions
-	·	•		Improving the	
				Carbon Footprint	
				of Managing	
				Food and	
				Packaging Waste	
				in	
Dr S G	Conferenc			the Food	ECS
		Caaniia	Voc		
Balaji	e Paper	Scopus	Yes	Industries"	Transactions
				Factors And	
				Motives of Usage	
				of Public	
				Transport	
				Systems	Manager-
				InTamilnadu: A	TheBritishJou
		ABDC - C		Case of Chennai	rnalofAdminis
Dr S G	Research	category		Metro Rail	trativeManag
Balaji	Paper	Journal	Yes	Services	ement
·J·	- 1			BRAND	
				PERCEPTIONS	
				OF GENERATION	
				Z TOWARDS	THE
				ONLINE	JOURNAL OF
5 6 6				PURCHASE- A	ORIENTAL
Dr S G	Research	UGC -		LITERATURE	RESEARCH
Balaji	Paper	CARE	Yes	REVIEW	MADRAS
				Awareness Of	
				Green Marketing	
				And Its	
				Influence On	
				Consumer	
				Perception: An	Res Militaris -
Dr S G	Research			Exploratory	Social Social
Balaji	Paper	Scopus	No	Study	Journal
Dr S G	Book	Peer	No	A Study on Last	Advances in
 ٠ . ت	200K	1 001	1110	, , otady on East	, ta various iii

	Balaji	Chapter	Reviewed		Mile Connectivity	Business
					Feeder Services	Management
					among Metro	& Technology
					Users with	
					Reference to	
					Chennai City Exploring the	
					Factors	
					Influencing Third	
					Party Reverse	
					Logistics Service	
					Providers in	Contemporar
					Chennai city: An	y Issues in
	Dr S G	Book	Peer		Exploratory	Marketing
	Balaji	Chapter	Reviewed	No	Study	Management
					Retrospect of	
					Gross Domestic	Asia-Pacific
					Product of India and China: A	Journal of
	Dr.G.Man	Research	Peer		Comparative	Management and
3	ickam	Article	Reviewed	Yes	Analysis	Technology
	TOTALLI	7 ti cicic	reviewed	1.00	A STUDY ON	reciniology
					EMPLOYEE	International
					WELFARE	Journal of
					MEASURES AT	Research
		Research	Peer		WHEELS INDIA	Publication
		Article	Reviewed	Yes	LTD	and Reviews
					An Analysis on	International
					Understanding	Journal of
					the Quality of Work Life of	Advances in
					Employees at	Engineering Architecture
		Research	Peer		WABCO India	Science and
		Article	Reviewed	Yes	Limited, Chennai	Technology
					CSR and	
					Corporate	
					Governance	Journal of
					Interdependence	Harbin
	Mrs.S.Su	Research			: A Conceptual	Engineering
4	miya	Article	Scopus	Yes	Study	University
					Impact of Green	
					Marketing on Consumer	
					Purchase	Korea Review
					Intention", in	of
	Mrs.S.Su	Research	ABDC - C		Korea Review of	International
	miya	Article	Category	Yes	International	Studies

	1	1	1			1
					Studies ., ISSN - 1226-4741, Volume 15 Issue 39 Sep 2022 119 .,Listed in ABDC "C" Category	
	Mrs.S.Su miya	Book Chapter	Peer Reviewed	Yes	A Study on Competency Mapping Practices and its impact on Employee Engagement with reference to Multi - Superspeciality Hospital in Chennai City"	Innovative Best Practises in 21st Century
	Mrs.S.Su miya	Book Chapter	Peer Reviewed	No	A Study On Customer Experience and Loan Credit Services With Reference To Corporate Banks In Chennai City	Advances in Business Management & Technology
	Mrs.S.Su miya	Textbook			"Principles of Management"	Xpress Publications an imprint of Notion Publications India
5	Dr.A.App u	Book Chapter	Peer Reviewed	No	A Study on Last Mile Connectivity Feeder Services among Metro Users with Reference to Chennai City	Advances in Business Management & Technology
	Dr.A.App u	Article	Web of Science	Yes	Investigating the Impact of Disruptive Technologies and Performance Metrics of 3pl Firms in Chennai	Best Practices in 21st Century"

г		T	1		T	
					City: An	
					Exploratory	
L					Study	
					An Empirical	
					Study on Public	
					Awareness and	
					Acceptance of	Journal of
					Covid 19	Contemporar
	5 4 4		4000		Vaccines During	y Issues in
	Dr.A.App		ABDC - C		Lockdown 2.0 in	Business and
	u	Article	Category	Yes	Chennai city	Government
					Exploring the	
					Factors	
					Influencing Third	
					Party Reverse	
					Logistics Service Providers in	Contomnaria
						Contemporar
	Dr A Ann	Book	Peer		Chennai city: An	y Issues in
	Dr.A.App	Chapter	Reviewed	No	Exploratory Study	Marketing Management
F	u	Спарсеі	VENIEMER	INO	A Structural	Management
					Model to	
					Evaluate the	
					Influence of	
					Technology and	
					Marketing Factor	
					with Respect to	
	Dr.A.App		Peer		Smartphone	Design
	u	Article	Reviewed	Yes	Choice	Engineering
		_			Does	
					Demographics	
					has an	
					Association with	
					Usage Patterns	
					and Level of	
					Satisfaction	
					Towards Public	Journal of
					Transport	Contemporar
					Systems: A Case	y Issues in
	Dr.A.App		ABDC - C		of Metro Chennai	Business and
L	u	Article	Category	Yes	Rail	Government
					Factors and	ا ا
					Motives of Usage	The British
					of public	Journal of
					transport	Administrativ
	Dr.A.App		ABDC - C		systems in	е
	u	Article	Category	Yes	Tamilnadu: A	Management

1			1	T	
				case of Chennai	
				Metro Rail	
				Services	
				Exploring	
				Employees Job	
				Performance of	Kawaa Daydayy
				Small Finance	Korea Review of
Dr A Ann		ABDC - C		Banks: Evidence from Chennai	International
Dr.A.App u	Article	Category	Yes	Region	Studies
u	Articic	category	103	Does E- Learning	Studies
				Platform	
				Influence	
				Fisheries	Journal of
				Students Intent?	Survey in
Dr.A.App				Evidence From	Fisheries
u	Article	Scopus	No	Tamil Nadu	Sciences
				E learning	
				system and	
				students	F
Du A Amm		Door		intentions:	European Chemical
Dr.A.App	Articlo	Peer	Voc	Evidence from	
u	Article	Reviewed	Yes	Chennai City AI Banking of	Bulletin
				Tomorrow:	
				Empirical	Empirical
Dr.A.App		ABDC - C		Evidence from	Economics
u	Article	Category	Yes	Chennai City	Letters
		,		Factors	
				influencing	World Journal
				satisfaction of	of
				CMRS	Management
Dr.A.App		ABDC - C		commuters: An	and
u	Article	Category	Yes	Empirical Study	Economics
				How does brand	
				equity influence the intent of e-	
				bike users?	
Dr.A.App		Web of		Evidence from	The Scientific
u	Article	Science	Yes	Chennai city	Temper
		30.0.100		Does Green	
				Marketing Mix	
				Influence	
				Cookware	Indian
				Customers?	Journal of
Dr.A.App		Web of		Empirical	Natural
u	Article	Science	Yes	Evidence from	Sciences

				Channai Dogian	
				Chennai Region	
				Impact of pricing	
				and packaging	
				on consumer	
				buying behavior:	
				A study of IT	Academy of
Dr.A.App		ABDC - B		employees in	Marketing
u	Article	Category	Yes	India	Studies
				Does Job	
				Satisfication lead	
				to primary	International
				health care	Journal of
		Scopus &		professionals	Advanced
Dr.A.App		Web of		intention to Stay	and Applied
u	Article	Science	Yes	in Tamil Nadu	Sciences
				User E-Banking	
				Adoption: A	Korea Review
				Chennai Public	of
Dr.A.App		ABDC - C		Sector Bank	International
u u	Article	Category	Yes	Case Study	Studies
u	, ii cicic	category	100	Examining the	Studies
				factors	
				influencing	
				performance of	
				3PL service	South India
D. A A.				providers: An	Journal of
Dr.A.App	A	LICC Carre	V	Empirical	Social
U	Article	UGC Care	Yes	Analysis	Sciences
				OD Interventions	
				and Performance	Journal of
		Scopus &		of Fintech Firms:	Quality
Dr.A.App		Web of		Evidence from	Access to
u	Article	Science	Yes	Chennai City"	Success
				Does shopping	
				values influence	
				usersbehavioral	
				intentions?	
				Empirical	
Dr.A.App		Web of		evidence from	The Scientific
u	Article	Science	No	Chennai malls	Temper
	_			Greenwashing	<u> </u>
				and Green	
				Skepticism	
				mediated by	Journal of the
				Green Perceived	Asiatic
Dr.S.Vino				Risk: Direct and	Society of
	Articlo	LICC Cara	Voc		•
th	Article	UGC Care	Yes	indirect effects	Mumbai

	1	1	,	1	
				on Green	
				purchase	
				intention	
				Green Loyalty:	
				The mediating	
				role of Green	
				Trust and the	
				effects of	
				Environmental	Online
				Concern,	Journal of
				Environmental	Distance
				Advertising, and	Education
Dr.S.Vino				Environmental	and e-
th	Article	UGC Care	No	Knowledge	Learning
	_			Impact of	
				Environmental	
				Consciousness	
				and Knowledge	
				on Purchase	
				Intention and	The IUP
				Behavior of	Journal of
Dr.S.Vino				Green	Marketing
th	Article	UGC Care	Yes	Consumers	Management
<u> </u>	7 0.0.0		100	0011001111010	Digital
				Disruptive	Technologies,
				Business Models	Ethics, and
				and the Shift	Decentralizati
				Towards	on in the
Dr.S.Vino	Book			Decentralized	Digital Era
th	Chapter	Scopus	Yes	Marketplaces	(Book Name)
		•		Financial	,
				Behavior in	
				Personal	
				Investment:	
				Influence of	
				Psychological	
				Factors on	Journal of
					Informatics
Dr.D.Cha		ABDC - C		Investment	Education
rumathi	Article	Category	Yes	Decision	and Research
				An Empirical	
				Study on	
				Customers'	International
				Perception	Journal of
				Influencing	Research
		Peer		Brand	Publication
		1 CC1			

				Deference	
				Reference to	
				FMCG Industry	
				A STUDY ON	Totawastiawal
				IMPACT OF	International
				WORK FROM	Journal of
				HOME AMONG	Scientific
				EMPLOYEES	Research and
		Daan		DURING THE	Engineering
	Autiala	Peer		PANDEMIC COVID 19	Development
	Article	Reviewed			
				A STUDY ON	
				CONSUMER	
				BEHAVIOUR	DDIMAY
				TOWARDS	PRIMAX
				ONLINE	INTERNATIO NAL
				SHOPPING WITH SPECIAL	JOURNAL OF
				REFERENCE TO	COMMERCE
				ELECTRONIC	AND
		Peer		PRODUCTS IN	MANAGEMEN
	Article	Reviewed		TAMILNADU	T RESEARCH
	AI UCIC	INCVIEWEU		A STUDY ON	INLOCANCII
				IMPACT OF	
				PANDEMIC ON	
				INVESTMENT	
				PATTERN OF	Journal of
				INVESTORS'	Social
		Peer		WRT CHENNAI	Welfare and
	Article	Reviewed		CITY	Management
		7.07107704		Impact of six	aagomene
				sigma training	
				program on the	Journal of
				performance of	Social
		Peer		employees: An	Welfare and
	Article	Reviewed		Empirical Study	Management
				The influence of	
				job satisfaction	
				on retention of	International
				primary	Journal of
		Scopus &		healthcare	Advanced
		Web of		professionals in	and Applied
	Article	Science	Yes	Tamil Nadu	Sciences
				An Empirical	
				Study on Factors	Journal of
				Influencing	Survey in
				Effectiveness of	Fisheries
	Article	Scopus	No	Green Marketing	Sciences

					An Evaluation of	
					the effect of	World Journal
					Economic	of
					Development of	Management
			ABDC - C		Crypto	and
		Article	Category	Yes	Currency",	Economics
		Aiticic	category	103	"Electronic	Leonomics
					Monitoring and	
					Employees	
					Performance	Humanities
						and Social
					Outcome- A	
		A setiol o	LICC Care	Vac	Study among IT	Science
		Article	UGC Care	Yes	Employees"	Studies
					User E-Banking	Kawa Bardani
					Adoption: A	Korea Review
			4006		Chennai Public	of
			ABDC - C		Sector Bank	International
		Article	Category	Yes	Case Study	Studies
					"A Study on the	
					Impact of	
					Emotional	
					Intelligence on	
					the Work Life	
					Balance of	South India
					Employees with	Journal of
					reference to IT	Social
7		Article	UGC Care	Yes	Industry",	Sciences,
					Artificial	
					intelligence in	
	Dr.W.Sha				healthcare	
8	beena				services: past,	
	Shah				present and	Review of
			Scopus		future research	Managerial
		Article	Q1	Yes	directions	Science
		_			Examining the	-
					comprehensive	
					relationship	
					between	
					customer trust	
					and social media	
					purchase:a	International
					bibliometric	Journal of
					review and	Business and
			Sconuc		directions for	
		Article	Scopus	Voc		Emerging Markets
		Article	Q3	Yes	future	
		م اح ا م	Peer	Vac	A Study on	Journal of
		Article	Reviewed	Yes	Understanding	Social

-						
					user Intention to	Welfare and
					use Job Portals	Management
					Using Tam Model	Volume 15
						Number 3
l						(Part-I),
					Relationship	
					between Online	
					Learning and	
					Academic	International
					Performance of	Journal for
					Students: A	Innovative
					Review of Trends	Research in
			Peer		and Ways	Multidisciplina
		Article	Reviewed	yes	Forward	ry Field
					Interlinkages	
					between factors	
					influencing	
					student	
					engagement in	The Third
ļ		Article	UGC Care	Yes	online learning	Concept
						ICCSR
						Sponsored
						two day
						National
						Seminar on
						"Great
						Initiatives of
					Evamining the	the state and
					Examining the	central govt.
			TCDNI		impact of social	through start-
			ISBN Conferenc		media usage on academic	up(s)
						programmes
			e Proceedin		performance of college students	in nurturing entrepreneuri
		Article	gs	Yes	in Chennai city	al initiatives"
ŀ		/ II CICIC	33	103	A study on	ai iiiiddives
					Awareness and	
					Consumer	
					Perception on	
					Use of Digital	
					Payments	International
					System in India	Journal of
					with Special	Research
			Peer		Reference to	Publication
		Article	Reviewed	Yes	Chennai.	and Reviews
ľ			Peer		"A Study on the	International
		Article	Reviewed	Yes	Paradigm Shift	Journal of
-						

					of Consumer	Research
					Behaviour	Publication
					towards E-	and Reviews
					Commerce	
					(FMCG) During	
					Pandemic	
					Lockdown"	
					Brand	
					Perceptions of	
					Generation Z	
					Towards Online	The Journal
					Purchase- A	of Oriental
			1100.0		Literature	Research
		Article	UGC Care	Yes	Review*	Madras
					The Mediating	
					role of	
					consideration	
			Double-		Set between AI	International
			Blind,		algorithm	Journal of
			Peer		recommendation	Cultural
			Reviewed,		s and consumer	Studies and
			Refereed		buying	Social
		Article	UGC Care	yes	behaviour.	Sciences
					Human-machine	
					Interaction in	
					agriculture:	
					examining the	Int. J. of
					impact of	Process
					artificial	Management
					intelligence on	and
			sCOPUS		behavioural	Benchmarkin
		Article	Q4	YES	dimensions	g
					The Challenges	New
					of Human	Perspectives
					Resource	on Commerce
		Book			Manager in	&
		Chapter			Today"s	Management,
					A study on store	
					brand loyalty of	
	Dr.				apparels with	
	Anees				reference to	
	Fathima		Scopus		Indian Apparel	
9	ΜI	Article	Q4	No	market	Resmilitaris
					A study on IOT	Journal
						Name:
						International
		Article	IEEE	Yes	_	Journal of
9			Q4			Journal Name: International

					Difficulties based	Information
					on forthcoming	Technology
					direction	Journal Link:
						https://link.s
						pringer.com/j
						ournal/41870
						Scopus Link:
						https://www.
						scopus.com/s ourceid/2110
						1022413
					"Factors	1022 113
					influencing	
					green brand	
					equity for	
					cosmetic	
					products: A	
	Dr.M.Riaz				neural network	
10	Ahamed	Article	UGC Care	Yes	(NN approach)".	Anvesak
					"An examination	
					on measuring	
					the impact of	
					green marketing	
					and CSR activities	
					towards Brand	
					equity and	
	Dr.M.Riaz				consumer	Shodhsamhit
10	Ahamed	Article	UGC Care	Yes	loyalty".	ha
		_			Does Job	
					Satisfication lead	
					to primary	International
					health care	Journal of
			Scopus &		professionals	Advanced
	Dr.M.Riaz		Web of		intention to Stay	and Applied
10	Ahamed	Article	Science	Yes	in Tamil Nadu	Sciences
					A Study on	Journal of
	D* M D:==		Door		service quality	Social
10	Dr.M.Riaz Ahamed	Article	Peer Reviewed	Voc	attributes and	Welfare and
10	Anameu	ALUCIE	Reviewed	Yes	student learning A study on	Management International
					analyzing the	Journal of
					role of risk	Progressive
					management in	Research in
					enhanching	Engineering
	Dr.M.Riaz		Peer		customer trust in	Management
10	Ahamed	Article	Reviewed	Yes	the public sector	and Science

					banks	(IJPREMS)
					IMPACT OF	
					PRODUCT	
					PACKAGING ON	
					CONSUMER BUYING	
					BEHAVIOR IN	
					THE PAPER	
	Dr.M.Riaz		Peer		PRODUCTS	
10	Ahamed	Article	Reviewed	Yes	INDUSTRY	(IJPREMS)
					STRATEGIES	
					FOR FREIGHT	
					FORWARDERS TO ENHANCE	International
					LOGISTICS	Journal of
					SERVICE	Research
	Dr.M.Riaz		Peer		QUALITY IN	Publication
10	Ahamed	Article	Reviewed	Yes	SOUTH INDIA	and Reviews
						Journal
						Name:
						International Journal of
						Information
						Technology
						Journal Link:
						https://link.s
					A study on IOT	pringer.com/j
					using Maching	ournal/41870
					Learning"	Scopus Link:
	Mrc Nich				Appliaction and	https://www.
	Mrs.Nish ath				Difficulties based on forthcoming	scopus.com/s ourceid/2110
11	Sultana	Article	IEEE	Yes	direction	1022413
	Januaria	. 11 010		1.00	The Evolution of	
					the Exchange	
					Traded Funds	
					(ETFs): A	
					Bibliomertic	International
	Mrs.Nish	Doggana			Analysis an	Journal of
	ath Sultana	Research Article	Sconuc	Yes	Future Research	Trade and Global Market
	Juitalia	ALUCIE	Scopus	162	Direction Evaluate the	Giobai Market
					effectiveness of	
					sales promotion	
					practices	
	Mr.M.S.Si		UGC		towards clothing	Shodhsamhit
12	ranjeevi	Article	CARE	yes	products	ha

					T	
					Data	
					visualization of	
					the "fear of	
					COVID-19" and	
					"mental health	
					issues" in	
					healthcare	
					workers: A	
	Mr.M.S.Si		UGC		Systematic	Shodhaprabh
	ranjeevi	Article	CARE	Yes	review	a
					MENTAL HEALTH	
					ISSUES IN	
					HEALTHCARE	
					WORKERS	
					AMIDST COVID-	
					19: A	
					SYSTEMATIC	
	Marka C C		1166		REVIEW AND	Educati
	Mr.M.S.Si		UGC		DATA	Education
	ranjeevi	Article	CARE	Yes	VISUALIZATION	and society
					Effects of	
					psychological	
					wellbeing on	
					healthcare	World Journal
					workers' job	of
					performance	Management
	Mr.M.S.Si				amidst COVID-	and
	ranjeevi	Article	ABDC	Yes	19 fear	Economics
					A Study on The	International
					Effectiveness of	Journal of
					Employee	Research
	Mr.M.S.Si		peer		Relations at	Publication
	ranjeevi	Article	reviewed	Yes	Crayons Clothing	and Reviews
	Tarijeevi	, ii cicic	TOTICTYCU	100	A Study to	and reviews
					Examine	Journal of
					Consumer	Social
	Mr.M.S.Si		noor			Welfare and
		Autiala	peer	Voc	Adaptation	
	ranjeevi	Article	reviewed	Yes	Towards EV	Management
					A Study on	
					Effectiveness of	
					Cloud Based	Journal of
					CRM with	Social
	Mr.M.S.Si		peer		Reference to	Welfare and
	ranjeevi	Article	reviewed	Yes	ZIMS India	Management
			SCOPUS		Entrepreneurial	International
	Dr.J.Priya	Research	& ABS		Knowledge	Journal of
13	darshini	Article	Listed	Yes	Management	Business
10	uuisiiiii	, ii cicic	Listed	103	i idilagentene	Dasiriess

					Model: A	Excellence
					Panacea for Start-Up Failures	
					in Emerging	
					Markets	- · · · ·
						International Journal of
						Progressive
						Research in
					An Insight into	Engineering
					Learning	Management
	Dr.J.Priya	A . 45 - 1 -	Peer	V	Organization &	and Science
	darshini	Article	Reviewed	Yes	its Dimensions A Study on the	(IJPREMS)
					Factors	
					Impacting Digital	Journal of
					Innovation in E-	Social
	Dr.J.Priya	Research	Peer		Learning	Welfare and
	darshini	Article	Reviewed	Yes	Business	Management The
			ABDC		Perceived Organizational	Manager-The British
					Support and	Journal of
					Employee	Administrativ
					Engagement:	е
					Mediating Role	Management
	D K. C; 4				of Work Passion	
14	Dr.K.Sind hura	Article		Yes	of the Employees	
11	Tiulu	Aiticic	Scopus	103	INFLUENCE OF	Journal of
					PSYCHOLOGICA	Pharmaceutic
					L CAPITAL ON	al Negative
					EMPLOYEE	Results
					PERFORMANCE	
	Dr.K.Sind				OF NON- GOVERNMENTAL	
	hura	Article		No	ORGANISATION	
			UGC	-	Impact of	Shodh Prabha
			(print		Employees	
			only)		Involvement and	
	Dr.K.Sind				Happiness at	
	hura	Article		Yes	Workplace on Career Success	
	Tidiu	7 11 CICIC	UGC	100	Institution's	Madhya
			(print		brand image and	Bharati
			only)		their role in	
	Dr.K.Sind				Student's	
	hura	Article		Yes	perception	

Dr.K.Sind hura	Article	Scopus	No	Sentiment analysis using natural language processing and machine learning	Shu Ju Cai Ji Yu Chu Li/Journal of Data Acquisition and Processing
Dr.K.Sind hura	Article	Scopus	Yes	WORKPLACE STRESS AND EMPLOYEE ORGANIZATION AL COMMITMENT IN NON- GOVERNMENTAL ORGANIZATION S: RESILIENCE AS A MEDIATOR	Papers on Social Representations
Dr.K.Sind hura	Article	ABDC	Yes	Systematic Review: Marketing Realities during the Pandemic	Asian and Pacific Economic Review
Dr.K.Sind hura	Article	Scopus	No	Consumer Culture and Capitalism: Critiques and Alternatives in Cultural Studies	Journal of Namibian Studies
Dr.K.Sind hura	Article	Peer reviewed	Yes	Self-Efficacy and Personality Factors and their Association with Work Motivation of Employees	Journal of the Indian Academy of Applied Psychology
Dr.K.Sind hura	Article	Scopus	No	Knowledge, Perception, Contributing Factors and Practices of Digital Mode of Payments among Working and Non- Working Women	European Chemical Bulletin
Dr.K.Sind hura	Article	Peer- reviewed	Yes	Impact of Consumer's	Journal of Social

					Attitude and	Welfare and
					Perception on	Management
					Online Purchasing	
					Behavior	
			Peer-		Satisfaction with	Journal of
			reviewed		Credit Card use	Social
					on Decision	Welfare and
					Making to Select	Management
					Redempt and Awareness of	
	Dr.K.Sind				Credit Card	
	hura	Article		Yes	Frauds	
			ABDC		Civil Society in	European
					India	Economic
					Complimenting the Government	Letters
	Dr.K.Sind				Initiatives- An	
	hura	Article		Yes	Overview	
			ABDC		Influence of Self-	Northern
					Leadership in	Economic
					Employees at Work on Life	Review
	Dr.K.Sind				Satisfaction and	
	hura	Article		Yes	Vitality	
			UGC Care		Managing	International
					Communication	Journal of
					and Collaboration	Cultural Studies
	Dr.K.Sind				with Remote	Studies
	hura	Article		Yes	Workers	
			UGC Care		Development of	History
					a mechanism for	Research
					the formation of the mission and	Journal
	Dr.K.Sind				goals of strategic	
	hura	Article		Yes	management	
			UGC Care		Research of	Rabindra
					Personnel	Bharati
					Management Systems for	University Journal of
					Reducing	Economics
					Discrepancies in	
	Dr.K.Sind				the Working	
	hura Dr.K. Sind	Article	Moh of	Yes	Sector	CALIEDO
	Dr.K.Sind hura	Article	Web of Science	No	A STUDY ON THE	CAHIERS MAGELLANES
<u></u>	Hulu	A GCC	JUICHICE	110	1116	

					RELATIONSHIP	-NS
					BETWEEN USER	
					GENERATED	
					CONTENT	
					BASED	
					MARKETING	
					AND CUSTOMER	
					ENGAGEMENT	
					FOR	
					DEVELOPING	
					BRAND	
					RECOGNITION	
					Discussion on	
					the Success	
					Stories of	
					Female CEOS	, , , ,
					Have Changed	Journal of
	D I. C I				the Magnitude of	Informatics
	Dr.K.Sind	A . 4: -1 -	ADDC	\\	Commerce	Education
	hura	Article	ABDC	Yes	Worldwide	and Research
					Psychological	
					capital as a	
					predictor of work-related	
					outcomes: In-	
					role performance	
					and	Taylor and
					organisational	Francis
	Dr.K.Sind				citizenship	Conference
	hura	Article	SCOPUS	Yes	behaviour	Proceedings
			200.00		Python Alchemy:	
					Crafting Data	
	Dr.K.Sind				Visualisations	
	hura	Book	ISBN	No	with Ease	_
					Artificial	
					Intelligence: An	
	Dr.K.Sind				Innovative	
	hura	Book	ISBN	No	Approach	-
					A REVIEW OF	
					RISE AND	
					SPREAD OF	
					INDEPENDENT	
					JOURNALISM	
					AND THEIR	Journal of
	Dr.A.Govi				FINANCE IN	New Zealand
15	ndarajan	Article	WOS	N	INDIA	Studies
	Dr.A.Govi	Article	peer	N	A Study on	Journal of

ndarajan		reviewed		Determining the Best Logistics Service for the Export of Lotus Industries Ltd	Social Welfare and Management
Dr.A.Govi ndarajan	Article	scopus	yes	An Impact of Employee Performance in Enterprise Turnover Using Grid Based Machine Learning Mode	INTELLIGENT SYSTEMS AND APPLICATION S IN ENGINEERIN G
Dr. A. Govindar ajan	Article	Peer Reviewed	У	A COMPARATIVE STUDY BETWEEN FACEBOOK AND INSTAGRAM AS THE PRIMARY MARKETING PLATFORM FOR BUSINESS	INTERNATIO NAL JOURNAL OF PROGRESSIV E RESEARCH IN ENGINEERIN G MANAGEMEN T AND SCIENCE
Dr. A. Govindar ajan	Article	Peer Reviewed	Υ	A STUDY ON BRAND PREFERENCE BY CUSTOMERS AND DEALERS OF CEMENT INDUSTRY WITH SPECIAL REFERENCE TO CHENNAI REGION	INTERNATIO NAL JOURNAL OF PROGRESSIV E RESEARCH IN ENGINEERIN G MANAGEMEN T AND SCIENCE
Dr. A. Govindar ajan	Book Chapter	Double peer reviewed	Υ	Venture Capital; A Navaratana of Indian Economy in the Present Scenario	Conference Proceedings of Global Edu-Conclave 2023
Dr. Nidhi Srivastav a	Article	Emerging web of science	Υ	Perceptual Differences of Employees Towards the Consequences of Abusive Supervision in	Kardan Journal of Economics and Management Sciences (KJEMS)

					the IT Sector	
	Dr. Nidhi Srivastav a	Book Chapter	Scopus	Yes	Disruptive Business Models and the Shift Towards Decentralized Marketplaces	Digital Technologies, Ethics, and Decentralizati on in the Digital Era (Book Name)
	Dr. Nidhi Srivastav a	Article	Scopus	Yes	How does green trust mediate the relationship between environmental concern and green brand knowledge during green purchases?	Global Knowledge Memory and Communicati on
	Dr. Nidhi Srivastav a	Article	Scopus	Yes	A Kano analysis on employability skills of management graduates	Quality: Access to Success
17	Dr.Kalaiv ani Balaji	Article	Peer Reviewed	Yes	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	Journal of Propulsion Technology
	Dr.Kalaiv ani Balaji	Article	UGC Care	Yes	Understanding Diverse Investor Behaviour: Unraveling Patterns and implications in Financial Decision Making	
18	Dr.Cather ene Julie Aarthy C	Article	Peer Reviewed	Yes	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	Journal of Propulsion Technology
	Dr.Cather ene Julie Aarthy C	Article	Peer Reviewed	Yes	Exploring the Transformative Journey of E-Commerce in	European Economic Letters

					Digital India: Past, Present,	
					and Future	
					Trends in E-	
					Grocery and E-	
					Tail Exploring the	
					Transformative	
					Journey of E-	
					Commerce in	
					Digital India: Past, Present,	
					and Future	
					Trends in E-	European
10	Dr.Irudha	A . 4.5 a l a	Peer	V	Grocery and E-	Economic
19	ya Mary	Article	Reviewed	Yes	Tail Ethical	Letters
					Considerations in	
					AI Based	
					Marketing:	3
	Dr.Irudha				Balancing Profit and Consumer	Journal of Propulsion
	ya Mary	Article	Scopus	Yes	Trust	Technology
					Topical	
					Inclination towards	
					Generative AI	Future Trends
					and Knowledge	Breakthrough
					Sustainability - A	and
	Dr.Irudha ya Mary	Book Chapter	Peer Reviewed	Yes	constructive Slant	Innovation in HRM
	ya i iai y	Спарса	1 CVICVVCU	103	Mutli-Channel	IIIII
					Conflict:A	
					resilience	
					Strategy for brick-and-mortar	
					retail Pharmacy	UTKAL
	DR.B.LAT				stores with	Historical
20	HA LAY/ANIX/A	ADTICLE	UGC	V	spl.ref to	Research
20	LAVANYA	ARTICLE	CARE	Y	Chennai. Employee	Journal
					Psychological	
					well being&	
	DR.B.LAT				factors affecting Remote E-	Keanean
	HA		PEER		workers during	Journal of
	LAVANYA	ARTICLE	REVI	Υ	the COVID -19	Arts

					Pandemic	
					DIGITAL	
					REMITTANCE	
	DR.B.LAT				FUELLED BY	
	HA		UGC		DISRUPTIVE	
	LAVANYA	ARTICLE	CARE	Υ	INNOVATION	Jijnasa
					MEASUREMENT	,
					OF JOB	
					SATISFACTION:	
					GOVERNMENT	
					AND NON	
					GOVERNMENT	
					WOMEN	
					NURSING	JOURNAL OF
					EMPLOYEES	MANAGEMEN
	DR.B.LAT				WITH	T &
	HA		UGC		REFERENCE TO	ENTREPRENE
	LAVANYA	ARTICLE	CARE	Υ	CHENNAI	URSHIP
		ARTICLE	CAIL	•	A COMPARATIVE	OIOIII
					STUDY ON	
					PERFORMANCE	Utkal
	DR.B.LAT				OF SELECTED	Historical
	HA		UGC		MUTUAL FUNDS	Research
	LAVANYA	ARTICLE	CARE	Υ	IN INDIA	Journal
	LAVAINTA	ANTICLL	CARL	1	Entrepreneurship	Journal
					In The Tourism	
					Industry - Issues	
					Pertaining To	
					SME's: A Study	
					Of Small And	
	DR.B.LAT				Medium Hotel	Nat. Volatiles
	HA				Operators In	& Essent.
	LAVANYA	ARTICLE	SCOPUS	Υ	Tamil Nadu	Oils,
 	LAVAINTA	ANTICLE	300103	1	Human Resource	Vidhyabharat
						hiInternation
					Management Practices	al
	DR.B.LAT					
			LICC		adopted in	Interdisciplin
	HA	ADTICLE	UGC	Υ	hotels in	ary Research
	LAVANYA	ARTICLE	CARE	T	Hyderabad.	journal.
					Portraying	
					Women in	The American
					Advertisements:	The American
	DR.B.LAT				An Analogy	Journal of
	HA	ADTICLE	WOS	V	Between Past	Economics
<u> </u>	LAVANYA	ARTICLE	WOS	Υ	and Present	and Sociology
	DR.B.LAT	ADTICLE	UGC	V	MEASUREMENT	JOURNAL OF
	HA	ARTICLE	CARE	Υ	OF JOB	MANAGEMEN

LAVANYA				SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	T & ENTREPRENE URSHIP
DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Υ	"AN EMPIRICAL STUDY ON FOREX RISK MANAGEMENT"	JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY
DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Υ	Exploring the psychometric properties of personal optimism and self-efficacy optimism extended (POSO-E) scale among Indian teachers	Benchmarkin g: An International Journal
DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Υ	Retail Channel Strategy: An Omni Channel Approach in Community Pharmacies using the theory of planned Behaviour	International Journal of Health Sciences
DR.B.LAT HA LAVANYA	ARTICLE	ABDC	Υ	Artificial Intelligence Influence in Human Resource Management: Exploring Employee Perception	Empirical Economics Letters
DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Υ	SUSTAINABLE WATER MANAGEMENT PRACTICES	Kanpur Philosophers

				ADOPTED IN TOURISM HOTELS IN NILGIRIS	
DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Υ	Intentions to adopt the blockchain: Investigation of the retail supply chain-MD-03- 2022-0369.R3	Management Decision
DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Υ	Implementation Of Artificial Intelligence In Entrepreneurship : An Empirical Study	Journal of Pharmaceutic al Negative
DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Υ	A study on opportunity challenges and valuations in retail pharmacies	Journal of the Oriental Institute
DR.B.LAT HA LAVANYA	BOOK CHAPTER	SCOPUS		The Effects of Workplace Incivility on Employee Voice Behavior in EdTech Companies: Implications for HRD Research and Practice Chapter: Publication	IGI Global Book Chapter
DR.B.LAT HA LAVANYA	BOOK CHAPTER	Peer Reviewed	Υ	VALUE EDUCATION TOWARDS EMPOWERING SOCIETY THROUGH HOLISTIC APPROACH	EXCEL
DR.B.LAT HA LAVANYA	BOOK CHAPTER	Peer Reviewed	Υ	KNOWLEDGE SHARING THAT ENHANCES ORGANIZATION AL	EXCEL BOOKS

					PERFORMANCE	
						ADVANCES
						IN
					Exploring ethical	ECONOMICS,
					consumer	BUSINESS
	DR.B.LAT				among	AND
	HA	BOOK			generation Z	MANAGEMEN
	LAVANYA	CHAPTER	SCOPUS	Υ	using ICSM Scale	T RESEARCH
						ADVANCES
						IN
					Migration and	ECONOMICS,
					Invisible	BUSINESS
	DR.B.LAT				Economics of	AND
	HA	BOOK			Care Exploring	MANAGEMEN
	LAVANYA	CHAPTER	SCOPUS	Υ	the Hidden Plans	T RESEARCH
					Vathalmalai- A	
	DR.B.LAT				small beautiful	
	HA		UGC		hill station in	Mukt Shabd
	LAVANYA	ARTICLE	CARE	Υ	Dharmapuri	Journal
					The outsiders	
					within: A dalit	
					Feminist	
	Dr.B.LAT				Standpoint in the	
	HA				life Narrative of	Contemporar
	LAVANYA	ARTICLE	SCOPUS	Υ	dalit Women	y South Asia
					Role of Pradan	
					Mudra Yojana	
					Scheme for	
	DR.B.LAT				Women	
	HA		UGC		Entrepreneurship	_
	LAVANYA	ARTICLE	CARE	Υ	development	Juni Khyat
					E learning	
					system and	
					students	_
					intentions:	European
					Evidence from	Chemical
22	Rekha	Article	SCOPUS	No	Chennai City	Bulletin
					A study on	
					Employee	
					Engagement	T 1.
	D T 4 44				Dimensions with	Indian
	Dr.T.A.M	D	\\\\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\-\		Reference to IT	Journal of
	Hameed	Research	Web of	Vaa	Sector in	Natural
1	Khan	Article	Science	Yes	Chennai City	Sciences
	Dr.T.A.M	D	1166		LMS Service	Journal of the
	Hameed	Research	UGC -	\\	Quality: Scale	Asiatic
	Khan	Article	CARE	Yes	Development	Society of

					and Validation	Mumbai
					IMPACT OF	
					WORK LIFE	
					BALANCE,	
					CAREER AND	
					GROWTH,	
					PERSONAL	
					RECOGNITION,	
					PEACE &	
					CONTENTMENT,	Rabindra
					AND JOB	Bharati
	Dr.T.A.M				SATISFACTION	University
	Hameed	Research	UGC -		ON EMPLOYEE	Journal of
	Khan	Article	CARE	No	RETENTION	Economics