



S.No	Name of Faculty	Research Type (Article, Book, Book Chapter, Cases, Conference Publication 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	Research Article	UGC - CARE	No	STUDY ON IMPACT OF QUALITY CONTROL AND EMPLOYEE PARTICIPATION ON ORGANIZATIONAL PERFORMANCE	International Journal of Cultural Studies and Social Sciences
	Dr.T.A.M	Research	UGC -	No	Rabindra Bharati	Rabindra



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



					GREEN BRAND EQUITY FOR COSMETIC PRODUCTS: A NEURAL NETWORK (NN) APPROACH"	
	Dr S G Balaji	Conference Paper	Scopus	Yes	Influence on the Organizational Performance of Sustainability Management Practices	ECS Transactions
	Dr S G Balaji	Conference Paper	Scopus	Yes	Improving the Carbon Footprint of Managing Food and Packaging Waste in the Food Industries"	ECS Transactions
	Dr S G Balaji	Research Paper	ABDC - C category Journal	Yes	Factors And Motives of Usage of Public Transport Systems InTamilnadu: A Case of Chennai Metro Rail Services	Manager-TheBritishJournalofAdministrativeManagement
	Dr S G Balaji	Research Paper	UGC - CARE	Yes	BRAND PERCEPTIONS OF GENERATION Z TOWARDS ONLINE PURCHASE- A LITERATURE REVIEW	THE JOURNAL OF ORIENTAL RESEARCH MADRAS
	Dr S G Balaji	Research Paper	Scopus	No	Awareness Of Green Marketing And Its Influence On Consumer Perception: An Exploratory Study	Res Militaris - Social Social Journal
	Dr S G	Book	Peer	No	A Study on Last	Advances in



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



					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"



					City: An Exploratory Study	
	Dr.A.Appu	Article	ABDC - C Category	Yes	An Empirical Study on Public Awareness and Acceptance of Covid 19 Vaccines During Lockdown 2.0 in Chennai city	Journal of Contemporary Issues in Business and Government
	Dr.A.Appu	Book Chapter	Peer Reviewed	No	Exploring the Factors Influencing Third Party Reverse Logistics Service Providers in Chennai city: An Exploratory Study	Contemporary Issues in Marketing Management
	Dr.A.Appu	Article	Peer Reviewed	Yes	A Structural Model to Evaluate the Influence of Technology and Marketing Factor with Respect to Smartphone Choice	Design Engineering
	Dr.A.Appu	Article	ABDC - C Category	Yes	Does Demographics has an Association with Usage Patterns and Level of Satisfaction Towards Public Transport Systems: A Case of Metro Chennai Rail	Journal of Contemporary Issues in Business and Government
	Dr.A.Appu	Article	ABDC - C Category	Yes	Factors and Motives of Usage of public transport systems in Tamilnadu: A	The British Journal of Administrative Management



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



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



					on Green purchase intention	
	Dr.S.Vinoth	Article	UGC Care	No	Green Loyalty: The mediating role of Green Trust and the effects of Environmental Concern, Environmental Advertising, and Environmental Knowledge	Online Journal of Distance Education and e-Learning
	Dr.S.Vinoth	Article	UGC Care	Yes	Impact of Environmental Consciousness and Knowledge on Purchase Intention and Behavior of Green Consumers	The IUP Journal of Marketing Management
	Dr.S.Vinoth	Book Chapter	Scopus	Yes	Disruptive Business Models and the Shift Towards Decentralized Marketplaces	Digital Technologies, Ethics, and Decentralization in the Digital Era (Book Name)
	Dr.D.Charamathi	Article	ABDC - C Category	Yes	Financial Behavior in Personal Investment: Influence of Psychological Factors on Investment Decision	Journal of Informatics Education and Research
		Article	Peer Reviewed		An Empirical Study on Customers' Perception Influencing Brand Preference with	International Journal of Research Publication and Reviews



					Reference to FMCG Industry	
		Article	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 —
		Article	Peer Reviewed		A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO ELECTRONIC PRODUCTS IN TAMILNADU	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH
		Article	Peer Reviewed		A STUDY ON IMPACT OF PANDEMIC ON INVESTMENT PATTERN OF INVESTORS' WRT CHENNAI CITY	Journal of Social Welfare and Management
		Article	Peer Reviewed		Impact of six sigma training program on the performance of employees: An Empirical Study	Journal of Social Welfare and Management
		Article	Scopus & Web of Science	Yes	The influence of job satisfaction on retention of primary healthcare professionals in Tamil Nadu	International Journal of Advanced and Applied Sciences
		Article	Scopus	No	An Empirical Study on Factors Influencing Effectiveness of Green Marketing	Journal of Survey in Fisheries Sciences



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



					user Intention to use Job Portals Using Tam Model	Welfare and Management Volume 15 Number 3 (Part-I),
		Article	Peer Reviewed	yes	Relationship between Online Learning and Academic Performance of Students: A Review of Trends and Ways Forward	International Journal for Innovative Research in Multidisciplinary Field
		Article	UGC Care	Yes	Interlinkages between factors influencing student engagement in online learning	The Third Concept
		Article	ISBN Conference Proceedings	Yes	Examining the impact of social media usage on academic performance of college students in Chennai city	ICCSR Sponsored two day National Seminar on "Great Initiatives of the state and central govt. through start-up(s) programmes in nurturing entrepreneurial initiatives"
		Article	Peer Reviewed	Yes	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
		Article	Peer Reviewed	Yes	"A Study on the Paradigm Shift	International Journal of



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



					Difficulties based on forthcoming direction	Information Technology Journal Link: https://link.springer.com/journal/41870 Scopus Link: https://www.scopus.com/sourceid/21101022413
10	Dr.M.Riaz Ahamed	Article	UGC Care	Yes	"Factors influencing green brand equity for cosmetic products: A neural network (NN approach)".	Anvesak
10	Dr.M.Riaz Ahamed	Article	UGC Care	Yes	"An examination on measuring the impact of green marketing and CSR activities towards Brand equity and consumer loyalty".	Shodhsamhit ha
10	Dr.M.Riaz Ahamed	Article	Scopus & Web of Science	Yes	Does Job Satisfication lead to primary health care professionals intention to Stay in Tamil Nadu	International Journal of Advanced and Applied Sciences
10	Dr.M.Riaz Ahamed	Article	Peer Reviewed	Yes	A Study on service quality attributes and student learning	Journal of Social Welfare and Management
10	Dr.M.Riaz Ahamed	Article	Peer Reviewed	Yes	A study on analyzing the role of risk management in enhanching customer trust in the public sector	International Journal of Progressive Research in Engineering Management and Science



					banks	(IJPREAMS)
10	Dr.M.Riaz Ahamed	Article	Peer Reviewed	Yes	IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR IN THE PAPER PRODUCTS INDUSTRY	(IJPREAMS)
10	Dr.M.Riaz Ahamed	Article	Peer Reviewed	Yes	STRATEGIES FOR FREIGHT FORWARDERS TO ENHANCE LOGISTICS SERVICE QUALITY IN SOUTH INDIA	International Journal of Research Publication and Reviews
11	Mrs.Nishath Sultana	Article	IEEE	Yes	A study on IOT using Machine Learning" Application and Difficulties based on forthcoming direction	Journal Name: International Journal of Information Technology Journal Link: https://link.springer.com/journal/41870 Scopus Link: https://www.scopus.com/sourceid/21101022413
	Mrs.Nishath Sultana	Research Article	Scopus	Yes	The Evolution of the Exchange Traded Funds (ETFs): A Bibliometric Analysis and Future Research Direction	International Journal of Trade and Global Market
12	Mr.M.S.Siranjeevi	Article	UGC CARE	yes	Evaluate the effectiveness of sales promotion practices towards clothing products	Shodhsamhita



	Mr.M.S.Si ranjeevi	Article	UGC CARE	Yes	Data visualization of the "fear of COVID-19" and "mental health issues" in healthcare workers: A Systematic review	Shodhaprabh a
	Mr.M.S.Si ranjeevi	Article	UGC CARE	Yes	MENTAL HEALTH ISSUES IN HEALTHCARE WORKERS AMIDST COVID- 19: A SYSTEMATIC REVIEW AND DATA VISUALIZATION	Education and society
	Mr.M.S.Si ranjeevi	Article	ABDC	Yes	Effects of psychological wellbeing on healthcare workers' job performance amidst COVID- 19 fear	World Journal of Management and Economics
	Mr.M.S.Si ranjeevi	Article	peer reviewed	Yes	A Study on The Effectiveness of Employee Relations at Crayons Clothing	International Journal of Research Publication and Reviews
	Mr.M.S.Si ranjeevi	Article	peer reviewed	Yes	A Study to Examine Consumer Adaptation Towards EV	Journal of Social Welfare and Management
	Mr.M.S.Si ranjeevi	Article	peer reviewed	Yes	A Study on Effectiveness of Cloud Based CRM with Reference to ZIMS India	Journal of Social Welfare and Management
13	Dr.J.Priya darshini	Research Article	SCOPUS & ABS Listed	Yes	Entrepreneurial Knowledge Management	<i>International Journal of Business</i>



					Model: A Panacea for Start-Up Failures in Emerging Markets	<i>Excellence</i>
	Dr.J.Priya darshini	Article	Peer Reviewed	Yes	An Insight into Learning Organization & its Dimensions	<i>International Journal of Progressive Research in Engineering Management and Science (IJPREMS)</i>
	Dr.J.Priya darshini	Research Article	Peer Reviewed	Yes	A Study on the Factors Impacting Digital Innovation in E-Learning Business	<i>Journal of Social Welfare and Management</i>
14	Dr.K.Sindhura	Article	ABDC	Yes	Perceived Organizational Support and Employee Engagement: Mediating Role of Work Passion of the Employees	Manager-The British Journal of Administrative Management
	Dr.K.Sindhura	Article	Scopus	No	INFLUENCE OF PSYCHOLOGICAL CAPITAL ON EMPLOYEE PERFORMANCE OF NON-GOVERNMENTAL ORGANISATION	Journal of Pharmaceutical Negative Results
	Dr.K.Sindhura	Article	UGC (print only)	Yes	Impact of Employees Involvement and Happiness at Workplace on Career Success	Shodh Prabha
	Dr.K.Sindhura	Article	UGC (print only)	Yes	Institution's brand image and their role in Student's perception	Madhya Bharati



	Dr.K.Sindhura	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.Sindhura	Article	Scopus	Yes	WORKPLACE STRESS AND EMPLOYEE ORGANIZATIONAL COMMITMENT IN NON-GOVERNMENTAL ORGANIZATIONS: RESILIENCE AS A MEDIATOR	Papers on Social Representations
	Dr.K.Sindhura	Article	ABDC	Yes	Systematic Review: Marketing Realities during the Pandemic	Asian and Pacific Economic Review
	Dr.K.Sindhura	Article	Scopus	No	Consumer Culture and Capitalism: Critiques and Alternatives in Cultural Studies	Journal of Namibian Studies
	Dr.K.Sindhura	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.Sindhura	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.Sindhura	Article	Peer-reviewed	Yes	Impact of Consumer's	Journal of Social



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



					RELATIONSHIP BETWEEN USER GENERATED CONTENT BASED MARKETING AND CUSTOMER ENGAGEMENT FOR DEVELOPING BRAND RECOGNITION	-NS
	Dr.K.Sindhura	Article	ABDC	Yes	Discussion on the Success Stories of Female CEOs Have Changed the Magnitude of Commerce Worldwide	<i>Journal of Informatics Education and Research</i>
	Dr.K.Sindhura	Article	SCOPUS	Yes	Psychological capital as a predictor of work-related outcomes: In-role performance and organisational citizenship behaviour	Taylor and Francis Conference Proceedings
	Dr.K.Sindhura	Book	ISBN	No	Python Alchemy: Crafting Data Visualisations with Ease	-
	Dr.K.Sindhura	Book	ISBN	No	Artificial Intelligence: An Innovative Approach	-
15	Dr.A.Govindarajan	Article	WOS	N	A REVIEW OF RISE AND SPREAD OF INDEPENDENT JOURNALISM AND THEIR FINANCE IN INDIA	Journal of New Zealand 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.Govindarajan	Article	scopus	yes	An Impact of Employee Performance in Enterprise Turnover Using Grid Based Machine Learning Mode	INTELLIGENT SYSTEMS AND APPLICATIONS IN ENGINEERING
	Dr. A. Govindarajan	Article	Peer Reviewed	y	A COMPARATIVE STUDY BETWEEN FACEBOOK AND INSTAGRAM AS THE PRIMARY MARKETING PLATFORM FOR BUSINESS	INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING MANAGEMENT AND SCIENCE
	Dr. A. Govindarajan	Article	Peer Reviewed	Y	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
	Dr. A. Govindarajan	Book Chapter	Double peer reviewed	Y	Venture Capital; A Navaratana of Indian Economy in the Present Scenario	Conference Proceedings of Global Edu-Conclave 2023
	Dr. Nidhi Srivastava	Article	Emerging web of science	Y	Perceptual Differences of Employees Towards the Consequences of Abusive Supervision in	Kardan Journal of Economics and Management Sciences (KJEMS)



					the IT Sector	
	Dr. Nidhi Srivastava	Book Chapter	Scopus	Yes	Disruptive Business Models and the Shift Towards Decentralized Marketplaces	Digital Technologies, Ethics, and Decentralization in the Digital Era (Book Name)
	Dr. Nidhi Srivastava	Article	Scopus	Yes	How does green trust mediate the relationship between environmental concern and green brand knowledge during green purchases?	Global Knowledge Memory and Communication
	Dr. Nidhi Srivastava	Article	Scopus	Yes	A Kano analysis on employability skills of management graduates	Quality: Access to Success
17	Dr.Kalaivani Balaji	Article	Peer Reviewed	Yes	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	Journal of Propulsion Technology
	Dr.Kalaivani Balaji	Article	UGC Care	Yes	Understanding Diverse Investor Behaviour: Unraveling Patterns and implications in Financial Decision Making	
18	Dr.Catherine Julie Aarthy C	Article	Peer Reviewed	Yes	Harnessing the Power of Big Data: Challenges and Opportunities in Analytics	Journal of Propulsion Technology
	Dr.Catherine 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	
19	Dr.Irudha ya Mary	Article	Peer Reviewed	Yes	Exploring the Transformative Journey of E-Commerce in Digital India: Past, Present, and Future Trends in E-Grocery and E-Tail	European Economic Letters
	Dr.Irudha ya Mary	Article	Scopus	Yes	Ethical Considerations in AI Based Marketing : Balancing Profit and Consumer Trust	Journal of Propulsion Technology
	Dr.Irudha ya Mary	Book Chapter	Peer Reviewed	Yes	Topical Inclination towards Generative AI and Knowledge Sustainability - A constructive Slant	Future Trends Breakthrough and Innovation in HRM
20	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	Mutli-Channel Conflict:A resilience Strategy for brick-and-mortar retail Pharmacy stores with spl.ref to Chennai.	UTKAL Historical Research Journal
	DR.B.LAT HA LAVANYA	ARTICLE	PEER REVI	Y	Employee Psychological well being& factors affecting Remote E-workers during the COVID -19	Keanean Journal of Arts



					Pandemic	
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	DIGITAL REMITTANCE FUELLED BY DISRUPTIVE INNOVATION	Jijnasa
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	MEASUREMENT OF JOB SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	JOURNAL OF MANAGEMENT & ENTREPRENE URSHIP
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	A COMPARATIVE STUDY ON PERFORMANCE OF SELECTED MUTUAL FUNDS IN INDIA	Utkal Historical Research Journal
	DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Y	Entrepreneurship In The Tourism Industry - Issues Pertaining To SME's: A Study Of Small And Medium Hotel Operators In Tamil Nadu	Nat. Volatiles & Essent. Oils,
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	Human Resource Management Practices adopted in hotels in Hyderabad.	Vidhyabharat hiInternational Interdisciplin ary Research journal.
	DR.B.LAT HA LAVANYA	ARTICLE	WOS	Y	Portraying Women in Advertisements: An Analogy Between Past and Present	The American Journal of Economics and Sociology
	DR.B.LAT HA	ARTICLE	UGC CARE	Y	MEASUREMENT OF JOB	JOURNAL OF MANAGEMENT



	LAVANYA				SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	T & ENTREPRENE URSHIP
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	"AN EMPIRICAL STUDY ON FOREX RISK MANAGEMENT"	JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY
	DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Y	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	Y	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	Y	Artificial Intelligence Influence in Human Resource Management: Exploring Employee Perception	Empirical Economics Letters
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	SUSTAINABLE WATER MANAGEMENT PRACTICES	Kanpur Philosophers



					ADOPTED IN TOURISM HOTELS IN NILGIRIS	
	DR.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Y	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	Y	Implementation Of Artificial Intelligence In Entrepreneurship : An Empirical Study	Journal of Pharmaceutic al Negative
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	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	Y	VALUE EDUCATION TOWARDS EMPOWERING SOCIETY THROUGH HOLISTIC APPROACH	EXCEL
	DR.B.LAT HA LAVANYA	BOOK CHAPTER	Peer Reviewed	Y	KNOWLEDGE SHARING THAT ENHANCES ORGANIZATION AL	EXCEL BOOKS



					PERFORMANCE	
	DR.B.LAT HA LAVANYA	BOOK CHAPTER	SCOPUS	Y	Exploring ethical consumer among generation Z using ICSM Scale	ADVANCES IN ECONOMICS, BUSINESS AND MANAGEMEN T RESEARCH
	DR.B.LAT HA LAVANYA	BOOK CHAPTER	SCOPUS	Y	Migration and Invisible Economics of Care Exploring the Hidden Plans	ADVANCES IN ECONOMICS, BUSINESS AND MANAGEMEN T RESEARCH
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	Vathalmalai- A small beautiful hill station in Dharmapuri	Mukt Shabd Journal
	Dr.B.LAT HA LAVANYA	ARTICLE	SCOPUS	Y	The outsiders within: A dalit Feminist Standpoint in the life Narrative of dalit Women	Contemporar y South Asia
	DR.B.LAT HA LAVANYA	ARTICLE	UGC CARE	Y	Role of Pradan Mudra Yojana Scheme for Women Entrepreneurship development	Juni Khyat
22	Rekha	Article	SCOPUS	No	E learning system and students intentions: Evidence from Chennai City	European Chemical Bulletin
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	Journal of the Asiatic Society of



					and Validation	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