



LIST OF FACULTY PUBLICATIONS FOR THE YEAR 2021

S.No.	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
1	DR.B.LATHA LAVANYA	SCOPUS	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,	2021	ISSN: 09762132
2	Dr. Harindranath R.M.	SCOPUS	Perceived Government Initiatives: Scale development, validation and impact on consumers' pro environmental behaviour	EnergyPolicy	2021	
3	Dr.A.Appu	WOS	Investigating the Impact of Disruptive Technologies and Performance Metrics of 3pl Firms in Chennai City: An Exploratory Study	Best Practices in 21st Century"	2021	ISSN 2319-4979
4	DR.B.LATHA LAVANYA	WOS	Portraying Women in Advertisements: An Analogy Between Past and Present	The American Journal of Economics and Sociology	2021	
5	Dr.A.Appu	ABDC	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	2021	ISSN 1323-6903
6	Dr.A.Appu	ABDC	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	2021	ISSN 1323-6903



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7	Dr.T.A.M Hameed Kan	UGC CARE	LMS Service Quality: Scale Development and Validation	Journal of the Asiatic Society of Mumbai	2021	ISSN 0972 – 0766
8	Dr S G Balaji	UGC CARE	BRAND PERCEPTIONS OF GENERATION Z TOWARDS ONLINE PURCHASE- A LITERATURE REVIEW	THE JOURNAL OF ORIENTAL RESEARCH MADRAS	2021	ISSN : 0022-3301
9	Dr.W.Shabeena Shah	UGC CARE	Brand Perceptions of Generation Z Towards Online Purchase- A Literature Review*	The Journal of Oriental Research Madras	2021	ISSN: 0022-3301
10	DR.B.LATHA LAVANYA	UGC CARE	Mutli-Channel Conflict:A resilience Strategy for brick-and-mortar retail Pharmacy stores with spl.ref to Chennai.	UTKAL Historical Research Journal	2021	ISSN 0976-2132,
11	DR.B.LATHA LAVANYA	UGC CARE	DIGITAL REMITTANCE FUELLED BY DISRUPTIVE INNOVATION	Jijnasa	2021	ISSN : 2229-5348
12	DR.B.LATHA LAVANYA	UGC CARE	MEASUREMENT OF JOB SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP	2021	
13	DR.B.LATHA LAVANYA	UGC CARE	A COMPARATIVE STUDY ON PERFORMANCE OF SELECTED MUTUAL FUNDS IN INDIA	Utkal Historical Research Journal	2021	ISSN: 09762132
14	DR.B.LATHA LAVANYA	UGC CARE	Human Resource Management Practices adopted in hotels in Hyderabad.	Vidhyabharathi International Interdisciplinary Research journal.	2021	



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15	DR.B.LATHA LAVANYA	UGC CARE	MEASUREMENT OF JOB SATISFACTION: GOVERNMENT AND NON GOVERNMENT WOMEN NURSING EMPLOYEES WITH REFERENCE TO CHENNAI	JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP	2021	ISSN : 2229-5348
16	DR.B.LATHA LAVANYA	UGC CARE	"AN EMPIRICAL STUDY ON FOREX RISK MANAGEMENT"	JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY	2021	ISSN : 0972-7175
17	Dr. A. Farhathullah Khan	UGC CARE	Ascertaining the Islamic Investors attitude towards Indian Fintech Companies	Utkal Historical Research Journal	2021	
18	Dr. A. Farhathullah Khan	UGC CARE	An Exploratory study to measure the Healthcare quality assessments among patients with reference to multi specialty hospitals in Vellore district	Journal of Oriental Institute	2021	
19	Dr. A. Farhathullah Khan	UGC CARE	Examining the influence of selling skills as personal resources on sales performance	Journal of Asiatic Society of Bombay	2021	
20	Dr S G Balaji	Peer Reviewed	A Study on Last Mile Connectivity Feeder Services among Metro Users with Reference to Chennai City	Advances in Business Management & Technology	2021	978-93-91681-20- 3
21	Dr S G Balaji	Peer Reviewed	Exploring the Factors Influencing Third Party Reverse Logistics Service Providers in Chennai city: An Exploratory Study	Contemporary Issues in Marketing Management	2021	978-93-91248-17- 8
22	Mrs.S.Sumiya	Peer Reviewed	A Study on Competency Mapping Practices and its impact on Employee	Innovative Best Practises in 21st Century	2021	ISBN.No:978-93- 91305-02-4, May 2021



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			Engagement with reference to Multi - Superspeciality Hospital in			
23	Mrs.S.Sumiya	Peer Reviewed	A Study On Customer Experience and Loan Credit Services With Reference To Corporate Banks In Chennai City	Advances in Business Management & Technology	2021	978-93-91681-20-3
24	Dr.A.Appu	Peer Reviewed	A Study on Last Mile Connectivity Feeder Services among Metro Users with Reference to Chennai City	Advances in Business Management & Technology	2021	978-93-91681-20-3
25	Dr.A.Appu	Peer Reviewed	Exploring the Factors Influencing Third Party Reverse Logistics Service Providers in Chennai city: An Exploratory Study	Contemporary Issues in Marketing Management	2021	978-93-91248-17-8
26	Dr.A.Appu	Peer Reviewed	A Structural Model to Evaluate the Influence of Technology and Marketing Factor with Respect to Smartphone Choice	Design Engineering	2021	ISSN 0011-9342
27	Dr.D.Charumathi	Peer Reviewed	An Empirical Study on Customers' Perception Influencing Brand	International Journal of Research Publication and Reviews	2021	ISSN 2582-7421
28	Dr.D.Charumathi	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--	2021	ISSN : 2581-7175



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29	Dr.D.Charumathi	Peer Reviewed	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE	PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND	2021	Print ISSN: 2321-3604 Online ISSN: 2321-3612
30	Dr.D.Charumathi	Peer Reviewed	A STUDY ON IMPACT OF PANDEMIC ON INVESTMENT PATTERN OF INVESTORS' WRT CHENNAI CITY	Journal of Social Welfare and Management	2021	e-ISSN 2456-0871
31	Dr.W.Shabeena Shah	Peer Reviewed	"A Study on the Paradigm Shift of Consumer Behaviour towards E-Commerce (FMCG) During Pandemic Lockdown"	International Journal of Research Publication and Reviews	2021	ISSN 2582-7421
32	DR.B.LATHA LAVANYA	Peer Reviewed	Employee Psychological well being & factors affecting Remote E-workers during the COVID -19 Pandemic	Keanean Journal of Arts	2021	ISSN 28411110
33	DR.B.LATHA LAVANYA	Peer Reviewed	VALUE EDUCATION TOWARDS EMPOWERING SOCIETY THROUGH HOLISTIC APPROACH	EXCEL	2021	9.78179E+12