

Technical Paper Publications by Faculty for the Year 2017

1. Dr.V.Saikumari, Vishnu Durgha Prasaad B & Vijayarwarman G.S (2017). Impact of Jallikattu towards Dairy Entrepreneurship in Tamil Nadu. International Journal of Engineering Technology, Management and Applied Science, March 2017, Volume 5, Issue 3, ISSN 2349 – 4476.
2. Dr.V.Saikumari, Vishnu Durgha Prasaad B & Vijayarwarman G.S (2017). Challenges & Opportunities of Agricultural Entrepreneurship in Thanjavur District, Tamil Nadu. International Journal of Research in IT and Management (IJRIM), ISSN 2349-6517.
3. Dr.V.Saikumari, Vishnu Durgha Prasaad B & Vijayarwarman G.S (2016). Inside Brunt of Demonetization towards Digital India 2020. Holistic Research Perspectives: Issues & Challenges, Jupiter Publications. ISBN: 978 – 81 – 932908 – 6.
4. Dr.V.Saikumari, Vishnu Durgha Prasaad B & Vijayarwarman G.S (2016). Impact of Cognitive Appraisal on E – Learning in Chennai City – An Empirical Study. Innovative Strategies in Transitional Economy, Shroff Publishers. ISBN: 978 – 93 – 5213 – 493 – 9.
5. S.Purushothaman, “Students perspectives of leadership with reference to Chennai City- Empirical Study” – “Smart India Synergies and opportunities in management, Engineering, Technology and Science in the Globalised Era”.

Technical Paper Publications by Faculty for the Year 2016

1. R.BanuReka, Investor’s attitude to the Indian Stock Market, Roots International Journal of Multidisciplinary Researches, Vol No 2, Issue No 3, Feb 2016, pp 283-284, ISSN :2349-8684
2. Dr. Kavitha Shanmugam, “A Co integration Analysis of Price Diffusion amid ADRs and Dually Listed Indian Stocks” ***International Journal of Business Innovation and Research*** (Inderscience) (ISSN 1751-0252) Scopus indexed, Impact factor 0.770, Vol. 11, No.3, 2016, pp. 345 – 362.
3. Dr. A. K. Subramani, “**Examining the interrelationship among Organizational Justice (OJ), Organizational Climate (OC) and Organizational Citizenship**

Behaviour (OCB) with respect to Telecommunication Industries in Chennai.”, has been published in International Journal of Economic Research, ISSN : 0972-9380 on October 2016. (Scopus Indexed and Anna University Annexure-2 Journal), 13(4), 2016: 1945-1962.

4. S.Purushothaman, “A study and implementation of lean manufacturing system at shreevari energy systems private limited Chennai” which got published in Indo global Journal of Applied Management Science August 2016 issue, Impact Factor: 3.002 and quality factor:0.90, ISSN-2320-7892.
5. S.Purushothaman, “A short Case Study on HR Issues and Challenges”, Indo-Asian Journal of Multidisciplinary Research, Volume II-Issues 2/ January 2016, ISSN 2454-1370.

Technical Paper Publications by Faculty for the Year 2015

1. Mr. R. Vasudevan, “Financial Sector Reforms: a Review”, International Journal of Trade and Global Business Perspectives, Vol. 4, Number 3, ISSN (O) 2319-9067, pp. 1876-1880, 2015.
2. Mr. R. Vasudevan, “Building Global Brands on the Web”, International Journal of Information Technology and Computer Sciences Perspectives, ISSN 2319-9016, Volume 4, Number 1, pp. 1347-1351, 2015.
3. Soumiya Devi M.K., Dr. KavithaShanmugam, Dr. Ramya J, “Payment banks a leap towards financial inclusion”, International Journal of Science Technology & Management, ISSN 2395 – 1537, Vol. 4, Special Issue SI (01), pp. 128-136, 2015.
4. Dr. KavithaShanmugam, “Emerging Market Nexus for Cross listed Stocks: Empirical Evidence from India”, International Journal of Economic Research, ISSN: 0972-9380, 12(3), pp. 787-803, 2015.**(Scopus)**
5. Kavitha Shanmugam, “Employing multi-criteria decision making in examining CSR Initiatives” ***International Journal of Business Innovation and Research*** (Inderscience) (ISSN 1751-0252) Scopus indexed, Impact factor 0.770, Vol. 9 Issue 1, 2015, pp. 115 – 132.
6. Kavitha Shanmugam, “Intensity of Shock Transmission amid US-BRICS Markets” ***International Journal of Emerging Markets*** (Emerald) (Scopus indexed) (ISSN 1746-8809) Vol.10 No.3, 2015, pp. 311-328.

7. Chandrasekaran S., "A study on consumer behavior towards Big Bazaar, Chennai", IFSMRC African International Journal of Research in Management, Online ISSN: 2308 1341, Vol. 03, Issue: 05, pp. 1-7, 2015.
8. Chandrasekaran S., "A Study on Customer Attitude towards Quality Management System (QMS) Certifications with reference to Vincotte International India Pvt Ltd, Chennai, India", International Journal of Research in Management, Science and Technology, Online-ISSN: 2249 – 3506, Vol. 05, Issue: 09, pp. 1-7, Jan-June 2015.
9. Chandrasekaran S., "Shoppers buying behavior towards children toys", Journal of Applied sciences and research, ISSN: 1816-157X, Nov. 11 (22), pp. 116-119, 2015.**(Scopus)**
10. Purushothaman S, "Positive Discipline at the Workplace and its Importance" International Journal of Business Intelligence and Innovations, ISSN: 2348-7405/1, Vol. 2, Issue 2, pp: 1-4, 2015.
11. Madhumitha T, "A Study on Quality of Work Life among Employees With Reference To Manufacturing Sectors", International Journal of Science, Technology and Management, ISSN: 2349-1537, Vol. 4, Issue S1 (01), pp. 2015.
12. Madhumitha T, "Enhancing Employability Of The Graduates By Inculcating Enterpreneurial Traits", Indian Streams Research Journal, ISSN: 2230-7850, Vol. 5, Issue 11, pp. 2015.
13. SoumiyaDevi M.K., "A Study On The Influencing Factors For A Literate Youth To Take Up Agricultural Entrepreneurship" International Journal of Management And Commerce Innovations, ISSN: 2348-7585, Vol. 3 Issue 1, 20
14. S.Purushothaman, "A study on factors Influencing Employee Engagement at L&T Infotech" Annamalai Business Review, ISSN-0974-1690.
15. S.Purushothaman, "A study on Stress Management among nurses working at Apollo Hospital, Chennai" Proceedings of the international conference on Innovative HR practices in corporate world, August 19,2015., ISBN 978-93-82570-68-4.

Technical Paper Publications by Faculty for the Year 2014

1. Dr. Mu. Subrahmanian, "Decline of Job Offers with respect to Recruitment Process in Software Industry", International Journal of Management Research, Vol.2, Issue 12, pp. 44-57, Dec. 2014.
2. Dr. Mu. Subrahmanian, "Drivers of Employee Engagement in Petroleum Industry: A Transformational Framework", International Journal of Entrepreneurship and Business Environment Perspectives, Vol. 3, No. 3, pp. 1143-1150, Sep. 2014.

3. Dr. Mu. Subrahmanian, "Employee Motivation in Airport Authority of India", ANVESHAK - International Journal of Management, Vol.3, No. 1, pp. 140-151, Jan. 2014.
4. Dr. Mu. Subrahmanian, "Social Media of Marketing", International Journal of Applied Management and Business Utility, Vol. 2, Issue 2, pp. 126-128, Jan. 2014.
5. R. Vasudevan, "Globalisation and Rural Marketing", International Journal of Management and Social Science Research Review, ISSN -2349-6738, Vol.1, Issue2, pp. 119-125. Aug – 2014.
6. BanuReka R, "A Study on the Impact of Gender on Investment Preference among Investors in Chennai" International Journal of Management And Social Science Research Review, ISSN: 2349-6738, Vol. 1, Issue 5, pp. 92-95, 2014.
7. Gayathri V, "A Conceptual Study on Recent Trends in Social Media Marketing" International Journal of Management And Social Science Research Review, ISSN: 2349-6738, Vol. 1, Issue 5, pp. 69-75, 2014.
8. Gayathri V, "A Study on Role of HR Practices in Building Organizational Commitment towards Software Enable Services", International Journal of Management and Social Science Research Review (IJMSRR), ISSN: 2349-6738, Vol.1, Issue 15, pp. 176-181, 2015.
9. B. Nataraj, "A Comparative Study on Customer Relationship Management Strategies in Organised Multi Brand Retail Apparels", Indian Streams Research Journal, Vol. 4, Issue 3, pp. 1-9, April, 2013.

Technical Paper Publications by Faculty for the Year 2013

1. Dr. Mu. Subrahmanian, "Employee Engagement Activities – A Conceptual Study", Annamalai Journal of Management, ISSN, Vol.6, Special Issue 2, pp. 103-106, Dec. 2013.
2. Dr. Mu. Subrahmanian, "A Study on Urban Shoppers Buying Behaviour in Organised Retail", Global Journal of Business and Management Research, Vol. 1, Issue 1, pp. 79-81, Dec. 2013.
3. Dr. Mu. Subrahmanian, "A Study on Techniques used by Dabbawallas in the city of Mumbai", Annamalai Journal of Management, Vol. 6, Issue 2, pp. 86-89, Dec. 2013.
4. Dr. Mu. Subrahmanian, "Leadership and Organisational Citizenship Behaviour of Employees in Manufacturing Industry", International Journal of Research in Social Sciences, Vol.3, Issue 4, pp. 535-548, Nov. 2013.
5. Dr. Mu. Subrahmanian, "Job Stress for Women Employees in IT Sector: A Study in Chennai", Personnel Today, Vol. 34, No. 2, pp.9-14, Sep.2013.
6. Dr. Mu. Subrahmanian, "Employee Engagement – A Review of Literature", Asian Journal of Research in Business Economics and Management, Vol. 3, Issue 5, pp. 168-179, May 2013.

7. Dr. Mu. Subrahmanian, "Employees' Perspective Towards Organisation Culture in Automobile Industries in Chennai", Journal of Business Management and Applied Economics, Vol. 1, Issue 1, pp.1, Jan. 2013.
8. Dr. S. Meenakumari, "A Study on Identification of Factors Influencing Work life Balance Among Employees in Services Sector with special reference to IT", EXCEL International Journal of Multidisciplinary Management Studies, Vol.3, Issue 1, pp. 1, Jan. 2013.