



JEPPIAAR

ENGINEERING COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

Book Publication

Sl.No	Author	Title of the book/Chapters	Year of publication	ISBN No	Name of the publisher
1	R AKILA	Informatics & Cyber Law	2023	978-81-19070-23-7	Paradox Publication
2	Dr Durgarani M	PRINCIPLES OF MANAGEMENT	October 2023	978-81-957692-47	OF BY AND FOR YOU PUBLICATIONS
3	Dr Durgarani M	DIGITAL MARKETING	February 2024	978-93-91930-89-9	VEDA PUBLICATIONS
4	R AKILA	DIGITAL MARKETING	February 2024	978-93-91930-89-9	VEDA PUBLICATIONS
5	Dr Onyx	Business Communication	March 2024	978-93-95632-53-9	Redshine PUBLICATIONS

Chapter Publication

Sl.No	Author	Title of the book/Chapters	Year of publication	ISBN No	Name of the publisher
1	R AKILA	Crime against women in social networking site and critics on Indian laws	08-03-2022	978-93-5593-750-6	Department of Human Resource Management, Faculty of Humanities and Science,
2	R AKILA	Zero ticket bus travel scheme perception and its economic impact on women	08-03-2023	9789395054492	Department of Human Resource Management, Dr MGR Educational & Research Institute

3	Dr. E. GOPI	“An Anthology of Case lets”/ AI in recruitment is a game changer Page no. (75-80)	May 2020		Bharath Institute of Higher education and Research, Chennai.
4	Dr.N.Padmavathy	“Covid Pandemic Issues On Sustainable Development Goals - Gender Inequality In Unpaid Care Work”	2021	978-93-91373-45-0.	Shanlax Publications, Madurai, TamilNadu,
5	Dr.N.Padmavathy	Financial Inclusion : Key to achieve universal inclusive Economic Growth of India in the ISBN Edited Book on “Emerging trends in Business and Technology for Sustainable Growth”	2022	978-81-95644-1-0	Wisdom India Publication, Bangalore.
6	Dr.N.Padmavathy	Impact of Human Capital Management Towards Organisational performance At ITC Limited on Multidisciplinary Research trends (Volume -2)	2022	978-93-94727-82-3.	Red Shine Publication Pvt.Ltd., Lunawada, India

JOURNAL PUBLICATIONS

2020-2021

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	Dr R AKILA	A study on employee attrition and employee retention in IT sector	Journal of Natural Remedies	ISSN: 2320-3358	Informatics & Publising Limited & Remedies Pvt Ltd	2020	21-26
2	Dr R AKILA	cyber crime challenges faced by female students in social network media	Mukt Shabd Journal	ISSN NO : 2347-3150	Mukt Shabd	2020	830-839
3	Dr R AKILA	Employee attrition in it sector and it's impact a Literature review	International Journal Of Research In Commerce, It & Management	ISSN 2231-5756	IJRCM	VOLUME NO. 10 (2020), ISSUE NO. 07 (JULY)2020	1-3
4	Dr.N.Padma vathy	Drivers behavior in road traffic accidents in Urban Chennai	Alochana Chakra Journal	2231-3990	Alochana Chakra	2020	2274-2278

5	Dr.N.Padma vathy	Drivers behavior in road traffic accidents in Urban Chennai	Alochana Chakra Journal	2231-3990	Alochana Chakra	2020	2274-2278
6	Dr. E. GOPI	An inquiry of toll and viability equilibrium with special respect to nurse in Madras Medical Mission Hospital	Mukt Shabd UGC JOURNAL	2347-3150	Mukt Shabd UGC JOURNAL	, volume X issue V May 2021,	1569 -1576
7	Dr R Satish	An Impact Of Consumer Shopping Styles In Shopping Malls Over Purchase Behavior With Referecne To Chennai City	PalArch's Journal of Archaeology of Egypt / Egyptology,	2020-11-04	Vol. 17 No. 9 (2020):	17(9),	3513 - 3519

2021-2022

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	R AKILA	Sexual harassment at	AIP Conference Proceedings 2385	AIP Conf.Proc.	AIP Publishing	06 Jan 2022	110001-12

		workplace faced by women employees in private organization special reference to Tamilnadu and Pondicherry regions – India		2385, https://doi.org/10.1063/5.0070713			
2	R AKILA	Impact Of Emotional Intelligence On Job Stress	International Journal of Early Childhood Special Education (INT-JECSE)	ISSN:1308-5581	<i>Vol 14, Spl Issue 01, 2022</i>		425 to 429
3.	M.Durgarani	Nostalgia Marketing of Tourism and Hospitality in South Asia: A Leverage to India	International Journal of Special education	0827-3383	2022	2022	891-898

2022-2023

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	R AKILA	An Analysis on Cyber Law Framework for Cyber	SPECIALU SIS UGDYMAS SPECIAL EDUCATIO	ISSN 1392-5369	Science Research Society	2022	67906805

		Crimes against Women	N 202				
2	R .AKILA	Cyber Crime Challenges against Women in Social Networking Media	Aalochan Drishti	ISSN : 2455-4219	Aalochan Journal of humanities	Volume - 25-III ,	93&100
3	R AKILA	A study on the impact of Human Resource Planning on organisational Performance	International Journal of research and analytical reviews	ISSN 2348 1269	IJAR	Volume 9 , Issue 4 Dec 2022	70 to 75
4	R AKILA	A STUDY ON AWARENES S ABOUT FINANCIAL INCLUSION WITH REFERENC E TO INDIAN BANK (CHENGALP ATTU)	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICONS TEM56934.2023 .1014284	IEEE	979-8-3503-4779-1/23/\$31.00 ©2023 IEE	1-6

5	Dr.N.Padma vathy	The Impact of Drivers Behaviour in Road Traffic Accident	International Journal of Food and Nutritional Science	2319-1775	Transtellar Journal Publication s and Research Consultanc y Private Limited	2022	550-556
6.	M.Durgaran i	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro- Kabaddi League	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICONS TEM56934.2023 .1014284	IEEE	2023	1-4
7	Dr. E. Gopi	An Investor's Opinion about Equity Market”	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICONS TEM56934.2023 .1014284	IEEE	2023	1-4

2023-2024

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication
1	R AKILA	Determinants of work life balance among emplyess	AIP conference	https://doi.org/ 10.1063/5.0211	AIP	2024

		and impact on their work performance	proceedings <i>AIP Conf. Proc.</i> 2965, 060009	968		
2	R .AKILA	A Study on Effectiveness of External Search Partner in Northerly Automotive Solutions Pvt. Ltd	Indian Journal of Natural Sciences	ISSN : 0976 - 0997	Vol.14 / Issue 80 / Oct / 2023 International Bimonthly (Print) – Open Access	Vol.14 / Issue 80 / Oct / 2023,
	R .AKILA	BIG DATA ANALYTICS IN FINTECH: REVOLUTIONIZING RISK MANAGEMENT AND DECISION-MAKING	ACTA SCIENTIAE	ISSN: 2178-7727	DOI: 10.17648/acta.scientiae.6389	07(1), 605-617, May. 2024
	R .AKILA	Building Relationship between IoT Devices and Consumer	IEEE Explorer 2024	IEEE Xplore: 2024 Ninth International Conference on Science Technology Engineering and Mathematics (ICONSTEM)	https://doi.org/10.1109/ICO NSTEM 60960.2024.10568593) 28 June 2024
	R .AKILA	Evaluation of EI and its Impact in Management of Stress	IEEE Explorer 2024	IEEE Xplore: 2024 Ninth International Conference on Science Technology	https://doi.org/10.1109/ICO NSTEM 60960.2024.10568593) 28 June 2024

				Engineering and Mathematics (ICONSTEM)		
	Dr E Gopi	Organizational Role and Stress Level of Employees in Software Companies	IEEE Explorer 2024	IEEE Xplore: 2024 Ninth International Conference on Science Technology Engineering and Mathematics (ICONSTEM)	https://doi.org/10.1109/ICO NSTEM 60960.2024.10568593) 28 June 2024
	M.Durgarani	Green Finance: A Roadmap to Sustainable Investment in India	IEEE Explorer 2024	IEEE Xplore: 2024 Ninth International Conference on Science Technology Engineering and Mathematics (ICONSTEM)	https://doi.org/10.1109/ICO NSTEM 60960.2024.10568593) 28 June 2024

PATENTS PUBLISHED

Sl.No.	Name	Title of Patent	Registry No . / Year	Status (Applied / Published)
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				/ Obtained)
1	Dr R AKILA	An investigation into how artificial intelligence techniques are being used in the financial and marketing sectors	202241061016 26/10/2022	Published
2	Dr R AKILA	Customer Focused Ecommerce Site With Ai Bot	202211028074 A 20/05/2022	Published
3	Dr.N.Padmavathy	An investigation into how artificial intelligence techniques are being used in the financial and marketing sectors	2022	Published
4	Dr M.Durgarani	The Impact of Purchasing-Segmentation to Achieve Organizations-Sales Aims	202241006773 A 11/02/2022	Published
	Dr.N.Padmavathy	Customer Focused Ecommerce Site With Ai Bot	202211028074 A 20/05/2022	Published
5.	Dr M.Durgarani	Novel Advancement of Healthcare Management Using Iot	202341035564 A 16/06/2023	Published
6.	Dr. E. Gopi	Establishment of e-negotiator chat bot for building e-Commerce website	202241006816 09/02/2022	Published

7.	Dr. E. Gopi	Enhanced video surveillance system for police cops to monitor unusual activities	148/30052023. 18/06/2023	Published
8		ACCOUNTING AND ANALYTICAL MODEL FOR THE RISK MANAGEMENT OF THE ECONOMIC SECURITY OF THE POULTRY ENTERPRISE		

CONFERENCES

2020-2021

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	Cyber crime challenges and its impact in social empowerment	Department of Management, YIMS, Palakkad	Management in Uncertain Environment	27 th & 28 th August 2020
2	R AKILA	Challenges And Risk Faced By Women In Cyber SPAC	6 th ICON STEM 2020	Enhancement in Industry 4.0	15 th July 2020
3	R AKILA	determinants of	Annai vailankanni college of	Materials, Computing &	20 th June 2022

		work life balance among employees and its impact on their work performance	Engineering, AVK Nagar, Pottalkulam	Communication Technologies	
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2021-2022

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	Innovation and rethinking business research & education during New Normal EON	Debre Tabor University college of Business and Economics	Business Management, Accounting & Finance, Economics and Tourism	9 th to 10 th May 2022
2	R AKILA	Impact of Emotional Intelligence on Job stress	Coal City University, Nigeria and Panagaea Geographical Association	Multidisciplinary International E - Conference	25 th & 26 th May 2022
3	R AKILA	Cryptocurrency – Its Current Trends And Future	Department of Management Studies, SRM Easwari Engineering College,	1st International e-Conference Challenges And Opportunities For Business Post-Covid-19	6 th & 7 th Jan 2022

4	R AKILA	Determinants of work Life balance among employees and its Impact on their work performance	Annai vailankanni college of Engineering	International Conference on Materials, Computing & Communication Technologies” (ICMCCT 2022)	June 20 th 2022
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2022-2023

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	A study on preference & perception of E-Vehicle among women in Chennai	Savitribai Phule Mahila Mahavidyala , Sastra	Recent interdisciplinary studies in Agriculture, forestry and Allied Sciences	30 th Nov 2022
2	R AKILA	Crimes Against Women In SNS Media: An Critique Based On Indian Laws	ISARC INTERNATIONAL DICLE SCIENTIFIC RESEARCH AND INNOVATION CONGRESS DIYARBAKIR / TURKEY	DIYARBAKIR / TURKEY	26-27 NOVEMBER 2022

3	R AKILA	Impact of Covid on Education sectors and its adoption strategies	Covid 19 crisis and sustainable development goals in India : pathways for Adaption and Resilience	Post graduate department of Economics , Government Arts college for Men	19 th & 20 th Oct 2022
4	R AKILA	A Study On Awareness About Financial Inclusion With Reference To Indian Bank (CHENGALPA TTU)	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023
5	M.Durgarani	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023
5	E. Gopi	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023

		League			
6	Benita MJ	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023

2023-2024

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	Dr R AKILA	An analysis of women investment pattern special reference to Mutual Fund in Tamilnadu region"	Kristu Jayanti College - Bengaluru .	8 th International Conference on Embracing Digital transformation in business for sustainable growth	29 th and 30 th Jan 2024

2	Dr R AKILA	A CRITIQUE ON INDIAN LAWS FOR CRIMES AGAINST WOMEN IN SOCIAL NETWORKING MEDIA	Universiti Teknologi MARA, UiTM Cawangan Selangor, Kampus Puncak Alam, 42300 Puncak Alam, Selangor, Malaysia	International Conference on Multidisciplinary Research and Development - ICMRD-2023"	13th - 15th Sepetmber 2023
3	Dr R AKILA	Evaluation of EI and Its Impact in Management of Stress	Jeppiaar Engineering College	ICON STEM 2024	April 4 ^h & 5 th 2024
4	Dr R AKILA	Building Relationship Between IoT Devices and Consumer	Jeppiaar Engineering College	ICON STEM 2024	April 4 ^h & 5 th 2024
	Dr R AKILA	Sourcing And Screening Of Candidates In Recruitment Process At Iotrix Digital Business Enterprise"	SRM Institute of Science & technology , Vadapalai	3 rd International conference on reinventing business startup and sustainability	2 nd & 3 rd March 2023
5	M.Durgarani	Green Finance: A Roadmap to Sustainable Investment in India	Jeppiaar Engineering College	ICON STEM 2024	April 4 ^h & 5 th 2024

5	Dr E. Gopi	Organizational Role and Stress Level of Employees in Software Companies	Jeppiaar Engineering College	ICON STEM 2024	April 4 ^h & 5 th 2024
6	Dr E. Gopi	The changing landscape of sustainability Reporting in India	Jeppiaar Engineering College	ICON STEM 2024	April 4 ^h & 5 th 2024

NPTEL /ONLINE COURSES

2023-24

Sl.No.		COURSE Name	Year of completion	GRADE
1	Dr R AKILA	Psychology of Stress Health and Wellbeing	Jan-April 2024	NPTEL Elite-
2	Dr R AKILA	Yoga and Positive Psychology For managing career and Life	August - Sep 2023	NPTEL Elite--
3	Dr Durgarani M	Business Development: From Start to Scale	JAN-APR 2024	NPTEL TOPPER- GOLD ELITE
4	Dr Durgarani M	Developing Soft Skills and Personality	JUL-SEP 2023	NPTEL TOPPER- GOLD ELITE
5	Ms Benita M	Business Fundamentals for Entrepreneurs	August 2023	NPTEL Silver Elite
6	Ms Benita M	Research Methodology	April 2024	NPTEL Elite
7	Dr Durgarani M	Improving Communication Skills	July 2023	University of Pennsylvania

FDP

Sl.No.	Faculty Name	FDP Name	Year of completion	Organised by
1	R AKILA	Digital Marketing	2020-9-2 to 2020-9-6	CHHATRAPATI SHAHU INSTITUTE OF BUSINESS EDUCATION AND RESEARCH KOLHAPUR
2	R AKILA	Cyber Security: A step towards awareness to Cyber Crime	2021-06-14 to 2021-06-18	ENGINEERING COLLEGE AJMER
3	R AKILA	Innovation Management	2021-2-22 to 2021-2-26	DR B R AMBEDKAR NATIONAL INSTITUTE OF TECHNOLOGY.
4	M.Durgarani	Sustainable Change Management	12/07/2021 to 16/07/2021	AUXILIUM COLLEGE (AUTONOMOUS).
5	M.Durgarani	Capacity Building through Emotional Intelligence for Women"	16/08/2021 to 20/08/2021	DR.SNSRAJALAKSHMI COLLEGE OF ARTS AND SCIENCE.
6	M.Durgarani	Developing Leadership and Team Management Skills"	05/12/2022 to 16/12/2022	IIT TIRUPATI
7	Dr N. Padmavathy	"Emotional Intelligence"	2020-9-13 to 2020-9- 17	INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD.
8	Dr N. Padmavathy	"Outcome Based Education and Digital	2021-06-26 to 2021-06-30	Kalinga Institute of Industrial Technology.

		Pedagogy’ focusing on ‘Outcome based education, accreditation requirements and its compliance using digital pedagogy in professional courses’"		
9	Dr N. Padmavathy	"Data Analysis using SPSS"	2020-10-5 to 2020-10-9	Mahatma Gandhi University.
10	Dr N. Padmavathy	"National Education Policy - Sustainable Change Management in Planning and Architecture"	04/10/2021 to 08/10/2021	School of Planning and Architecture Vijayawada.
11	Dr N. Padmavathy	"Sustainable Change Management in Technical Institutes for NEP – 2020 Implementation"	23/08/2021 to 27/08/2021	Government Engineering College, Bilaspur.

S.No.	Staff Name	FDP Name	Period
1.	Dr R Akila	Effective Teaching and research methodology	28.08.2023 to 04.09.2023.
2.	Dr R Akila	Influence of AI in Teaching & Research	04.09.2023 to 09.09.2023
3.	Dr R Akila	International FDP on Emerging Trends in Data Analytics	22-01-2024 to 26-01-2024
4.	Dr R Akila	Hybrid education For Pedagogical Success	09.01.2024 to 13.01.2024
5.	Dr R Akila	Outcome Based Education	20.05.2024 to 25.05.2024
6.	Dr R Akila	Empowering Educators A Multi dimensional Approach	27.05.2024 to 31.05.2024
7.	Dr R Akila	Higher Education Policy 2024	16-12- 2023 to 26.12. 2023
8.	Dr R Akila	AI for Educators	20-24 May 2024
9.	Dr R Akila	Revitalizing Academic career and personality development	17 th July -31 July 2023
10.	Mr Benita	One week FDP on Effective Teaching & Research Methodology	28.08.2023 to 04.09.2023
11.	Mr Benita	7-Day Virtual FDP on Methodology Mastery and Founding Success	18.12.2023 to 27.12.2023
12.	Mr Benita	Emerging Trends in Innovation Research and Entrepreneurship	18.03.2024 to 22.03.2024
13.	Mr Benita	5-Day Online FDP on AI for Educators	20.05.2024 to 24.05.2024

14.	Mr Benita	Educate to Elevate : Transformative Leadership in Higher Education	02.06.2024 to 08.07.2024
15.	Dr Durgarani M	Advanced Research Methodology – virtual	3.7.2023-18.7.2023
16.	Dr E Gopi	Revitalizing Academic career and Personality Development.	17 th July to 31 st July 2024

Research Supervisor Recognition (Only Anna University)

SL.No	Recognition Details (Number)	Registered (No.s)	PhD awarded (No.'s)
1	Bharathiyar University Coimbatore	1	no

6.10. Sponsored Research

Research Fund Details

AY 2019-20

SL. NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	Date
1.	Dr.N.Padmavathy	Professor	NCW, New Delhi	Seminar	Establishing safe shelter homes – strategies to reduce crimes against women	Rs 2,10,000	

2.	Dr.R.Akila	Professor	ICSSR, New Delhi	Seminar	National seminar on Social Media Network : Security and Challenges	Rs 150000	12/09/2019
3.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 160000	18/09/2019
4.	Dr.N.Padma vathy	Professor	ICSSR, New Delhi	Research	A Study on the role of drivers behaviour in road traffic accident with special reference to urban Chennai	Rs 196000	25/09/2019
5.	Dr.N.Padma vathy	Professor	ICSSR, New Delhi	Seminar	National seminar on Financial inclusion –key to achieve universal inclusive economic growth of India	Rs 1,12,500	16/09/2019

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	Date
6.	Dr.R. Akila	Professor	NCW, New Delhi	Research	A Study on compliance of Sexual harassment Act 2013 in Tamilnadu and Pondicherry states	Rs 168267	28/07/2020
7.	Dr.R.Akila	Professor	ICSSR, New Delhi	Seminar	National seminar on Social Media Network : Security and Challenges	Rs 50000	19/11/2020
8.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 120000	22/07/2020
9.	Dr.N.Padma vathy	Professor	ICSSR, New Delhi	Research	A Study on the role of drivers behaviour in road traffic accident with special reference to urban Chennai	Rs 147000	07/12/2020
10.	Dr.N.Padma vathy	Professor	ICSSR, New Delhi	Seminar	National seminar on Financial inclusion –key to achieve universal inclusive economic growth of India	Rs 37332	14/01/2021

2021-22

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	Date
1.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 80000	25/06/2021
2.	Dr.N.Padmavathy	Professor	ICSSR, New Delhi	Research	A Study on the role of drivers behaviour in road traffic accident with special reference to urban Chennai	Rs 98000	26/10/2021

2022-23

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	DATE
1.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 39895	02-06-2023

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impress impress <impress@icssr.org>

to me

Jun 2, 2023, 10:24 AM

F.No. IMPRESS/P684 /576/2018-19/ICSSR

The Principal,
Jeppiaar Engineering College(MBA), Tamil Nadu

Dear Sir/Madam,

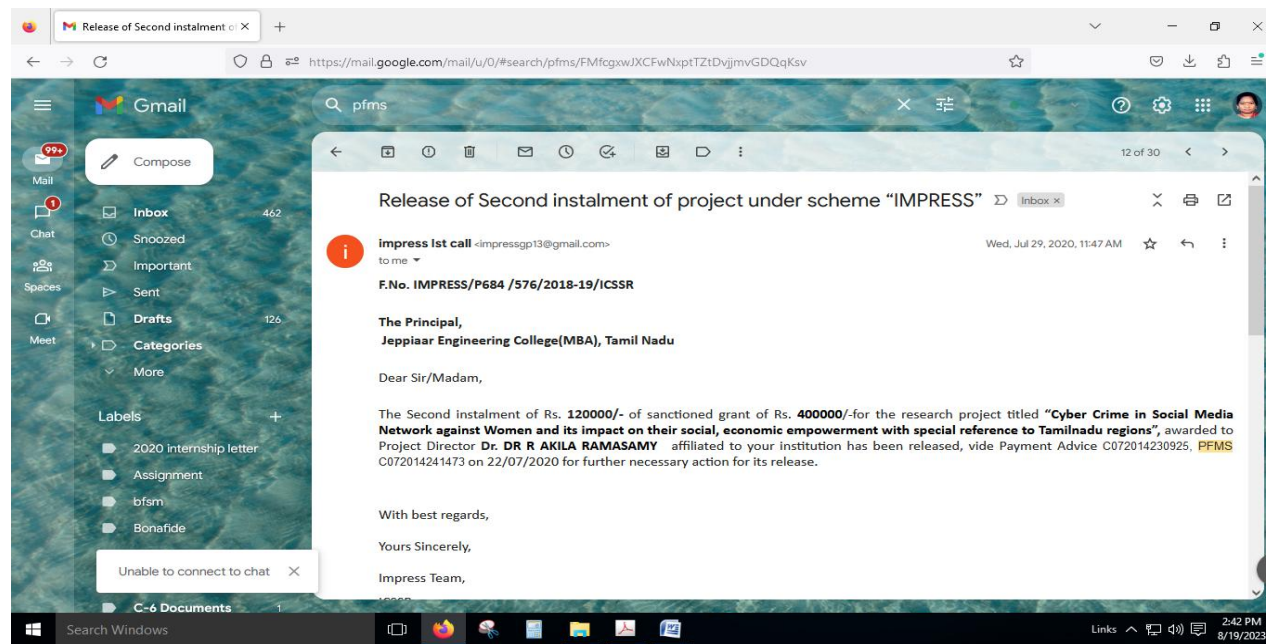
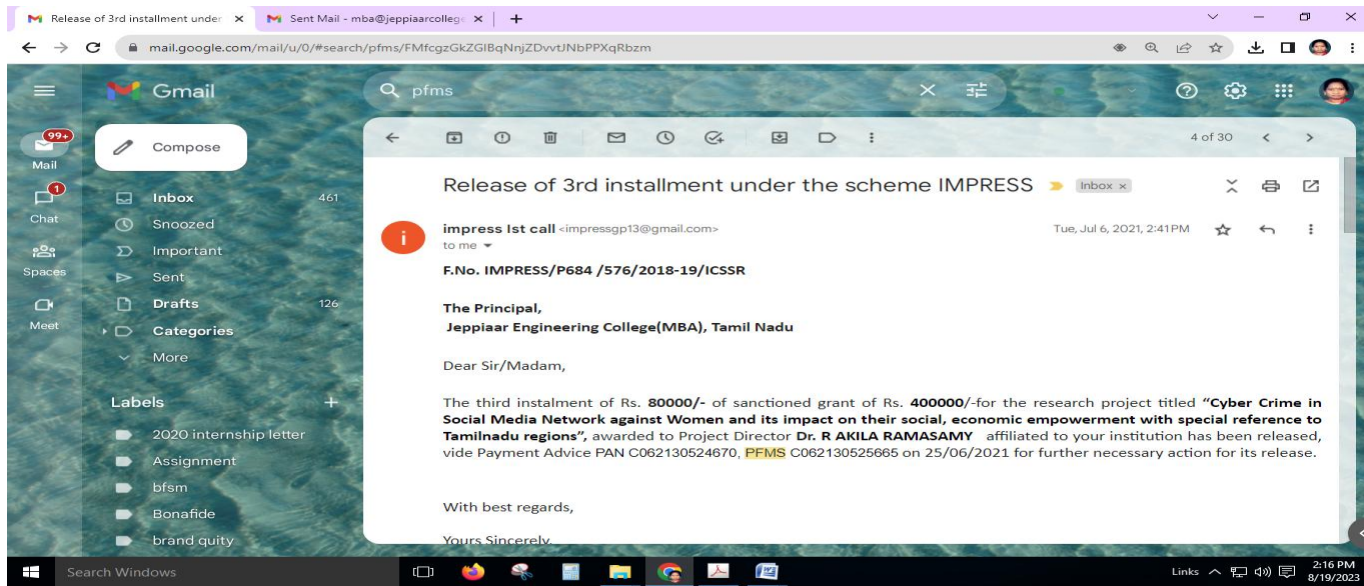
The final instalment and overhead charges of Rs. 39,895 of sanctioned grant of Rs. 400000/-for the research project titled "Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions", awarded to Project Director Dr. DR R AKILA RAMASAMY affiliated to your institution has been released, vide Payment Advice C052336554488, PFMS: C052336554489 on 25/05/2023 for further necessary action for its release.

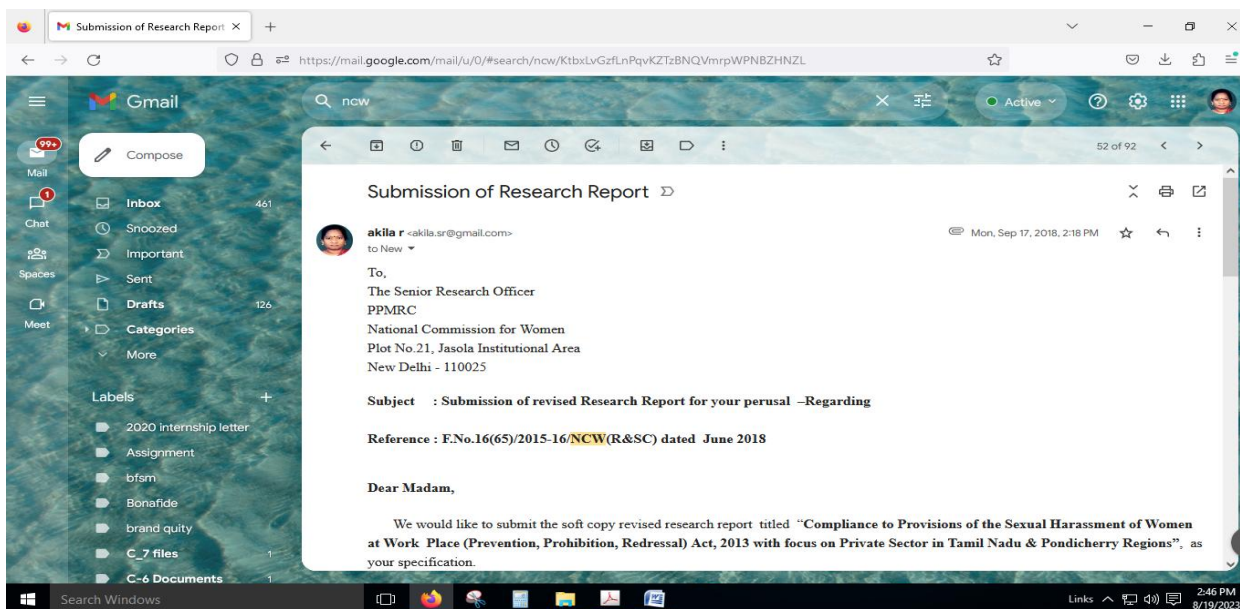
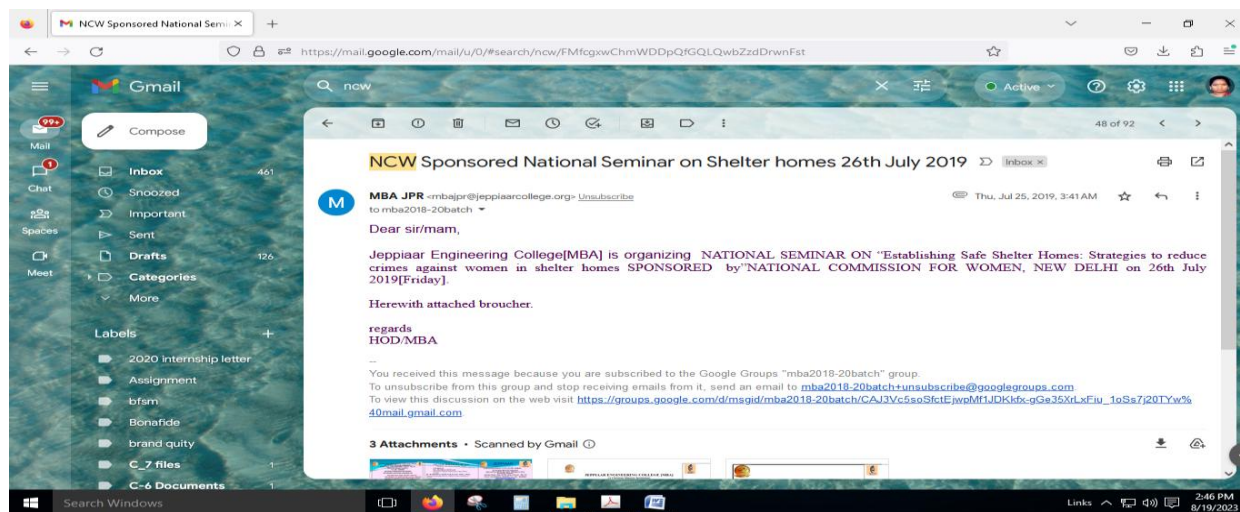
With best regards,

Your Sincerely,

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DR.PADMAVATHY NARASIMHAN <padmajepiiaarcollege@gmail.com> to me

Fri, Dec 16, 2022, 11:19AM

On Fri, Nov 5, 2021 at 1:14 PM impress 1st call <impressgp11@gmail.com> wrote:

F.No. IMPRESS/P746 /608/2018-19/ICSSR

The Principal,
JEPPIAAR ENGINEERING COLLEGE [MBA], Tamil Nadu
Dear Sir/Madam,

The Third instalment of Rs. **98000** of sanctioned grant of Rs. **490000**/-for the research project titled **"A STUDY ON THE ROLE OF DRIVERS BEHAVIOUR IN ROAD TRAFFIC ACCIDENT WITH SPECIAL REFERENCE TO URBAN CHENNAI"**, awarded to Project Director **Dr. DR.N.PADMAVATHY** affiliated to your institution has been released, vide Payment Advice C102130848685, **PFMS**: C102130851490 on 26/10/2021 for further necessary action for its release.

With best regards,

Yours Sincerely,

2:17 PM 8/19/2023

6.11 Consultancy

Table 6.11 Consultancy Fund From Industry

S.No	Year	Nature Of Assignment	Funding Company	Amount Received (in Rs.)	Duration
<i>1.</i>	<i>2023-2024</i>	Avenue of Online Trading for Startup Companies	Mcube Academy , Chennai	<i>55000</i>	<i>6 months</i>
<i>2</i>	<i>2023-2024</i>	A Study On The Challenges Involved In Making Career Decisions And The Significance Of Career Counselling For <i>The Youth Population</i>	<i>Jeppiaar Research & development organization , Chennai</i>	<i>75000</i>	<i>7 months</i>
<i>3</i>	<i>2022-2023</i>	A study on customer perception towards Royal Enfield (Sholinganallur, Perungudi Adyar	Royal Enfield	<i>110,000</i>	<i>1 year</i>

		Zones)			
<i>4</i>	<i>2021-2022</i>	<i>A study on exporting opportunities and Challenges in Cashewnut exports in eastern countries</i>	<i>King Lines Food Products</i>	<i>95,000</i>	<i>1 year</i>
<i>5</i>	<i>2021-2022</i>	<i>Employee training on stress management</i>	<i>Trans stellar Publication</i>	<i>90,000</i>	<i>1 year</i>
	<i>2020-2021</i>	<i>Employee Satisfaction study</i>	<i>Murali Machine Works Ltd</i>	<i>85,000</i>	<i>6 months</i>

JOURNAL PUBLICATIONS

2022-2023

Sl.No	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	R AKILA	An Analysis on Cyber Law Framework for Cyber Crimes against Women	SPECIALUSIS UGDYMAS SPECIAL EDUCATION 202	ISSN 1392-5369	Science Research Society	2022	679068 05
2	R .AKILA	Cyber Crime Challenges against Women in Social Networking Media	Aalochan Drishti	ISSN : 2455-4219	Aalochan Journal of humanities	Volume - 25-III ,	93&10 0
3	R AKILA	A study on the impact of Human Resource Planning on organisational Performance	International Journal of research and analytical reviews	ISSN 2348 1269	IJAR	Volume 9 , Issue 4 Dec 2022	70 to 75

4	R AKILA	A STUDY ON AWARENESS ABOUT FINANCIAL INCLUSION WITH REFERENCE TO INDIAN BANK (CHENGALPATTU)	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICONST EM56934.2023.10 14284	IEEE	979-8-3503-4779-1/23/\$31.00 ©2023 IEE	1-6
5	Dr.N.Padmavathy	The Impact of Drivers Behaviour in Road Traffic Accident	International Journal of Food and Nutritional Science	2319-1775	Transtellar Journal Publications and Research Consultancy Private Limited	2022	550-556
6.	M.Durgarani	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICONST EM56934.2023.10 14284	IEEE	2023	1-4
7	Dr. E. Gopi	An Investor's Opinion about Equity Market"	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICONST EM56934.2023.10 14284	IEEE	2023	1-4

2021-2022

Sl.No .	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	R AKILA	Sexual harassment at workplace faced by women employees in private organization special reference to Tamilnadu and Pondicherry regions – India	AIP Conference Proceedings 2385	AIP Conf.Proc. 2385, https://doi.org/10.1063/5.0070713	AIP Publishing	06 Jan 2022	110001-12
2	R AKILA	Impact Of Emotional Intelligence On Job Stress	International Journal of Early Childhood Special Education (INT-JECSE)	ISSN:1308-5581	<i>Vol 14, Spl Issue 01, 2022</i>		425 to 429
3.	M.Durgarani	Nostalgia Marketing of Tourism and Hospitality in South Asia: A Leverage to India	International Journal of Special education	0827-3383	2022	2022	891-898

2020-2021

Sl.No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	Dr R AKILA	A study on employee attrition and employee retention in IT sector	Journal of Natural Remedies	ISSN: 2320-3358	Informatics & Publising Limited & Remedies Pvt Ltd	2020	21-26
2	Dr R AKILA	cyber crime challenges faced by female students in social network media	Mukt Shabd Journal	ISSN NO : 2347-3150	Mukt Shabd	2020	830-839
3	Dr R AKILA	Employee attrition in it sector and it's impact a Literature review	International Journal Of Research In Commerce, It & Management	ISSN 2231-5756	IJRCM	VOLUME NO. 10 (2020), ISSUE NO. 07 (JULY)2020	1-3

4	Dr.N.Padmavathy	Drivers behavior in road traffic accidents in Urban Chennai	Alochana Chakra Journal	2231-3990	Alochana Chakra	2020	2274-2278
5	Dr.N.Padmavathy	Drivers behavior in road traffic accidents in Urban Chennai	Alochana Chakra Journal	2231-3990	Alochana Chakra	2020	2274-2278
6	Dr. E. GOPI	An inquiry of toll and viability equilibrium with special respect to nurse in Madras Medical Mission Hospital	Mukt Shabd UGC JOURNAL	2347-3150	Mukt Shabd UGC JOURNAL	, volume X issue V May 2021,	1569 - 1576
7	Dr R Satish	An Impact Of Consumer Shopping Styles In Shopping Malls Over Purchase Behavior With Referecne To Chennai City	PalArch's Journal of Archaeology of Egypt / Egyptology,	2020-11-04	Vol. 17 No. 9 (2020);	17(9),	3513 - 3519

PATENTS PUBLISHED

Sl.No.	Name	Title of Patent	Registry No . / Year	Status (Applied / Published / Obtained)
1	Dr R AKILA	An investigation into how artificial intelligence techniques are being used in the financial and marketing sectors	202241061016 26/10/2022	Published
2	Dr R AKILA	Customer Focused Ecommerce Site With Ai Bot	202211028074 A 20/05/2022	Published
3	Dr.N.Padmavathy	An investigation into how artificial intelligence techniques are being used in the financial and marketing sectors	2022	Published
4	Dr M.Durgarani	The Impact of Purchasing-Segmentation to Achieve Organizations-Sales Aims	202241006773 A 11/02/2022	Published
	Dr.N.Padmavathy	Customer Focused Ecommerce Site With Ai Bot	202211028074 A 20/05/2022	Published

5.	Dr M.Durgarani	Novel Advancement of Healthcare Management Using Iot	202341035564 A 16/06/2023	Published
6.	Dr. E. Gopi	Establishment of e-negotiator chat bot for building e-Commerce website	202241006816 09/02/2022	Published
7.	Dr. E. Gopi	Enhanced video surveillance system for police cops to monitor unusual activities	148/30052023. 18/06/2023	Published

2020-2021

CONFERENCES

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	Cyber crime challenges and its impact in social empowerment	Department of Management, YIMS, Palakkad	Management in Uncertain Environment	27 th & 28 th August 2020
2	R AKILA	Challenges And Risk Faced By Women In Cyber SPAC	6 th ICON STEM 2020	Enhancement in Industry 4.0	15 th July 2020
3	R AKILA	determinants of work	Annai vailankanni college of Engineering, AVK Nagar,	Materials, Computing & Communication Technologies	20 th June 2022

		life balance among employees and its impact on their work performance	Pottalkulam		
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2021-2022

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	Innovation and rethinking business research & education during New Normal EON	Debre Tabor University college of Business and Economics	Business Management, Accounting & Finance, Economics and Tourism	9 th to 10 th May 2022
2	R AKILA	Impact of Emotional Intelligence on Job stress	Coal City University, Nigeria and Panagaea Geographical Association	Multidisciplinary International E - Conference	25 th & 26 th May 2022
3	R AKILA	Cryptocurrency – Its Current Trends And Future	Department of Management Studies, SRM Easwari Engineering College,	1st International e-Conference Challenges And Opportunities For Business Post-Covid-19	6 th & 7 th Jan 2022
4	R AKILA	Determinants of work Life balance among employees and its Impact on their work	Annai vailankanni college of Engineering	International Conference on Materials, Computing & Communication	June 20 th 2022

		performance		Technologies” (ICMCCT 2022)	
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2022-2023

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	A study on preference & perception of E-Vehicle among women in Chennai	Savitribai Phule Mahila Mahavidyala , Sastra	Recent interdisciplinary studies in Agriculture, forestry and Allied Sciences	30 th Nov 2022
2	R AKILA	Crimes Against Women In SNS Media: An Critique Based On Indian Laws	ISARC INTERNATIONAL DICLE SCIENTIFIC RESEARCH AND INNOVATION CONGRESS DIYARBAKIR / TURKEY	DIYARBAKIR / TURKEY	26-27 NOVEMBER 2022
3	R AKILA	Impact of Covid on Education sectors and its adoption strategies	Covid 19 crisis and sustainable development goals in India : pathways for Adaption and Resilience	Post graduate department of Economics , Governement Arts college for Men	19 th & 20 th Oct 2022

4	R AKILA	A Study On Awareness About Financial Inclusion With Reference To Indian Bank (CHENGALPATTU)	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023
5	M.Durgarani	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023
5	E. Gopi	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023
6	Benita MJ	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6 th & 7 th 2023

NPTEL COURSES COMPLETED/Undergoing

Sl.No.		COURSE Name	Year of completion	GRADE
1	Dr R AKILA	Gender Justice and Workplace security	Aug –Sep 2022	79 (Silver)
2	Dr R AKILA	Enhancing Soft Skills and Personality	Feb – April 2022	84 (Silver)
3	Dr R AKILA	Basics of Digital Marketing	Feb – April 2023	-
4	Dr R AKILA	Yoga and Positive Psychology For managing career and Life	August – Sep 2023	-
5	M.Durgarani	Principles of Management	Jan- Apr 2022	85(Silver)
6	Dr N Padmavathy	“Enhancing Soft Skills and Personality”	Feb-April 2022.	72

ATAL FDP

Sl.No.	Faculty Name	FDP Name	Year of completion	Organised by
1	R AKILA	Digital Marketing	2020-9-2 to 2020-9-6	CHHATRAPATI SHAHU INSTITUTE OF BUSINESS EDUCATION AND RESEARCH KOLHAPUR
2	R AKILA	Cyber Security: A step towards awareness to Cyber Crime	2021-06-14 to 2021-06-18	ENGINEERING COLLEGE AJMER
3	R AKILA	Innovation Management	2021-2-22 to 2021-2-26	DR B R AMBEDKAR NATIONAL INSTITUTE OF TECHNOLOGY.
4	M.Durgarani	Sustainable Change Management	12/07/2021 to 16/07/2021	AUXILIUM COLLEGE (AUTONOMOUS).

5	M.Durgarani	Capacity Building through Emotional Intelligence for Women"	16/08/2021 to 20/08/2021	DR.SNSRAJALAKSHMI COLLEGE OF ARTS AND SCIENCE.
6	M.Durgarani	Developing Leadership and Team Management Skills"	05/12/2022 to 16/12/2022	IIT TIRUPATI
	Dr N. Padmavathy	"Emotional Intelligence"	2020-9-13 to 2020-9-17	INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD.
	Dr N. Padmavathy	"'Outcome Based Education and Digital Pedagogy' focusing on 'Outcome based education, accreditation requirements and its compliance using digital pedagogy in professional courses'"	2021-06-26 to 2021-06-30	Kalinga Institute of Industrial Technology.
	Dr N. Padmavathy	"Data Analysis using SPSS"	2020-10-5 to 2020-10-9	Mahatma Gandhi University.
	Dr N. Padmavathy	"National Education Policy - Sustainable Change Management in Planning and Architecture"	04/10/2021 to 08/10/2021	School of Planning and Architecture Vijayawada.
	Dr N. Padmavathy	"Sustainable Change Management in	23/08/2021 to 27/08/2021	Government Engineering College, Bilaspur.

		Technical Institutes for NEP – 2020 Implementation"		
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PAPER PUBLICATIONS (2018-2019)

➤ Conference

Sl.No	Authors	Title of the paper	Conference Details
1.	V.Revathi et.al.	A Study on Employee Retention in IT Industry with Special Reference to KS Elements PVT Ltd	International Conference on Management in Digital Era.
2.	Dr. R. Akila	Cyber against women	4 th International conference on Impact of cyber crime & security management in digital transactions “Issues & Challenges” on 05th October 2018 at Sankara College of science and commerce”, Coimbatore.
3.	Dr. R. Akila	A Study on power tariff determination under regulation NLC India Ltd	International conference on Recent Trends in Science and Management on 23th & 24 th November 2018 at Bharath institute of higher education and research , Chennai
4.	Dr.M.Durgarani Ms.v.Revathi	A Study on Employee Retention in IT Industry	International Conference on Management in Digital Era
5.	Dr.N.Padmavathy	A Study On Employee Retention At Gates Unitta India Company Pvt. Ltd.	IEEE Sponsored international conference on Science and technology, Engineering and Management, organized by Jeppiaar Engineering College, Department of Management Studies on 31 st March 2019
6.	Dr.M.Muthuchitra	Health and well being education on Academic Performance	Fifth International Conference on Management – ICOM ‘18

➤ Journals

Sl.No	Authors	Title of the paper	Journal Details
1.	V.Revathi et.al.	Going Green Through Green HRM,A Study at Wind Based Energy Companies in Chennai	International Journal of Scientific Research in Computer science Applications and Management studies (UGC Approved journal)
2.	Dr.R.Satish, et.al	A Study on Measuring Service Quality in Apparel Retailing in Tamilnadu,	International Journal of Scientific Research in Computer Science Applications and Management Studies & ICOM'19, Vol.8 , No.2, UGC Journal, March 2019, 2319-1953
3.	Dr.R.Satish, et.al	Determinants of Retail Investors Investment Behaviour in Initial Public Offers	International Journal of Scientific Research in Computer Science Applications and Management Studies & ICOM'19, Vol.8 , No.2, UGC Journal, March 2019, 2319-1953
4.	Dr.G.Dileep	A Study on Measuring Service Quality	International Journal of Scientific Research in Computer Science

		in Apparel Retailing in Tamilnadu,	Applications and Management Studies & ICOM'19, Vol.8 , No.2, UGC Journal, March 2019, 2319-1953
5.	Dr.G.Dileep	Determinants of Retail Investors Investment Behaviour in Initial Public Offers	International Journal of Scientific Research in Computer Science Applications and Management Studies & ICOM'19, Vol.8 , No.2, UGC Journal, March 2019, 2319-1953
6.	Dr.M.Durgarani, et.al	Political Empowerment of Women - Self Help Groups as a Means: A Study in Coimbatore District	International Journal of Scientific Research in Computer Science Applications and Management Studies & ICOM'19, Vol.8 , No.2, UGC Journal, March 2019, ISSN: 2319-1953
7.	Dr.M.Durgarani, et.al	Self-Help Groups A Medium For Social Empowerment Of Women: A Study In Coimbatore District	International Journal of Pure and Applied Mathematics, Vol. 119(17), , No.2, Scopus Journal, 2018,Pages:2665-2674 ISSN: 1314-3395
8.	Dr.M.Durgarani, et.al	A content analysis of portrayal of products in Indian, US. and Australian family magazine advertisements	International Journal of Pure and Applied Mathematics, Vol. 119(17), , No.2, Scopus Journal, 2018,Pages: 2167-2175 ISSN: 1314-3395

9.	Dr. R. Akila	Study on Recruiting Strategy at Resource Access Management Solutions Pvt.Ltd	International Journal of Scientific Research in Computer Science Applications and Management Studies, ISSN 2319 - 1953 , Volume 8, Issue 2 (March 2019)
10.	Dr. R. Akila	Employee Absenteeism And Its Impact: A Literature Review	Journal Of Research In Commerce, Economics & Management, Volume No. 8 (2018), Issue No. 06 (June) ISSN : 2231-4245
11.	Dr. R. Akila	A Study On Work-Life Balance In Working Women And Their Impact On Attrition: A Review Of Literature	International Journal Of Research In Computer Application & Management volume no. 8 (2018), issue no. 06 (june) ISSN 2231-1009
12.	Dr. R. Akila	Viewers Behaviour Towards Vijay Television Pvt.Ltd Chennai,	International Journal of creative Research Thoughts “ ISSN 2320-2882 UGC Approved & 5.97 Impact Factor Volume 6 Issue 2 APRIL 2018.
13.	Dr.N.Padmavathy	A Study On Employee Retention At Gates Unitta India Company Pvt. Ltd.	International Journal of Scientific Research in Computer Science Applications and Management Studies

14.	Dr.N.Padmavathy	Impact Of Workers Attitude And Job Satisfaction	International Journal of creative Research Thoughts
15.	E. GOPI & MS. E. F. A RADHIKA	A Study on the Evaluation of Organizational Climate in IT Sector	International journal of scientific research in computer science application and management studies ICOM 2019 UGC JOURNAL
16.	E. GOPI & MS. E. F. A RADHIKA	Public awareness about cashless economy with reference to banking sectors in suburban area.	International Journal of Pure and Applied Mathematics Volume 119 No. 17 2018, 2277-2284 SCOPUS INDEX
17.	K. Saranya ¹ , E. Francisca Antoinette Radhika ² , E.Gopi ³	LOGISTICS INSIGHT OF IMPORT AND EXPORT IN AIR CARGO	International Journal Of Current Engineering And Scientific Research (IJCESR) ISSN (PRINT): 2393-8374, (ONLINE): 2394-0697, VOLUME-5, ISSUE-11, 2018 GOOGLE INDEX

PAPER PUBLICATIONS (2017-2018)

➤ Conference

Sl.No	Authors	Title of the paper	Conference Details
1.	V.Revathi et.al.	A Study on the Effectiveness of Clearance and Remittance System at BNP Paribas, Chennai	International Journal of Creative Research Thoughts (UGC Approved journal)
2.	Dr. R. Akila	Viewers behavior towards Vijay Television Pvt Ltd Chennai	International conference on Management on 23 th & 24 th March 2018 at Jeppiaar Engineering College
3.	Dr.M.Durgarani Ms.v.Revathi	Elimination of Waste Using Quality Control Tools in Dye Cutting Machines in ITC Ltd	International Conference on Innovations in Business & Management
4.	Dr.M.Durgarani Dr.R.Gokilavani	Effectiveness of Performance Appraisal System in motivating and Identifying Training needs of Employees	National Conference on Applications of Management Research in Social Science, Engineering & Technology
5.	Dr.N.Padmavathy	A Study On Employee Job Satisfaction At Covenant Consultants	IEEE Sponsored international conference on Science and technology, Engineering and Management, organized by Jeppiaar Engineering College, Department of Management Studies on 23 rd & 24 th March 2017.
6.	E. GOPI & MS. E. F. A RADHIKA	INVESTOR'S PERCEPTION IN COMMODITY MARKET	International journal of creative research thoughts UGC JOURNAL

➤ Journals

Sl.No	Authors	Title of the paper	Journal Details
1.	V.Revathi et.al.	A Study on the Effectiveness of Clearance and Remittance System at BNP Paribas, Chennai	International Journal of Creative Research Thoughts (UGC Approved journal)
2.	V.Revathi et.al.	Effectiveness of Inventory Management with respect to AVR Manufacturers	MIM International Journal of Management Research
3.	Dr.R.Satish, et.al	A Study On Commuters Satisfaction For Platform Services In Chennai Metro Rail Ltd	International Journal Of Creative Research Thoughts-UGC journal, Vol.6,(Issue-2), Apr- 2018 , Pages 436-44, 2320-2882
4.	Dr.R.Satish, et.al	Measuring The Satisfaction Of Foreign Tourists: A Study In Bengaluru & Mysuru Cities Of Karnataka	International Journal Of Creative Research Thoughts-UGC journal Vol.6,(Issue-2), Apr- 2018 , Pages 377-387, 2320-2882
5.	Dr.R.Satish, et.al	Role Of Information Technology In Indian Retail Banking	Shanlax International Journal of Management, UGC JOURNAL, Vol. 5, No. 1, July 2017 , 2321-4643
6.	Dr.R.Satish, et.al	Perception and Behavioural Intention of Retail Investors: Initial Public Offers in Indian Scenario	BVISMR's Journal of Management Research UGC JOURNAL Vol.9, No. 2, pp. 105-115, JAN 2017 , 0976-4739

7.	Dr.R.Satish, et.al	“An Exploration into the Determinants of Retail Investors Investment Behavior about Initial Public Offers in Indian Scenario	Academy of Strategic Management Journal, SCOPUS, ISSN: 1939-6104, Vol. 7, No. 5, pp. 1-15, 2018.
8.	Dr.R.Satish, et.al	“Impact of Risk and Return considerations in Perception of Retail Investors about IPOs”,	Indian Journal of Public Health research and Development, SCOPUS, ISSN: 0976-5506, Vol. 9, No. 8, pp. 1047-1056, 2018.
9.	Dr.R.Satish, et.al	“Listing day performance of Mainstream IPOs listed on NSE classified into Manufacturing and Non-Manufacturing sector”	International Journal of Business and Administration Research Review, ISSN:2348-0653, Vol. 2, No. 18, pp. 187-193, 2017.
10.	Dr.G.Dileep	A Study On Commuters Satisfaction For Platform Services In Chennai Metro Rail Ltd	International Journal Of Creative Research Thoughts-UGC journal & ICOM’18, Vol.6,(Issue-2), Apr-2018, Pages 436-44, UGC JOURNAL, 2320-2882
11.	Dr.G.Dileep	Measuring The Satisfaction Of Foreign Tourists: A Study In Bengaluru & Mysuru Cities Of Karnataka	International Journal Of Creative Research Thoughts-UGC journal & ICOM’18, Vol.6,(Issue-2), Apr-2018,Pages 377-387, UGC JOURNAL, 2320-2882
12.	Dr.G.Dileep	A Study on factors affecting adoption of E-Banking in India	Shanlax International Journal of Management, Vol. 5,No. 1, July 2017, UGC JOURNAL, 83-90
13.	Dr.M.Durgarani, et.al	Employee Satisfaction: A Study At A Manufacturing Company, Coimbatore	International Journal Of Creative Research Thoughts-UGC journal Vol.6,(Issue-2), Apr-2018,Pages 344-350, ISSN: 2320-2882

14.	Dr.M.Durgarani, et.al	Impact of Demonetisation on Various sectors and the Economy	Shanlax International Journal of Management, UGC journa, Vol. 5,No. 1, July 2017,Pages:29-33 ISSN: 2321-4643
15.	Dr. R. Akila	A study on Brokerage income contribution by investors	Shanlax international journal of Management , ISSN 2321-4643-Vol -5, No-1, July2017, UGC Approved (44278).
16.	Dr.N.Padmavathy	A Study On Employee Job Satisfaction At Covenant Consultants	Shanlax International Journal of Management UGC Approval No: 44278
17.	E. GOPI & MS. E. F. A RADHIKA	INVESTOR'S PERCEPTION IN COMMODITY MARKET	International journal of creative research thoughts UGC JOURNAL ICOM 2018

PAPER PUBLICATIONS (2016-2017)

➤ Conference

Sl.No	Authors	Title of the paper	Conference Details
1.	Dr.G.Dileep	ROLE OF INFORMATION TECHNOLOGY IN INDIANRETAIL BANKING	ICONSTEM 2017, International conference on Management
2.	Dr. R. Akila	A study on Brokerage income contribution by investors	IEEE Sponsored international Conference on Science Technology, Engineering and Management", organized by Jeppiaar engineering college, Department of management studies on 23 th & 24 st March 2017

3.	Dr. R. Akila	Assessment on Financial Viability of waste to Energy Project at L&T IDPL, Chennai	international conference organized by ISME Bengaluru , on 11 th Feb 2017
4.	Dr. R. Akila	Application of fundamental Analysis and Technical Analysis in Capital Market	international Conference, organized by Department of Commerce, Jain University on 25 st Feb 2017
5.	E. GOPI & MS. E. F. A RADHIKA	INVESTOR'S PERCEPTION TOWARDS EQUITY MARKET	Shanlax International Journal of Management UGC JOURNAL ICOM 2017
6.	Dr.M.Muthuchitra & Dr.G.Dileep	Quality of work life of Employees in a Manufacturing Organisation in chennai	IEEE Sponsored International Conference on Science, Technology, Engineering and Management (ICONSTEM 2017)

➤ Journals

Sl.No	Authors	Title of the paper	Journal Details
1.	V.Revathi et.al.	Employees Perception on Work Culture for Shree Eshwar Granites	International Journal of Applied Business & Economic Research,Scopus Indexed Journal
2.	V.Revathi	A Study on Inventory Management & Control Techniques at Wheels India Limited	Anveshana's International Journal of Research Studies, Law, Social Science, Journalism & Management Practices

3.	Dr.R.Satish, et.al	“Impact of Advertisement on Buying Decision of Cars with reference to Chennai City”	International Journal Of Business Quantitative Economics And Applied Management Research with Vol. No 3, Issue No 11, Page Nos 42-49, April 2017 .
4.	Dr.M.Durgarani, et.al	A Study on the Demographic Profile of Customers of State Bank of India	International Journal of Innovative Research & Development, UGC Journal Vol 5(8), July 2016, ISSN:2278- 0211
5.	Dr.M.Durgarani, et.al	A Study on the Impact of Service Quality and Customer Satisfaction with reference to SBI in Coimbatore using Structural Equation Model	International Journal of Applied Business & Economic Research, Scopus Journal, Vol 14(4) : June 2016, Pages: 2413-2418, ISSN:0972-7302
6.	Dr. R. Akila	Analysis On Trading Instruments And Trading Strategies	Asian Journal of Research in Social Sciences and Humanities, Vol. 6, No. 5, May 2016 ,ISSN 2249-7315 Pg No ,479-495
7.	Dr.N.Padmavathy	Smart cities the way ahead for Inclusive Economic Growth	Asian Journal of Research in social sciences and Humanities vol. 6, No. 5, May 2016, ISSN 2249-7315 Pg.No. 479-495
8.	Dr.M.Muthuchitra & Dr.G.Dileep	Quality of work life of Employees in a Manufacturing Organisation in chennai	IEEE Sponsored International Conference on Science, Technology, Engineering and Management (ICONSTEM 2017)

PAPER PUBLICATIONS (2015-2016)

➤ Conference

Sl.No	Authors	Title of the paper	Conference Details
1.	Dr. R. Akila	Consumer behavior towards beauty saloon service in Chennai city	International Conference organized by SRM University, Department of management studies on 31 st March 2016.
2.			
3.	Dr. R. Akila	Analysis on trading instruments & trading strategies	international Conference organized by Jeppiaar engineering college, Department of management studies on 30 th & 31 st March 2016.
4.	E. GOPI & Dr. JOSEPH PAUL RAJ. V	A Study on Causes and Remedies for Non Performing Assets	3rd International Conference – “Emerging Trends and Innovations in Management SRM UNIVERSITY 2015

➤ Journals

Sl.No	Authors	Title of the paper	Journal Details
1.	V.Revathi et.al.	Organizational Citizenship Behaviour of Employees at Butterfly Gandhimathi Appliances.	International Journal of Economics Research Scopus Indexed Journal
2.	Dr.R.Satish, et.al	“Analysis on interactive effect of behavioral variables and demographic variables of retail investors on purchase decisions related to IPO “	International journal of applied business and economic research, SCOPUS, ISSN0972-7302, Vol. 13, No. 5, pp. 2997-3007, 2015
3.	Dr.R.Satish, et.al	A study on opportunities in technological applications in Indian commodity derivative market- a conceptual framework	International Journal of Applied Engineering Research, IJAER, Research India publications, India, Vol.10/pp.261-269/issue-83/year- 2015 ,scopus Indexed, ISSN: 0973-4562.
4.	Dr.R.Satish, et.al	A study on relationship between Indian commodity market and Indian stock market with special reference to exchanges in India – an analytical framework	International Journal of Applied Business Economic and Research , Serial Publication India, Vol.10/pp.261-269/issue-83/year- 2015 ,scopus Indexed, ISSN: 0972-7302
5.	Dr.R.Satish, et.al	“An analysis about decision variables influencing investment of Indian retail investors in an IPO”	Economic Challenger, An International Journal, No.17, vol.68, July-September 2015 , ISSN:0975-1351.

6.	Dr.R.Satish, et.al	“Perceptional study on implications of mergers in Mahindra Satyam”,	International Journal of Economic Research (IJER), Serials Publications, 2016 , Vol.12, No.5, pp. 2069-2075, ISSN No.0972 – 9380 Scopus Indexed Journal.
7.	Dr.R.Satish, et.al	“Investors Sentiments to Mergers Announcement & Stock Market Reaction Research India Publication”,	International Journal of Applied Engineering Research (IJAER), 2016 , Vol.II, No.2, pp. 1266-1272, ISSN No.0973-4562 scopus indexed Journal.
8.	Dr.R.Satish, et.al	“A Study on Investors opinion & its impact on Stock Market with regards to Merger Momentum”,	International Journal of Applied Business & Economic Research (IJABER), Serials Publications Private Limited, Vol.13, No.8, pp. 6295-6311, 2016 , ISSN No. 0972-7302, Scopus indexed Journal
9.	Dr. R. Akila	Leadership coaching – impact on employee commitment and preference	International journal of Management and social development”, Vol: 2, No :7, July 2015.ISSN : 2348-1919
10.	Dr. R. Akila	The Coaching Impact Study: Leadership Development	Global Journal For Research Analysis, June 2015.
11.	Dr. R. Akila	Analysis of revenue management at greenpark hotel Chennai	International journal of economics research, pg no 467-475, vol 12 no 2 , 2015 , ISSN 0972-9380
12.	Dr. R. Akila	Perception of risk ability and difficulties faced by investors in equity market	International journal of economics research, pg no 275-286, vol 12 no 2 , 2015, ISSN 0972-9380
13.	Dr. R. Akila	Brand Preference and purchase behavior of B- Segment passenger cars in vellore city	International journal of Applied business and economics research, pg no 1-17, vol 13 no 1 , 2015 , ISSN 0972-7302.

14.	Dr. R. Akila	Promoting an Entrepreneurial Ecosystem In India: Education	Journal of International Academic Research for Multidisciplinary, ISSN: 2320-5083, Volume 3, Issue 2, March 2015, pg no 70-83, Impact Factor 1.625.
15.	Dr. R. Akila	Consumer behavior towards beauty saloon service in Chennai city	SRM Research review , Volume 2, No 1, March 2016, ISSN 0952-4959.
16.	Dr.N.Padmavathy	Employee Engagement In Kfc, Chennai.	International Journal of Economic Research pg.no. 467-475, vol.12,no.2, 2015, ISSN 0972-9380
17.	Dr.N.Padmavathy	<u>Work-Life Balance At Lanson Toyota Motors Private Limited, Chennai.</u>	International Journal of Economic Research pg.no. 467-475, vol.12,no.2, 2015, ISSN 0972-9380
18.	Dr.N.Padmavathy	“Brand Preference And Purchase Behaviour Of B – Segment Passenger Cars In Vellore City	International Journal of Applied Business and Economy Research”
19.	E. GOPI & Dr. JOSEPH PAUL RAJ. V	Causes and Remedies of Non Performing Assets towards Indian Public Sectors Bank	Indian Journal of Research vol.1/33/8/2015 UGC
20.	E. GOPI & Dr. JOSEPH PAUL RAJ. v	Causes and Remedies for Non- Performing – Assets in Indian overseas bank	International Journal of Economic Research Vol. 12/77-85/1/2015 scopus Indexed
21.	E. GOPI & Dr. JOSEPH PAUL RAJ. V	Causes of Non- Performing –Assets in Indian public sectors bank	International Journal Applied Business and Economic Research Vol. 13/2/ 991-996/2015/ scopus Indexed
22.	E. GOPI & Dr. JOSEPH PAUL RAJ. V	Non- Performing –Assets in Indian public and private sectors bank	International Journal of Applied Engineering Research Vol. 10/ /38422-38426/17 /2015 scopus Indexed

PAPER PUBLICATIONS (2014-2015)

➤ Conference

Sl.No	Authors	Title of the paper	Conference Details
1.	Dr. R. Akila	Leadership coaching – impact on employee commitment and preference	international Conference organized by Sri Vasavi college, erode, Department of management studies on 27th and 28 th Feb 2015

➤ Journals

Sl.No	Authors	Title of the paper	Journal Details
1.	Dr.R.Satish, et.al	“Mergers & Acquisitions in Health Care Industry: Opportunities & challenges”	DBJC Journal of Business Research, published by DBJC of Business Research, Chennai Vol.1, No.1, pp. 46-52, Jan– Dec 2014, ISSN No. 2248-9711
2.	Dr.M.Durgarani, et.al	“Economic Empowerment of Women through Self Help Groups: A Study in Coimbatore District	International Journal of Economics and Research, Scopus Journal Feb 2015, pages:363-372, ISSN 0972-9380
3.	Dr. R. Akila	A study on warehouse layout optimization at Kaushikh therapeutics private ltd	International journal of research business innovation, pg no 65-70, vol 3 no 4 , Feb 2015.
4.	Dr. R. Akila	A Study on Human Resource Accounting for Fourrts (India)	Asian journal of research in social science and humanities, Vol 4, No 2,

		Laboratories Pvt Limited	February 2014, pp 285-299, ISSN : 2249-7315
5.	Dr. R. Akila	Impact of pre induction programe in relation to employee retention with respect to first source limited	Exploration, Journal of research papers, Vol 5, No 1, Jan 2015, ISSN : 22294783
6.	Dr. R. Akila	Employee talent retention using employee engagement and job satisfaction at HCL Technologies BSERV division Chennai	Zenith International Journal of business Economics & Management Research, Vol 4 (7), July (2014) , ISSN : 22498826.
7.	Dr.N.Padmavathy	Employee Talent Retention Using Employee Engagement And Job Satisfaction At HCL Technologies BSERV Division Chennai	Zenith International Journal of Business Economics & Management Research Vol 4(7), July (2014), ISSN: 22498826
8.	E. GOPI & Dr. JOSEPH PAUL RAJ. V	Non Performing Assets – Defaulter’s opinion towards repayment of loan in SBI	2 nd NATIONAL CONFERENCE – “Emerging New Trends In Managerial Excellence” SATHYABAMA UNIVERSITY
9.	E. GOPI & MS. E. F. A RADHIKA	A study on defaulter’s repayment towards Non-Performing-Asset with reference to State Bank of India, Anna Nagar Chennai	NATIONAL CONFERENCE – “Emerging management Trends and Strategies “ PERIYAR UNIVERSITY 2014