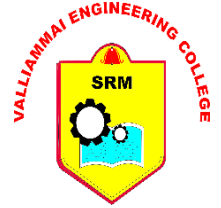




# SRM VALLIAMMAI ENGINEERING COLLEGE

## DEPARTMENT OF MANAGEMENT STUDIES

### 100 % RESULT BY FACULTY MEMBERS



S. No	Semester	Name of the Faculty	Subject Code	Subject Name
1	2013-14 (Even)	Dr. K. Sentamilselvan	MG 2351	Principles of Management
2	2014-15 (Odd)	Dr. J. Padmini	BA 7023	International Trade Finance
3		Dr. K. Sentamilselvan	GE 2022	Total Quality Management
4		Dr. P. Delecta	BA 7012	Retail Management
5		Mr. K. Suresh	BA 7053	Project Management
6		Dr. J. Padmini	BA 7023	International Trade Finance
7		Ms. L. Sujatha	BA 7021	Security Analysis & Portfolio Management
8		Dr. P. Delecta	BA 7012	Retail Management
9		Mr. K. Suresh	BA 7053	Project Management
10		Ms. A. Umadevi	BA 7024	Corporate Finance
11		Mr. J. Anand	BA 7011	Brand Management
12	2014-15 (Even)	Mr.J. Anand	BA7011	Brand Management
13		Dr. P. Delecta	BA7012	Retail Management
14		Dr. J. Padmini	BA7023	International Trade Finance
15		Mrs. A. Umadevi	BA7024	Corporate Finance
16		Mr. K. Suresh	BA7053	Project Management
17		Mr.J. Anand	BA7011	Brand Management
18		Dr. P. Delecta	BA7012	Retail Management
19		Dr. J. Padmini	BA7023	International Trade Finance
20		Mrs. A. Umadevi	BA7024	Corporate Finance
21		Mr. K. Suresh	BA7053	Project Management

22		Mrs. L. Sujatha	BA7021	Security Analysis & Portfolio Management
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<b>S. No</b>	<b>Semester</b>	<b>Name of the Faculty</b>	<b>Subject Code</b>	<b>Subject Name</b>
23	2015-16 (Odd)	Dr. Radha Ganeshkumar	BA7021	Security Analysis & Portfolio Management
24		Mr.J. Anand	BA7051	Logistics & Supply Chain Management
25		Ms. A. Umadevi	GE2022	Total Quality Management
26	2016-17 (Odd)	Dr. Radha Ganeshkumar	BA7052	Services Operations Management
27		Dr. K. Sentamilselvan	BA7101	Principles of Management
28		Mrs. L. Sujatha	BA7011	Brand Management
29		Mr. K. Suresh	BA7053	Project Management
30		Mr.C. Dilip	BA7108	Written Communication
31		Mr.K. Guru	BA7104	Total Quality Management
32		Ms. A. Umadevi	BA7105	Organizational Behaviour
33		Mr.J. Anand	BA7051	Logistics and Supply Chain Management
34		Mr.VT. Balaji Amudhan	BA7301	Enterprise Resource Planning
35		2016-17 (Even)	Dr. K. Sentamilselvan	BA7401
36	Mr.M. Ganesan @ Kanagaraj		BA7402	Business Ethics, Corporate Social Responsibility & Governance
37	Mr.K. Guru		BA7301	Enterprise Resource Planning
38	Ms. A. Umadevi		MG6851	Principles of Management
39			BA7207	Business Research Methods
40	Ms. V. Selvalakshmi		MG6851	Principles of Management

## PATENT PUBLISHED BY FACULTY MEMBERS

S.No	Name of the Inventors	Name of the Co-Inventors	Title	Application No.	Patent Filed date	Current Status (FILED/PUBLISHED/GRANTED)
1	Mrs.A.Umadevi Dr.Radha Ganeshkumar	Mrs.A.Umadevi Dr.Radha Ganeshkumar	Programming the supply chain network for customers with uncertain demand.	202041001195	January 2020	Filed & Published
2	Mr.K.Guru Dr.Radha Ganeshkumar Dr.J.Anand Mrs.A.Umadevi	Mr.K.Guru Dr.Radha Ganeshkumar Dr.J.Anand Mrs.A.Umadevi	Blockchain Based Shopping Cart.	202041020687	May 2020	Filed & Published
3	Mrs.A.Umadevi, Mr.K.Guru, Dr.S.Raja, Dr.V.Selvalakshmi, Dr.J.Anand.	Mrs.A.Umadevi, Mr.K.Guru, Dr.S.Raja, Dr.V.Selvalakshmi, Dr.J.Anand.	BlockChain Based Rice ATM  (Australian Patent)	2020102839	December 2020	Granted

4	Dr.K.Sentamilselvan , Dr.L.Sujatha, Dr.M.Ganesan @ Kanagaraj	Dr.K.Sentamilselvan, Dr.L.Sujatha, Dr.M.Ganesan @ Kanagaraj	IOT Enabled Audio Player Integrated Printer. IPR Design	336951-001	December 2020	Filed & Published
5	Dr.S.Raja	Dr.S.Raja	Competency Mapping for HR Professional in Indian IT Industry.	202141055003 A	December 2021	Filed & Published

## BOOKS PUBLISHED

S.No.	Name of the Faculty	Title of the Book	ISBN No.	Name of the Publisher Year	Year
1	Mrs.V.Selvalakshmi	Strategic Human Resource Management	978-81-7660-273-0	Everest Publishing House	2015
2	Mrs.L.Sujatha	Organizational Behaviour	978-93-5273-551-8	Himalaya Publishing House	2017
3	Dr.J.Padmini Mrs.V.Selvalakshmi	HR Accounting & Compensation Management	978-81-7660-326-3	Everest Publishing House	2018
4	Dr.Radha Ganeshkumar, Mr.K.Guru,	Services Operations	978-81-949922-5-7	GLAD (Global Learners Academy of Development)	February 2021

	Mrs.A.Umadevi	Management		Publication	
5	Mr.K.Guru Dr.S.Raja	Business Analytics	978-81-949922-3-3	GLAD (Global Learners Academy of Development) Publication	March 2021
6	Mr.K.Guru Mrs.A.Umadevi Dr.S.Raja	Information System Management	978-81-949922-2-6	GLAD (Global Learners Academy of Development) Publication	May 2021
7	Dr.S.Raja Dr.M.Ganesan @ Kanagaraj	Total Quality Management	978-81-954016-7-3	ISN'T Tech Publishing (OPC) Pvt.Ltd	May 2021
8	Dr.S.Raja	Legal Aspects of Business	978-81-947660-2-5	720 Degree Research Pvt. Ltd.,	May 2021
9	Dr.Radha Ganeshkumar, Mr.K.Guru, Mrs.A.Umadevi	Services Operations Management	978-81-949922-5-7	GLAD (Global Learners Academy of Development) Publication	February 2021
10	Dr.K.Guru Dr.S.Raja	Retail Management	978-81-949922-1-9	GLAD (Global Learners Academy of Development) Publication	August 2021

## PAPERS PUBLISHED IN INTERNATIONAL JOURNALS (2020-2021)

S.No	Authors	Title of the paper	Volume No. / Issue No / Page No.	Name of the Journal	Month & Year
1	Dr.Radha Ganeshkumar, Dr.L.Sujatha & Mr.K.Guru	Effectiveness of Conflict Management Games and Activities in Workplace	Vol. 12, Issue No:11 Page No: 395-400	Turkish Journal of Computer and Mathematics Education	May 2021
2	Dr.Radha Ganeshkumar & Dr.L.Sujatha	An analysis of FDI Flows in Automobile, Chemical and Computer and Software Sectors in India Using Linear Curve Fit Methodology	Vol .04, Issue 2 Page No: 95-99	Iconic Research and Engineering Journals	August 2020
3	Dr.K.Senthamilselvan	A Study On Stress Management Among Working Women Teachers with special reference to Chennai.	Vol 7, Issue 1 Page No: 73-83	MIM International Journal of Management Research	February 2021
4	Dr .L.Sujatha, Mr.B.Sam paul, & Mr.K.Guru	Analysis of FDI inflows from Selected countries using Linear Curve Fit	Vol.17,Issue No: 7 P Page No: 7872-7879	PalArch's Journal of Archaeology of Egypt/Egyptology	December 2020
5	Dr..M.Ganesan @ Kanagaraj & Dr..S.Raja	A Study on Analysis of Loans and Deposits at Axis Bank	Vol.63 Issue No: 5 Page No: 6412- 6418	Solid State Technology	December 2020
6	Mr.K.Guru	IoT Based Smart Logistics Management System Using GPS and GSM	Vol.11, Issue No: 12 Page No: 3035 - 3041	International Journal of Advanced Research in Engineering and Technology (IJARET)	December 2020
7	Mr.K.Guru	SOT Based Dynamic Garbage Management System	Vol.20, Issue No: 5 Page No: 2207-	Elementary Education Online	March 2021

			2214		
8	Mr.K.Guru, Dr.S.Raja & Mrs.A.Umadevi	Exploration of Factors Influencing Vendor Buyer Relationship in Automobile Business Market	Vol 22, Issue 5, Pg. 3366-3373	Elementary Education	April -2021
9	Mr.K.Guru Mrs.A.Umadevi & Dr.S.Raja	Exploring Effectiveness of Dagmar Approach in Promotional Campaigns of fast moving consumer goods	Vol.-07-Issue-27(I) Page No - 73-79	An International Bilingual Peer Reviewed Refereed Research Journal	July – September 2020
10	Mrs.A.Umadevi	A Deep learning model to predict the Industry Readiness of Engineering Students Community	Vol-37, Issue 01017, Page No.1-5	ITM Web of Conferences	March 2021
11	Dr.S.Raja Dr.M.Ganesan @ Kanagaraj & Mr.K.Guru	Impact of Corporate Social Responsibility on the Organizational Performance – A Study with Reference to Select Companies in Chennai City – Reviews and Conceptual Frame work	Vol.58 Issue No: 2 Page No: 277-285	Psychology and Education An Interdisciplinary Journal	February 2021
12	Dr.S.Raja	Continuous Monitoring of Organizational Role Stress and Sources of Stress	Vol.57 Issue No: 9, Page No:6600-6605	Psychology and Education An Interdisciplinary Journal	December 2020.
13	Dr.S.Raja & Dr.M.Ganesan @ Kanagaraj	Socio-Economic Upliftment of the Women Through Self-groups	Vol.11 Issue No: 8, Page No. 128-135	Proteus Journal	August 2020
14	Dr.J.Anand & Dr.Radha Ganeshkumar	Investigating the Factors Influence Adoption of Internet Banking in	Vol.8 Issue No: 1 Page No:187-189	Shanlax International Journal of Arts,	July 2020

		Chennai: Adopters Perspective		Science and Humanities	
15	Mr.J.Anand	A Study on Production Planning and Control in Eskegie Reclaims Ind Pvt Ltd in Rasipuram	Vol-XII-Issue No: IX Page No:100-108	Journal of Interdisciplinary Cycle Research	September 2020
16	Mr.J.Anand	A Study on Organizational Work Culture in Information Technology Industry	Vol.-08- Issue-03 Page No: 131-136	Shanlax International Journal of Arts, Science and Humanities	January 2021
17	Mr.J.Anand	A Study on Quality of Work from home among the women employees at Information Technology Companies in Chennai	Vol. 08, Issue 03, Page No: 74-78	Shanlax International Journal of Management	January 2021
18	Mr.J.Anand	A Study on the Impact of Social Media on Consumer Buying Behaviour of Mobile Phones in Chennai	Vol. 08, Issue 03, Page No: 54-59	Shanlax International Journal of Management	January 2021.

**PAPERS PUBLISHED IN INTERNATIONAL JOURNALS (2019-2020)**



<b>S.No</b>	<b>Authors</b>	<b>Title of the paper</b>	<b>Volume No. / Issue No / Page No.</b>	<b>Name of the Journal</b>	<b>Month &amp; Year</b>
1	Dr.Radha Ganeshkumar & Mr.B.Sam Paul	Global Marketing In India- Opportunities And Recruiters Perception On E- Recruitment In IT Companies In Chennai Challenges	Vol 28, Issue 1 Page No: 4560-4570	Our Heritage Journal	Jan 2020
2	Dr.Radha Ganeshkumar & Mr.J.Anand	Recruiters Perception On E- Recruitment In IT Companies In Chennai	Vol. 11 Supplementary Issue1 Page No: 912-917	International Journal Of Pharmaceutical Research	Oct –Dec 2019
3	Dr.Radha Ganeshkumar & Dr.L.Sujatha	A Linear Curve Fit Analysis Of FDI Flows In Selected Sectors In India	Volume 23- Issue-4, Page No: 599-604	International Journal of Psychosocial Rehabilitation	November 2019.
4	Dr.Radha Ganeshkumar, Dr.L.Sujatha & Dr.J.Anand	A Study On Perception Of Digital Payments System	Vol. 24, Issue 05 Page No: 3948-3953	International Journal of Psychosocial Rehabilitation,	April 2020
5	Dr.Radha Ganeshkumar & Dr.J.Anand	E-Recruitment: An Advantage Over Traditional Recruitment	Vol. 6, Issue 4 Page No: 7-15	International Journal Of Advanced Research In Management, Architecture, Technology And Engineering	April 2020

				(IJARMATE)	
6	Dr.Radha Ganeshkumar, Dr.L.Sujatha & Dr.J.Anand	A Compound Curve Fit Analysis Of FDI Flows In Selected Sectors In India	Vol. 24, Issue 05, Page No: 1939-1943	International Journal of Psychosocial Rehabilitation, ISSN: 1475- 7192	March 2020
7	Dr.K.Sentamilselvan	A Study On Stress Management Among Women Employees Working In IT Sectors In Chennai	Vol 6, Issue 1 Page No: 37-43	MIM International Journal of Management Research	February 2020
8	Dr.K.Sentamilselvan	Implementation Of 5 S Methodology In An Organization	Vol.7,Issue 5 Page No: 13-23	International Journal of Human Resources & Social Sciences	May 2020
9	Dr.K.Sentamilselvan	Problems & Prospects Of Agricultural Marketing In Cuddalore District.	Vol 40, Issue 59. Page No: 437-444	UGC Care Journal - Studies in Indian place names	March 2020
10	Dr.K.Sentamilselvan & Ms.V.Selvalakshmi	<b>1.</b> Employee Empowerment - A Strategic Tool For Success In Competitive Business Environment	Vol-22-Issue- 14 Page-6022- 6031	Think India Journal	December - 2019
11	Dr.M.Ganesan @ Kanagaraj & Dr.S.Raja	Team Leaders Emotional Intelligence Motivation And Organizational Effectiveness	Vol.9 Issue No: 5 Page No: 24- 34	Research Journal of Social Science	September 2019

				& Management	
12	Dr.M.Ganesan @ Kanagaraj	Leadership Styles Among The Team Leaders Of Software Companies In Chennai	Vol.7 Issue No: 2 Page No: 54-64	Shanlax International Journal of Management	October 2019
13	Dr.M.Ganesan @ Kanagaraj	Training And Its Impact On The Attitude Of The Employees Of IT Companies In Chennai.	Vol.No.7 Issue 1 Page No: 154-158	Journal of Critical Reviews	December 2019
14	Dr.M.Ganesan @ Kanagaraj & Dr.S.Raja	A Study On The Level Of Employee Engagement In Perfect Computer Services	Vol.9, Issue 4, Page No: 211-221	International Journal of Multidisciplinary Educational Research	April 2020
15	Dr.M.Ganesan @ Kanagaraj & Dr.S.Raja	Impact Of Human Resource Management Practices On Employee's Intention To Leave Organization	Volume. 11, Issue 4, Page no-970-977	JES Journal of Engineering Sciences	April 2020
16	Mr.K.Suresh	Empirical Study On The Quality Of Work Life Of Nurses In Private Hospitals	Vol:7, Issue 1, Page : 92 - 102	Shanlax International Journal of Management	July 2019
17	Mr.K.Suresh	A Study On Online Banking Services Using Technology Adoption Model: Empirical Study Of Bank Customers In Chennai	Vol: 09, Number: 05 Page No: 1-7	International Journal Research Publications - Research Journal of	Sept 2019

				Social Science & Management	
18	Mr.K.Suresh	An Empirical Study On Competency Mapping Of Employees In The Automotive Sector With Specific Reference To Chennai	Vol 1, Issue 1 Page No: 54310-54315	Elixir International Journal in Organisational Behaviour	March 2020
19	Mr.K.Suresh	Service Quality And Patient Satisfaction - An Empirical Study On Private Healthcare Industry In Tamil Nadu.	Vol 9, Issue 4(1), Page No: 71 - 81	International Journal of Multidisciplina ry Educational Research ISSN: 2277 - 7881	April 2020
20	Mr.K.Suresh & Dr.M.Ganesan @ Kanagaraj	A Study On The Role Of Total Quality Management Practices In Improving Employee Performance	Vol 11, Issue 4 Page No:1029- 1038	Journal of Engineering Sciences	April 2020
21	Mr.K.Suresh	Investigating The Quality Of Work Life Among The Employees Of Automotive Sector In Chennai	Vol 6, Issue 2 Page No: 889 - 899	International Journal of Research and Analytical Reviews (IJRAR) E-ISSN 2348- 1269, P- ISSN 2349-5138	June 2020
22	Mr.K.Guru & Mr.S.Raja	Improving Business Decisions And	Vol 22, Issue	Think India	December-

		Return On Marketing Investment With Market Analytics	14, Pg. 6130-6137	Journal	2019
23	Mr.K.Guru & Mr.S.Raja	Application Of Data Science And Research Trends In Marketing Through Big Data-	Vol-22-Issue-14 Page-118-125	Think India Journal	December-2019
24	Mr.K.Guru & Mr.J.Anand	The Impact Of Leadership Styles Adopted To Improve Employee Motivation And Commitment: An Empirical Study In India Cements Limited	Vol 68, Issue 47, Page No: 493-502	Our Heritage	February 2020.
25	Mr.K.Guru	A Study On Factors Influencing Customers Attitude Towards Merging Of Public Sector Banks	Vol-40, Issue 59, Page No.95-102	Studies in Indian Place Names	March 2020
26	Mr.K.Guru & Mr.J.Anand	A Study On Investor's Behaviour Towards Mutual Fund Decisions: An Empirical Analysis With Respect To Chennai Region.	Vol-40, Issue 59, Page No.165-170	Studies in Indian Place Names	March 2020
27	Mrs.A.Umadevi & Mr.K.Guru	A Study On Lean Manufacturing Adoption In Confectionaries With Reference To Candy Production	Vol:40, Issue:59, Page No: 223-228	Studies in Indian Place Names	March 2020
28	Mr.S.Raja & Dr.M.Ganesan @ Kanagaraj	The Impact Of Work Life Balance On The Wellbeing Of Employees In The IT Companies In Chennai	Vol.11 Issue No: 1 Page No: 280-289	Compliance Engineering Journal	January 2020
29	Mr.S.Raja & Dr.M.Ganesan @ Kanagaraj	A Conceptual Study Of Work Life Balance And Stress Management Among Women Employees Of IT	Vol.11 Issue 2, Page No:23-26	International Journal of Management	February 2020.

		Companies In Chennai			
30	Dr.S.Raja	Analysing The Employee Engagement: A Study With Special Reference To Private Computer Service Centre At Chennai,	Vol.11 Issue (4), Page No. 15-23	International Journal of Management	April 2020
31	Mr.J.Anand	Impact Of Perceived Barriers On Adoption Of E-Recruitment By Recruiters In Information Technology Companies In Chennai	Vol.-22- Issue-14 Page No: 6043-6049	Think India Journal	December 2019
32	Mr.J.Anand	A Study On Customer Satisfaction Towards Loans With Special Reference To Ing Vysya Bank	Vol. 68, Issue 47, Page No: 343-348	Our Heritage	February 2020.
33	Mr.J.Anand	Evaluation Of Holistic Training Program Conducted By Learning And Development Centre -Neyveli Lignite Corporation India Limited	Vol. 68, Issue 47, Page No: 215-222	Our Heritage	February 2020.
34	Mr.J.Anand	Review Of Literature On Working Capital Management	Vol-40-Issue 59-(2020) Page No:409-412	Studies In Indian Place Names	March 2020
35	Mr.VT.Baalaji Amuthan & Dr.V.Selvalakshmi	Assimilation Of Transgenders Quality Of Life: Psychoanalytic Study In Chengalpet District,Tamilnadu	Vol 40, Issue 59, Page No: 155-164	Studies in Indian Places Times	April 2020
36	Mr.VT.Baalaji Amuthan	Social Media And Social Commerce: Examining The Synthetic Thinking On Business	Vol. 28. No.19, (2019), Page No: 619-625.	International Journal of Advanced Science and	Dec 2019

				Technology	
37	Mr.VT.Baalaji Amuthan	Assorted Cement Brands Sales Performance Among The Shop Seller - A Group Level Analysis In The Context With Chennai And Tiruvallur Districts	Vol 40, Issue 59, Page No: 143-154	Studies in Indian Places Times	April 2020
38	Mr.VT.Baalaji Amuthan	Optimizing The Transportation(Subsect Of SCM): Indian Paint Factories To Versatile Dealers Cited At Chennai Region	Vol 40, Issue 59, Page No: 213-222	Studies in Indian Places Times	April 2020
39	Dr.Radha Ganeshkumar & Mr.B.Sam Paul	Global Marketing In India- Opportunities And Recruiters Perception On E- Recruitment In IT Companies In Chennai Challenges	Vol 28, Issue 1 Page No: 4560-4570	Our Heritage Journal	Jan 2020
40	Dr.Radha Ganeshkumar & Mr.J.Anand	Recruiters Perception On E- Recruitment In IT Companies In Chennai	Vol. 11 Supplementary Issue1 Page No: 912-917	International Journal Of Pharmaceutical Research	Oct –Dec 2019
41	Dr.Radha Ganeshkumar & Dr.L.Sujatha	A Linear Curve Fit Analysis Of FDI Flows In Selected Sectors In India	Volume 23- Issue-4, Page No: 599-604	International Journal of Psychosocial Rehabilitation	November 2019.

**PAPERS PUBLISHED IN INTERNATIONAL JOURNALS (2018-2019)**

S.No.	Authors	Title of the paper	Volume No. / Issue No /	Name of the Journal	Month & Year
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			<b>Page No.</b>		
1	Dr.J.Padmini & Mr.B.Sam Paul	A study on employee morale in a private company	Vo..5 Page No: 74-79	International Journal of Business and Administration Research Review	Oct-Dec 2018.
2	Dr.J.Padmini & Mr.B.Sam Paul	Growth of retailing industry in india	Special Issue Page No: 330-337	International Journal of Research and Analytical Reviews	March 2019
3	Dr.Radhaganeshkumar	Role of E-Learning and Digital Media Resources in Employability of Management studies	Volume 7, Issue:2 Page No:116-123	The online Journal of Distance Education and e-Learning	April 2019
4	Dr.Radhaganeshkumar	Impact of lighting as a factor of visual merchandising in retailing	Vol.5 Issue 1 Page No: 6-12	International Journal of Advanced research in Management , Architecture, Technology and Engineering	January 2019
5	Dr.Radhaganeshkumar Mrs.L.Sujatha & Mr.K.Guru	Innovative approach of game theory in strategic business operations	Special Issue Page No: 126-131	International Journal of Research and Analytical Reviews	March 2019
6	Dr.Radhaganeshkumar	Factors of visual	Vol 9(1) Page No: 17-	International Journal	March 2019



		Merchandising and store image and its correlation with purchase decision of women	26	of Management and Business Research	
7	Dr.K.Sentamilselvan	Social Responsiveness of society & Industries in Chennai, with special reference to environment	Vol.8 Special Issue: 3 Page No: 968-977	International Journal of Mechanical and Production Engineering Research and Development	December 2018
8	Dr.K.Sentamilselvan & Mrs.V.Selvalakshmi	Leap beyond the horizon: appraising the employee performance	Special Issue Page No: 179-188	International Journal of Research and Analytical Reviews	March 2019
9	Dr.K.Sentamilselvan & Ms.V.Selvalakshmi	Revitalizing the employee attitude towards job satisfaction	Special Issue Page No: 171-178	International Journal of Research and Analytical Reviews	March 2019
10	Dr.K.Sentamilselvan	A study on Ethical Effectiveness of HR Policies with Reference to IT companies in Chennai	Vol-8 Issue -1 Page No: 73-79	An International Multidisciplinary Quarterly Research Journal	March 2019
11	Mr.C.Dilip	Short run and medium run performance of ipos listed in national	Special Issue Page No: 31-36	International Journal of Research and Analytical Reviews	March 2019

		stock exchange			
12	Mr.M.Ganesan @ Kanagaraj	Perception of employees attitude of team leaders with special reference to it companies in Chennai	Special Issue Page No: 278 – 289	International Journal of Research and Analytical Reviews	March 2019
13	Mr.K.Guru & Mr.S.Raja	A Study on Organizational Culture at Electromags Automotive Products Pvt.Ltd.,Chennai	Vol.5 Issue.3 Page No: 57-61	International Journal of Research and Analytical Reviews	July-Sep 2018
14	Ms.A.Umadevi	Smart farming management using data analytics	Special Issue Page No: 101-104	International Journal of Research and Analytical Reviews	March 2019
15	Mr.J.Anand	Impact of perceived effectiveness on adoption of e-recruitment by recruiters in information technology companies in chennai	Special Issue Page No: 22-24	International Journal of Research and Analytical Reviews	March 2019
16	Mr.J.Anand	Impact of perceived barriers on adoption of e-recruitment by	Special Issue Page No: 56-58	International Journal of Research and Analytical Reviews	March 2019

		recruiters in information technology companies in chennai			
17	Mr.S.Raja	A study on organizational climate at manufacturing industries chennai	Special Issue Page No: 64-70	International Journal of Research and Analytical Reviews	March 2019
18	Mr.S.Raja	Nepotism and Family Owned Business	Vol.7 Special Issue 39 Pag No: 794-765	International Journal of Engineering & Technology	December 2018
19	Mr.S.Raja	Effect of Organization climate on innovative work behaviour	Vol.7 Number 3 Page No: 3646-3653	International Journal of Organizational Behaviour and Mangement Perspectives Pezzottaite Journals	July-Sep 2018
20	Mr.VT.Baalaji Amuthan	Apprehend view of quality of work life of women faculties with special reference to college professors in chennai district	Special Issue Page No: 255-262	International Journal of Research and Analytical Reviews	March 2019
21	Ms.V.Selvalakshmi	Exploring Young Minds using Howard Garner MI test-An	Vol.5 Issue-9 Page No: 79-88	International Journal of Management and Social Science	September 2018

		effective tool for training methodology		Research Review	
22	Ms.V.Selvalakshmi	Pathway to success role of supply chain Management capabilities	Vol-5, Issue-11, Page No: 73-79	International Journal of Management and Social Science Research Review	November 2018
23	Ms.V.Selvalakshmi	Assessing the social difficulty and enhancing cultural adaptation among International students in Chennai Universities	Vol 9(1) Page No: 17-26	International Journal of Management and Business Research	March 2019
24	Mr.B.Sam Paul	International marketing in India- concepts, opportunities and challenges	Special Issue Page No: 349-356	International Journal of Research and Analytical Reviews	March 2019
25	Mr.B.Sam Paul	Emerging Trends of Digital Marketing in India	Special Issue Page No:62-66	International Journal of Research and Analytical Reviews	August 2018

**PAPERS PUBLISHED IN INTERNATIONAL JOURNALS (2017-2018)**

S.No.	Authors	Title of the paper	Volume No. /	Name of the	Month & Year
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			<b>Issue No / Page No.</b>	<b>Journal</b>	
1	Dr.J.Padmini	Impact of GST on Indian Economy	Vol-IV Page No: 188-194	Emperor International Journal of Finance and Management Research (EIJFMR)	March 2018
2	Dr.J.Padmini	An empirical study on work life balance of public sector employees	Vol-20 Issue 5-6 Page No: 347-355	International Journal of Environmental Technology and Management	September 2017
3	Dr.Radhaganeshkumar	The role of Innovation and Technology as levers of brand equity in the automobile industry in India	Vol-VII Page No: 508-515	International Journal of Scientific Research and Review	May 2018
4	Dr.K.Sentamilselvan	Occupational stress among women faculty member in Chennai City.	Vol-IV Page No: 66-73	Emperor International Journal of Finance and Management Research (EIJFMR)	March 2018
5	C.Dilip	A study on Effectiveness of Multimodal transportation at Trackon couriers private limited, Chennai	Vol-V Page No: 168-174	Shanlax International Journal of Management	April 2018

6	M.Ganesan @ Kanagaraj	Team Leaders Attitude towards Depressed Employees in Chennai IT Industries	Vol.IV Page No: 106-115	Emperor International Journal of Finance and Management Research (EIJFMR)	March 2018
7	M.Ganesan @ Kanagaraj	A study on Managing Depression and Team leaders attitude towards depressed employees in IT companies, Chennai	Vol-V Page No: 97-103	Shanlax International Journal of Management	April 2018
8	K.Guru	A Study on the Determinants of Organizational Climate and its Impact on Employee's Performance with Reference to it Sector	Vol-IV, Page No: 99-105	Emperor International Journal of Finance and Management Research (EIJFMR)	MARCH 2018
9	K.Guru	A study on relationship between Organizational Climate with Job Motivation	Vol-II, Page No: 01-05	International Journal of Latest Engineering and Management Research	AUGUST 2017
10	A.Umadevi	An Intelligent SMAC Based Business model for Data	Vol-IV Page No:205-208	Emperor international journal of	March-2018

		Embezzlement System		Finance and management research [EIJFMR]	
11	J.Anand	Understanding the scope of artificial intelligence in HR Technology E-Recruitment – A Theoretical Perspective	Vol-12, Page No: 173-179	M-Infiniti International Journal of Management	March-April 2018
12	J.Anand	Agile Digital Recruitment	Special Issue Page No: 36-40	International Journal of Business Intelligence & Innovations	February 2018
13	J.Anand	Impact of Perceived Effectiveness & Barriers on Adoption of E-Recruitment by HR Professionals among IT Companies in Chennai	Vol-III Page No: 110-115	Emperor International Journal of Finance and Management Research (EIJFMR)	December 2017
14	S.Raja	Investigating The Effect Of Organizational Climate On Innovative	Volume: 08, Number: 01, Page No: 81-88	Research Journal Of Social Science & Management	May2018

		Work Behaviour In Manufacturing Industries”			
15	S.Raja	Assessing The Organizational Climate In Besmak Components Pvt Ltd	Volume-IV-Special Issue – Iv- Page No: 589-598	Emperor international journal of Finance and management research [EIJFMR]	March-2018
16	VT.Baalaji Amuthan	A study analysis of quality of work life amidst the peers in Indian organizations.	Vol-V Page No: 164- 167	Shanlax International Journal of Management	April 2018
17	V.Selvalakshmi	Occupational stress among women faculty member in Chennai City.	Vol-IV Page No: 66- 73	Emperor International Journal of Finance and Management Research (EIJFMR)	March 2018
18	V.Selvalakshmi	Relating Competency to Job Performance: An empirical Analysis	Vol 12 Speial Issue-1 Page No: 177-186	M-Infiniti Journal Of Management	MARCH-APRIL 2018
19	B.Sam Paul	Rising of Digital marketing in India	Volume-IV Special Issue-IV Page No:267-274	Emperor international journal of Finance and	March-2018



				management research [EIJFMR]	
20	B.Sam Paul	Emerging Trends of Digital Marketing in India	Volume-12 Special Issue-3 Page no-128-133	M-Infiniti Journal Of Management	MARCH-APRIL 2018

### **AWARDS AND RECOGNITION**

<b>S.No.</b>	<b>Name of the Faculty &amp; Designation</b>	<b>Name of the Award</b>	<b>Name of the Awarding Agency</b>	<b>Year of Award</b>
1	Dr.Radha Ganesh Kumar Assistant Professor	Best Teacher Award (Discipline: Management)	Shaheed Sukhdev College Of Business Studies, University Of Delhi, New Delhi In Association With National Institute Of Technology Patna & Korea Institute Of Digital Convergence, South Korea University Of Valladolid, Spain	Feb 2020
2	Dr.S. Raja Assistant Professor	Young Researcher Award (Discipline: Human Resource Management)	Shaheed Sukhdev College Of Business Studies, University Of Delhi, New Delhi In Association With National Institute Of Technology Patna & Korea Institute Of Digital Convergence, South Korea University Of Valladolid, Spain	Feb 2020

3	Dr.V.Selvalakshmi Assistant Professor	Young Researcher Award (Discipline: Management)	Shaheed Sukhdev College Of Business Studies, University Of Delhi, New Delhi In Association With National Institute Of Technology Patna & Korea Institute Of Digital Convergence, South Korea University Of Valladolid, Spain	Feb 2020
4	Dr.K.Guru Assistant Professor	Excellence in Research Award	EDGE INDIA PUBLISHING PRIVATE LIMITED	Nov 2020
5	Dr.K.Guru Assistant Professor	Best Young Faculty Award	Novel Research Academy, Puducherry, India.	Feb 2020
6	Dr.K.Guru Assistant Professor	Innovative Teacher Award	Rotary Club of Madras Coromandel	2020
7	Mr.K.Guru Assistant Professor	Excellence Teaching in Higher Education Award	DK International Research Foundation	December 2018

### **LIST OF FUNDED PROJECTS**

S.No.	Academic Year	Title of the Project	Name of the Faculty	Funding Agency	Sanctioned Fund	Status
1	2013-2014	Empowerment of Rural women Nedungendram & Unamancherry Panchayat through registered SHG	Mr.C.Umayal	TNSCST	Rs.7,500	Completed
2	2017-2018	Entrepreneurship Awareness Camp (EAC)-DST-NIMAT	Dr.J.Padmini Mr.J.Anand	Entrepreneurship Development Institute of India, Ahmedabad	Rs.20,000	Completed

3	2017-2018	Empowerment of transgender in chengalpet taluk through Transgender rights association	Mr.K.Guru	TNSCST	Rs.10,000	Completed
4	2018-2019	Entrepreneurship Awareness Camp(EAC)-DST-NIMAT	Dr.J.Padmini Mr.J.Anand	Entrepreneurship Development Institute of India, Ahmedabad	Rs.20,000	Completed
5	2018-2019	Rehabilitation of Natural Fertilizers to the farmers in kanchipuram district with reference to Amma Biofertilizers	Mr.VT.Baalaji Amuthan	TNSCST	Rs.7,500	Completed
6	2019-2020	Imparting knowledge on solid waste management for municipal workers of Chengalpet Taluk with reference to "Hand in Hand India" SWM project	Mr.K.Guru	TNSCST	Rs.7,500	Completed
7	2021-2022	An Empirical study on the influence of microcredit on the economic development of women in chengalpattu district with focus on self-help groups	Dr.M.Ganesan Alias Kanagaraj	TNSCST	Rs.7,500	On going