

**EASWARI ENGINEERING COLLEGE,
DEPARTMENT OF MANAGEMENT STUDIES,
FACULTY PUBLICATIONS (2018 – 2019)**

Journal Publications:

Dr.V.Saikumari (2018), “The Impact of e-Banking on the Development of Banks”, International Journal of Advanced Trends in Engineering and Technology Volume 3, Issue 1.

Dr.V.Saikumari (2018), “A Study on Analysis of Equity Schemes in SBI Mutual Funds”, International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH), Volume 3, Issue 1.

Dr.V.Saikumari (2018), “Training And Organizational Performance: The Mediating Role Of E-Learning In Information Technology Industry – An Empirical Study”, The Online Journal of Distance Education and e-Learning, Volume 6, Issue 3.

R.BanuReka (2018), “Retail Shopping Buyer Behaviour in Organised Retail Outlets with respect to Chennai City”, International Journal of Research and Analytical Reviews, Volume 5, Issue 3, Pg.No:305-310.

S.Purushothaman (2018), “Talent retention among faculties working in Education Institutions”, International Journal of Management Research, Biannual Refereed Journal, ISSN 2394-5842, Pg 253, Volume 1, Issue 7.

S.Purushothaman (2018), “A study on competency skills among IT professionals working in Top IT companies with reference to Chennai”, M-Infiniti, Journal of Management, Pg.No:154. Volume 12, special issue-3.

S.Purushothaman (2018), “Ecology of Pallikaranai wetland: An Anditode for water scarcity in Chennai City”, International Journal of Research and AnalyticalReviews (IJRAR), Pg.No:240-245 (paper ID: IJRAR190A048), Volume 12, special issue-3. Impact factor- 5.75, UGC approved, E-ISSN 2348-1269, P-ISSN 2349-5138.

S.Purushothaman (2018), 172-176 Paper id: IJRAR190A036”An Insights about Green HRM Practices for Business Sustainability”, International Journal of Research and Analytical Reviews (IJRAR), Volume 5, Issue 3, August 2018 . Paper id: IJRAR190A036. Page 172-176. Impact factor- 5.75 google scholar, UGC approved E-ISSN 2348-1269, P-ISSN 2349-5138, 172-176 Paper id: IJRAR190A036

Dr. V. Subhamathi and Saravanan. K (2018), “Role of Artificial Intelligence in driving Business Innovations”, International Journal of Research and AnalyticalReviews (IJRAR), Pg.No:14 -17, Volume 04, special issue-4. Impact factor- 5.75, UGC approved, E-ISSN 2348-1269, P-ISSN 2349-5138.

Conference Publications:

S.Chandrasekaran, Dheepthi CS, Lavanya.V (2018), “A study on user concern about data breach & security in social media platforms”, International conference on Impact of Cyber crime & Security management in Digital Transactions Issues & Challenges".

Dr.V.Subhamathi (2018), “Role of edutech in the era of Cure”, The ERA of Cure, SRM University.

Dr. V. Subhamathi (2018), “Artificial Intelligence: Prominent Industrial Players, their AI Adoptions and Research Initiatives”, Applications of Management Research in Social Science, M.A.M B-School.

Dr. U. Madhanrajan, Dr.Subhamathi. V, Dr. S. Pradeepa and Ms. C.P. Bhargavi (2019), “Influence of Job Stress on Work-life conflict and job outcomes of employees”, International Conference on Advances in Business Management by Periyar Maniammai Institute of Science & Technology, Thanjavur.