

Details of SCOPUS Publications

JAN- JUN 2021

| SL.NO | FACULTY | TITLE | JOURNAL TO BE PUBLISHED |
|-------|-----------------------|--|---|
| 1 | Dr. Sai Kumari et.al | A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA - CUSTOMER SATISFACTION | Annals of Romanian society for cell Biology |
| 2 | Dr. Sai Kumari et.al | A MARKET SURVEY ON PETS AND PET RELATED PRODUCTS WITH SPECIAL REFERENCE TO TAMILNADU | Turkish online journal of qualitative inquiry |
| 3 | Dr. Sai Kumari et.al | A STUDY ON EFFECTIVENESS OF COMPETENCY MAPPING THROUGH TRAINING AND DEVELOPMENT | Turkish Journal of Computer and Mathematics education |
| 4 | Dr. Sai Kumari et.al | INHIBITORS OF SOCIAL MEDIA AS AN INNOVATIVE TOOL FOR ADVERTISING AND MARKETING COMMUNICATION IN MARUTHI AND CO | Annals of Romanian society for cell Biology |
| 5 | Dr.R.Vasudevan | A Comparative Study on Digital marketing over traditional marketing | Turkish Journal of Computer and Mathematics education |
| 6 | Mrs.Banurekha | INFLUENCE OF ORGANISATIONAL CLIMATE ON EMPLOYEE COMMITMENT AND JOB SATISFACTION AT A MANUFACTURING FIRM IN CHENNAI | Annals of Romanian Society for cell biology |
| 7 | Mrs.Banurekha | A STUDY ON EFFECTIVENESS OF LEARNING AND DEVELOPMENT WITH REFERENCE TO A PRIVATE LIMITED COMPANY.,CHENNAI | Turkish Journal of Computer and Mathematics education |
| 8 | Mrs.Banurekha | EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON EMPLOYEES' PERFORMANCE AND PRODUCTIVITY | Turkish online journal of qualitative inquiry |
| 9 | Mrs.Chandrasekharan | A STUDY ON HR POLICY IMPLEMENTATION AT UNITECH PLASTO COMPONENTS PVT LTD CHENNAI , TAMILNADU | Annals of Romanian Society for cell biology |
| 10 | Mrs.Chandrasekharan | Technology transformation through ERP towards Small and medium enterprises | Turkish Journal of Computer and |

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| | | | Mathematics education |
| 11 | Mrs.Chandrasekharan | A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF XL DYNAMICS INDIA PRIVATE LTD | Turkish Journal of Computer and Mathematics education |
| 12 | Mr.Purushothaman | A STUDY ON QULITY OF WORK LIFE AMONG EMPLOYEES AT OZONE GROUP | Turkish online journal of qualitative inquiry |
| 13 | Mr.Purushothaman | A STUDY ON CUSTOMER PERCEPTION ABOUT SERVICES OFFERED AT JAI MOTORS | Turkish Journal of Computer and Mathematics education |
| 14 | Mr.Purushothaman | A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES OFFERED BY STATE BANK OF INDIA | Annals of Romanian society for cell biology |
| 15 | Mrs.Sasirekha | A STUDY TO IDENTIFY THE EMPLOYEE SATISFACTION ON WELFARE MEASURES AT SHIPPING AND LOGISTICS SECTOR | Turkish online journal of qualitative inquiry |
| 16 | Mrs.Sasirekha | A STUDY ON IMPACT OF JOB SATISFACTION ON PERFORMANCE AT ABN INFOTECH | Annals of Romanian society for cell Biology |
| 17 | Mrs.Sasirekha | A STUDY ON CUSTOMER PERCEPTION TOWARDS KITCHEN APPLIANCES | Annals of Romanian society for cell Biology |
| 18 | Mrs.Sasirekha | A STUDY ON RECRUITMENT PROCESS AT MSYS TECHNOLOGIES | Turkish Journal of Computer and Mathematics education |
| 19 | Mrs.Sunitha | A STUDY ON RECRUITMENT AND SELECTION PROCESS TOWARDS BIX IT ACADEMY | Turkish Journal of Computer and Mathematics education |
| 20 | Mrs.Sunitha | A STUDY ON WORKLIFE BALANCE | Turkish online journal of qualitative inquiry |
| 21 | Mrs.Sunitha | STUDY ON EMPLOYEE RETENTION WITH REFERENCE TO FIRST SOURCE AMBATTUR | Annals of Romanian society for cell biology |
| 22 | Mrs.Sunitha | A STUDY ON RECRUITMENT PROCESS AT MSYS TECHNOLOGIES | Annals of Romanian society for cell biology |
| 23 | Mrs.Gabriyala Gladys | IMPACT OF COVID – 19 ON SMALL – SCALE BUSINESS & ENTREPRENEURS | Annals of Romanian society for cell biology |

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| 24 | Mrs.Gabriyala Gladys | A STUDY ON EMPLOYEES PERCEPTION TOWARDS WELFARE FACILITIES WITH REFERENCE | Annals of Romanian society for cell biology |
| 25 | Mrs.Gabriyala Gladys | A STUDY ON DETERMINING FACTORS OF EMPLOYEE RETENTION AT KAUVERY HOSPITAL | Turkish journal of Physiotherapy and rehabilitation |
| 26 | Mrs.Selvakumar | A STUDY ON GENDER EQUALITY IN THE WORKPLACE | Annals of Romanian society for cell biology |
| 27 | Mrs.Selvakumar | FACTORS INFLUENCING TO WORK IN AN ORGANIZATION | Turkish journal of Physiotherapy and rehabilitation |
| 28 | Dr.Rahila Nelson | A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT AND ITS IMPACT ON EMPLOYEE ATTRITION | Turkish online journal of qualitative inquiry |
| 29 | Dr.Rahila Nelson | IMPLEMENTATION OF SUPPLY CHAIN MANAGEMENT AND ITS IMPACT ON ORGANIZATIONAL EFFECTIVENESS | Turkish journal of Physiotherapy and rehabilitation |