

ACADEMIC EXCELLENCE AND CONTRIBUTION TO RESEARCH: A SUMMARY OF STAFF ACHIEVEMENTS

The Department of Corporate Secretaryship Faculties have continuously shown dedication to high-calibre research and academic growth by actively participating in conferences and publishing papers in UGC CARE and Scopus Publications. These engagements promoted cooperation and the exchange of knowledge but also demonstrated the commitment of our teachers to provide insightful contributions to their subjects. Their intellectual contributions uphold our department's dedication to academic excellence and serve to strengthen its reputation further.

RESEARCH PAPERS PER TEACHER IN THE JOURNALS NOTIFIED ON UGC WEBSITE

Name of the Author	Title of the Article	Name of the Conference	Year of the Publication	ISSN / ISBN No
Dr. R. Lavanya	Factors that determine the job stress of women faculties in college in Chennai	Journal Of Fundamental And Comparative Research	2021	ISSN: 2277-7067
Dr. R. Lavanya	A study on consumer buying behaviour in organized retail outlets	Sambodhi (UGC Care Journal). Vol-43 No.- 04 (VII) Pp 165-171	2020	ISSN: 2249-6661 UGC Care Journal
Dr. R. Lavanya	Strategies of Advertising and its Impact on Consumer Buying Behaviour in Chennai City – A Study	Sambodhi (UGC Care Journal). Vol-43 No.-04 (VII) October-December (2020) Pp 100-109.	2020	ISSN: 2249-6661 UGC Care Journal
Dr. S. Selvaraj	Perception of Organization Performance and its impact on Employee Satisfaction towards IT Sector	Business, Management and Economics Engineering	2024	ISSN: 2669-2481 / eISSN: 2669-249X 2024 Volume 22 Issue 1. 1308-1319 Scopus Indexed
Dr. S. Selvaraj	A Study on the Adoption of Electronic Payment Systems And Their Impact On Customer Satisfaction In Chennai	Business, Management and Economics Engineering	2024	ISSN: 2669-2481 / eISSN: 2669-249X 2024 Volume 22

				Issue 1. 976-985 Scopus Indexed
Dr. S. Selvaraj	A Conceptual Study on Factors Influencing Green Banking Facilities in India	<i>Journal of Corporate Finance Management and Banking System. Vol. 5. No. 1</i>	2023	ISSN-27991059 https://doi.org/10.55529/jcfmbs.31.17.22
Dr. S. Selvaraj	Customer Insights Towards Performance of Celebrity Endorsement In Promoting FMCG products – A Study	<i>Journal of the Asiatic Society of Mumbai. Vol XCV. No. 22. Pp 13-19.</i>	2022	ISSN. 0972-0766 UGC Care Journal
Dr. S. Selvaraj	Conceptual Perspectives Of Cooperative Education And Training On Cooperative Organizations – A Study	International Journal of Creative Research Thoughts (IJCRT) Volume 9, Issue 9 September 2021. Pp 84-88.	2021	ISSN.2320-2882. IJCRTG020015 UGC Care Journal
Dr. S. Selvaraj	A Study on Customer Attitude And Satisfaction Towards Organised Retail Stores – With Special Reference to the Chennai City	BSSS Journal of Commerce. Vol. XIII, Issue-I (2021), pp 28-41,	2021	ISSN (Print) - 0975-2528, E-ISSN - 2582-4651
Dr. S. Selvaraj	Strategies of Advertising and its Impact on Consumer Buying Behaviour in Chennai City – A Study	Sambodhi (UGC Care Journal). Vol-43 No.-04 (VII) October-December (2020) Pp 100-109.	2020	ISSN: 2249-6661 UGC Care Journal
Dr. S. Selvaraj	A Study on Service Quality and Its Impact on Passenger Satisfaction Towards Call Taxi Services in Chennai City	International Journal of Research and Analytical Reviews. Approved by UGC Journal No. 43602. Special Issue of Conference BIZAD 2019.	2019	E ISSN 2348-1269 Print ISSN 2349-5138 UGC Care Journal
Dr. S. Selvaraj	A Study on Service Excellence and Customer Satisfaction Towards Women’s Beauty Salon in Chennai City	Review of Research UGC Approved Journal No. 48514. Volume - 7 Issue - 9 June - 2018	2018	ISSN: 2249-894X UGC Care Journal
Dr. S. Selvaraj	A study on role of celebrity	AJANTA an	2018	ISSN 2277 –

endorsement and its impact on consumer buying behavior on towards FMCG products. With Special Reference to Chennai City,

international multi disciplinary quarterly research journal. UGC Listed Journal No. 40776. Vol 8. Issue 4. October – December 2018. Pp 132-140.

5730.
**UGC Care
Journal**

**NUMBER OF BOOKS AND CHAPTERS IN EDITED VOLUMES / BOOKS
PUBLISHED, AND PAPERS IN NATIONAL/INTERNATIONAL CONFERENCE-
PROCEEDINGS PER TEACHER**

Name of the Author	Title of the Article	Name of the Journal	Year of the Publication	ISSN / ISBN No
Dr. R. Lavanya	Factors Determining Consumer Buying Behavior Towards Organized Retails Stores In Chennai	International Conference on Modernism drift and Transfiguration for business and research	2024	ISBN: 978-81-19716-10-4
Dr. R. Lavanya	Service Marketing	Wisdom India Publication	2023	ISBN: 978-81-962564-9-4
Dr. S. Selvaraj	Factors Affecting the Women Entrepreneurs Associated with the Unorganized Sectors in Chennai City – A Study	Contemporary Issues and Trends in Digital Marketing. Mayas Publication.	2023	ISBN No: 978-93-95214-27-8. PP 40-46
Dr. S. Selvaraj	A Conceptual Study on Problems of Women Entrepreneurs with Special Reference to Informal Sector	<i>National Conference on Innovative Business Trends in Rising India.</i>	2022	ISBN.-978-93-5577-045-5 PP 1000-1005
Dr. S. Selvaraj	Online Payment Facilities and its impact on Customer Satisfaction Towards Online Applications. With Special Reference to Tiruttani..	<i>National Conference on Innovative Business Trends in Rising India.</i>	2022	ISBN.-978-93-5577-045-5 PP 865-872
Dr. S. Selvaraj	Insights of Cooperatives Members on Corporate Governance Skills of selected Cooperative Banks With special reference to Chennai Region – A Study	Chapter 12. Global competitiveness Technological disruption and Organizational resilience: Trends and implications. Publisher: KAAV Publication.	2021	ISBN. 978-93-91842-30-7. First Edition. 2021. Pp. 120-129. Doi: https://doi.org/10.52458/9789391842307
Dr. S. Selvaraj	Book Chapter on Futuristic Banking. Artificial intelligence	Indian Academic Researchers	2020	ISBN : 978-81-948552-1-7

	(AI) In Indian Banking Sectors.	Association. Pp 311-321. January 2020.		
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