

STAFF ACHIEVEMENTS & PUBLICATIONS

Academic Excellence and Contribution to Research: A Summary of Staff Achievements

The Department of Management Studies staff has consistently demonstrated their commitment to academic advancement and research excellence through active participation in conferences and the publication of papers in UGC CARE journals. These engagements not only fostered knowledge sharing and collaboration but also underscored our faculty's dedication to contributing valuable insights to their respective fields. Their scholarly contributions continue to enhance our department's reputation and affirm our commitment to academic excellence.

Research Papers Per Teacher In The Journals Notified On UGC Website

Title Of Paper	Name Of The Author	Name Of Journal	Year Of Publication	ISBN/ISSN Number
Study on bull and bear market and investing patterns among investors	Dr.G.KALPANA	Humanities And Social Science Studies	June 2023	ISSN 2319-829X
A Study on Customer Satisfaction and Preference Towards Mamaearth Brand Products	Dr.G.KALPANA	South India Journal of Social Science	JUNE 2023	ISSN 0972-8945
Virtual Training and Its Impacts on Online Learning In IT/ITES Organizations in Chennai	Dr.G.KALPANA	Shodhsamhita:Journal Of Fundamental &Comparative Research	2022	ISSN 2277-7067
Factor Influencing the Advertisement Pressure of Women Through Media	Dr.G.KALPANA	Studies In Indian Place Names (SIPN)	MARCH 2020	ISSN 2394-3114
Women Perception and Attitude Towards the Visual Elements in Social Campaign Advertisement	Dr.G.KALPANA	Ajanta	DEC 2018	ISSN 2277-5730
A Study on Impact of Advertisement on Personal Appearance of Women in Chennai	Dr.G.KALPANA	International Journal of Business Intelligence & Innovations	JUNE 2017	ISSN 238-4705
Impact Of social media On Entrepreneurship	Prof.S.SUDHA	Future Trends In Commerce:Challenges And Sustainability	Nov 2022	ISBN 978-93-5768-450-7

Title Of Paper	Name Of The Author/S	Name Of Journal	Year Of Publication	ISBN/ISSN Number
Study On Bull and Bear Market and Investing Patterns Among Investors	Prof.R.SHANMUGAM	Humanities And Social Science Studies	June 2023	ISSN 2319-829X
The Concept of Green Marketing and Consumer Purchase Behaviour	Prof.R.SHANMUGAM	Kalyan Bharati	2021	ISSN 0976-0822
The Effects Of E-Marketing in Customer Perception	Prof.R.SHANMUGAM	Sambodhi	Dec 2020	ISSN 2249-6661
Study on bull and bear market and investing patterns among investors	Prof.B.venkatachalam	Humanities And Social Science Studies	June 2023	ISSN 2319-829X
Study on bull and bear market and investing patterns among investors	Prof.J.Poovaraghavan	Humanities And Social Science Studies	June 2023	ISSN 2319-829X
A Study on Customer Satisfaction and Preference Towards Mamaearth Brand Products	Prof.J.Poovaraghavan	South India Journal of Social Science	JUNE 2023	ISSN 0972-8945
Virtual Training and Its Impacts on Online Learning In IT/ITES Organizations in Chennai	Prof.J.Poovaraghavan	Shodhsamhita: Journal Of Fundamental & Comparative Research	2022	ISSN 2277-7067
QUALITY ENRICHMENT IN HIGHER EDUCATION WITH THE APPLICATION OF ICT TOOLS	Prof.J.Poovaraghavan	Kalyan Bharati	2021	ISSN 0976-0822

Number Of Books And Chapters In Edited Volumes / Books Published, And Papers In National/International Conference-Proceedings Per Teacher

Name Of The Teacher	Title Of The Paper	Name Of The Conference	Year Of Publication
Dr.G.Kalpana	Women Preception on impact of Advertisement towards Personality-with special ref to Chennai city	National seminar Recent trends in services marketing	2017
Dr.G.Kalpana	A study on Consumer perception to select shopping Malls in Chennai city	National seminarInnovations and challenges in global business management	2017
Dr.G.Kalpana	Factors influencing th perception of Women 's Personal Appearance	International conference on implementation strategies for sustainable innovation	2017
Dr.G.Kalpana	A Study On Impact Of Social Media Advertisement on Young women in Chennai city	National business research conference Emerging trends in commerce and management in the present decade	2018
Dr.G.Kalpana	Women Perception and Attitude towards the Visual Elements in Social Campaign Advertisement	National seminar the role of celebrities advertisemnet on FMCG products	2018
Dr.G.Kalpana	Impact of COVID-19 has re-shaped the consumer buying behaviour	International business research conference Corporate business strategies post covid-19	2022
Dr.G.Kalpana	Faculty's and students perceptions of online learning during COVID-19	National conference innovative business trends in rising India	2022

Name Of The Teacher	Title Of The Paper	Name Of The Conference	Year Of Publication
SUDHA S	Impact of Social Media on Entrepreneurship	Future Trends in Commerce: Challenges and Sustainability ISBN -978-93-5768-450-7	2022
Dr.T.Suganthi	Programming in Java	VR1 Publications ISBN 978-93-91332-53-2	Jan 2023
Prof.G.Anbalagan	Trends in international retailing	Innovations and challenges in global business management	2017
Prof.G.Anbalagan	Top 11 digital marketing trends to look out in 2018	Emerging trends in commerce and management in the present decade	2018
Prof.G.Anbalagan	Securing resource in decentralized cloud storage	Emerging business trends in post covid-19	2020