

## **MBA:**

### **2018-2019**

1. Dr.Revathi Pandian, 2018, "A Study on Non Performing Assests with Special Reference to Issues & Solutions in Banking Sector, International Journal of Management and Social Science Research Review" International Journal of Management and Social Science Research Review, Volume:01 (50), pp 44-47.
2. Dr.Revathi Pandian, 2018, "A Study on Innovative Teaching methods for women management and engineering teachers with special reference to new pedagogy" International Journal of Communication and Media Studies, Volume: 5 (10), pp.15-20.
3. Dr.C.Selvaraj, 2019, "Success of E-Learning Systems in Management Education in Chennai City – Using User's Satisfaction Approach", The Online Journal of Distance Education and E-Learning, Vol-7 (02), pp 124-132.
4. Dr.Lekshmi.R.S , 2018, "Consumer Preference - A Study with reference to Private Label Products, International Research Journal of Business and Management,Volume:11, Issue: 11, PP : 01--06, Nov -2018, 2322-083X", International Research Journal of Business and Management, Vol:11(11), pp. 1-6.
5. Dr.Lekshmi.R.S, 2018, "A Study on the Dealer's Opinion about the Effect of GST with Reference to Cement Industry", International Research Journal of Business and Management, Vol: 11 (12), pp 60-65.
6. Mr.S.Vijayakanthan, 2018, "Product Involvement of Household Consumer's and its Impact on Product Involvement Outcomes of Interiors Decorative Brands at Tiruvallur District", International Journal for Research in Engineering Applications & Management, Vol -04 , (08), pp. 1-6.
7. Dr.G.Arasuraja, 2019, Impact of Quality of E-Learning Systems on Performance of Public Sectors Banks in Chennai City, India, The Online Journal of Distance Education and E-Learning, Vol-7, (01), pp. 23-31.

### **2019-2020**

1. Dr.Revathi Pandian, 2019, "Artificial Intelligence Technology an Overview", International Journal of Information Systems Management Research & Development, Vol-9 ( 01), pp.23-28.
2. Dr.C.Selvaraj, 2020, "Supply Chain Optimization as a Tool for Fresh Fruits and Vegetables Social Sustainability", Journal of Xi'an University of Architecture & Technology, Vol.12 (02), pp. 1040-1048
3. Dr.C.Selvaraj, 2020, "Brunt of Sentiment Analysis on E-Shopping" , International Journal of Advanced Science and Technology, Vol.29 (03), pp.1765-1776

4. Dr.Lekshmi.R.S, 2020, "Customer Satisfaction & Customer Loyalty towards Online Buying", International Journal of Advanced Science and Technology, Vol. 29 (03), pp. 5471-5480
5. Dr.Lekshmi.R.S, 2020, "Recent and Future Trends in Population Health Management", International Journal of Advanced Science and Technology, Vol. 29 (03), pp. 6210-6218
6. Dr.G.Arasuraja, 2020, "Customer Satisfaction & Customer Loyalty towards Online Buying", International Journal of Advanced Science and Technology, Vol. 29 (03), pp. 5471-5480

### **2020-2021**

1. Dr.Revathi Pandian, 2020, "Automation of Stress Identification System in IT industries ", Alochana Chakra Journal, vol. 9 (6), pp. 332-344
2. Dr.Lekshmi.R.S, 2020, "Digital Engagement on E-Learning Practices Among Students During Covid 19, Palarch's Journal Of Archaeology of Egypt/Egyptology, vol.17 (7), pp. 8999-9010
3. Dr.Lekshmi.R.S, 2020, "Customer Satisfaction & Customer Loyalty towards Online Buying", International Journal of Advanced Science and Technology, vol. 29 (03), pp. 5471 - 5480
4. Dr.Lekshmi.R.S, 2020, "Recent and Future Trends in Population Health Management", International Journal of Advanced Science and Technology, vol. 29 (03), pp. 6210 – 6218,
5. Bhanupriya.S, 2020, "Anxiety Of Academicians During Covid-19 Pandemic Situation", Journal of Xidian University, vol. 14 ( 6), pp 1158-1162
6. Charu Preethy, 2020, "Influence of Faculties in the apartment on Residential Satisfaction: A study among flat owners of Chennai", Dogo Rangsang Research Journal, vol. 10 (07), pp. 177-182
7. Charupreethy, 2020, "Decision making styles in relation to dependence proneness among adolescent sales girls of a garment Outlet", Journal of Xidian University, vol. 14,(8), pp.379-381
8. Immaculate Priya C, 2021, "Social Media - A key pathway to Marketing Analytics", Journal of Huazhong University of Science and Technology, vol. 50 (06), pp. 476-489

### **2021-2022**

1. Dr.Lekshmi.R.S, 2021, "A Study on the Operational Efficiency of Online Food Delivery Executives, – 2021", GEINTEC-GESTAO Magazine Innovation and Technologies vol. 11 (4), pp. 3442-3454,
2. Dr.Lekshmi.R.S, 2021, "Critical Analysis of Blue Ocean Principles to Maximize the Business Opportunity and Minimize the Risk for the Success of Uber E-Taxi", Journal Of Contemporary Issues In Business And Government, vol. 27 (5), pp. 350-372

3. Bhanupriya.S, 2021, "Work-Life balance in new normal: A study of obstacles and challenges faced by working women professionals", Journal of Huazhong University of Science and Technology, vol. 50, (06),
4. Immaculate Priya C, 2021 "Is Socia Media Marketing has become the only Marketing tool during Lock Down. Is it a Boon or Bane?", Journal of Huazhong University of Science and Technology, vol. 50 (06), pp. 476-489.
5. Priyanka.K, 2021, "A study on Enhancing employee Engagement through employee touch point at Production companies (Chennai)", Jornal of Huazhong university of Science and Technology, vol. 50 (07), pp. 447-456.
6. Dr.Revathi Pandian, 2021, "Deep Learning -Based Parameterized Framework to Investigate the Influence of Pedagogical Innovations in Engineering Courses", Springer Link Part of the Avances in Intelligent System and Computing book series (AISC), AISC-vol. 1354, pp. 420-425
7. Dr.Revathi Pandian, 2021, "Lean Manufacturing vs Just in Time", IJARMATE International Journal of Advanced Research in Management ,Architecture, Technology and Engineering, vol. 7(10), 43101

## 2. MOU

S.No.	Name of the Industry with Details	Date on which MoU signed	Scope of the MoU	Validity Period
1	Campus Levers	4.10.2016	Guest lecture / case studies/ FDP	3.10.2019
2	Prarambhan Entertainment PVT. Ltd	6.02.2017	Consultancy	05.02.2020
3	Innovertz Consulting Pvt Ltd.	15.11.2021	Internship/ Research/ training	14.11.2024

## 3. Patent

S.No	Title Of The Patent	Application Number	Filing Date	Status
1	Programming the supply chain network for customers with Uncertain Demand	202041001195	10/01/2020	Completed

#### 4. Funded research projects

S.No	Title of the Project	File Number	Investigators	Sanctioned on	Funding Agency	Amount Sanctioned	Project period
Nil							

#### 5. Consultancy work

S.No	Name of the Company	Work Title	Sanctioned on	Amount Received	Project period
1	Preethi Home Appliances	A comparative Study on Consumer Preference and Satisfaction towards Gas stoves	03/06/2019	36,000/-	6 months
2	K Post Technologies	E- Content Development	05/11/2019	1,00,000/-	6 months
3	Apollo Tyres	Employees Satisfaction Survey	05/03/2021	50,000/-	7 months