

## Publications

Dr. P.JERLIN RUPA

S.No	Topic	Area	Article Number	Published in	Year
1.	A study on Socio Economic Implications of Linking Aadhaar with banks in Madurai City	Marketing Management	ISBN 978-93-81723-96-8	International Virtual Conference on Recent Innovations in S,E,S.S	2020
2.	Role of ICT in Rural Marketing of India	Marketing Management	ISBN:978-93-87871-67-0	Digital Marketing – A Global Perspective	2018
3.	A Study on Stress among School Teachers with Special Reference to Madurai District	Human Resource Management	ISSN: 2456-5571, Vol.2, Special Issue.3 (UGC.App.J. No.44274)	International journal of Research in Humanities, Arts and Science	2018
4.	Talent Management in Higher Education Sector	Higher Education	ISBN:978-93-86537-95-9	in the book titled Global Talent Management in the Digital Era	2017
5.	TQM Measures in Higher Education	Higher Education	ISBN: 819333168-0	Shanlax Publications	2017
6.	Quality of Work Life of Women Teachers – A Study with Special Reference to Self-financing Teachers in Madurai Dt	Human resource management	ISSN:2277-5021	SPARKS – Multi-Disciplinary Journal	2017
7.	Crisis Management: Expository HR Strategies	Human resource management	ISBN: 978-8-1930-234-26, pp.169-171,	Managing Disaster-A Strategic Perspective,	2016
8.	A Study on Quality of Work Life of Management School Teachers with Special Reference to Madurai District	Human resource management	ISSN: 2349-8684 Vol.2, Special Issue.7,	ROOTS – International Journal of Multi-Disciplinary Researches	2016

9.	Status and Job Satisfaction of Self Financing Teachers in Higher Education	Human resource management	ISBN:978-9385977-02-2, Pp.141-146	Academic Audit and Quality Enhancement in HEIs	2016
10.	A Study on Job Satisfaction Among Financing Teachers Affiliated to Madurai Kamaraj University	Human resource management	ISBN:978-9385977-02-2, Pp.141-146	Academic Audit and Quality Enhancement in HEIs	2016
11.	Expository HR strategies	HR Crisis Management	ISBN: 978-8-1930-234-26	World Literature Books Centre	2016
12.	A study on Job satisfaction of self-financing teachers affiliated to Madurai Kamaraj University	Human resource management	ISBN: 978-93-85977-02-2	Arul Anandar College	2016
13.	Problems of Self Financing Teachers in Higher Education	Human resource management	ISBN: 978-93-85977-02-2	Arul Anandar College	2016
14.	A study on QWL of Management School teachers with special reference to Madurai Dt	Entrepreneurial Development	ISSN: 2349-8684	ROOTS - International Journal for Multi-Disciplinary Researches	2015
15.	Factors affecting the growth of entrepreneurship in SSI	Entrepreneurial Development	ISSN: 2349-8684	ROOTS - International Journal for Multi-Disciplinary Researches	2015
16.	Role of women entrepreneurship in India	Entrepreneurial Development	ISSN: 2349-8684	ROOTS - International Journal for Multi-Disciplinary Researches	2015
17.	Customer Relationship Management-A Focus on BSNL	Marketing management	ISBN: 978-93-80657-55-4	Arul Anandar College	2014
18.	Factors influencing the satisfaction of workers in firework industries – Virudhunagar District.	Human resource management	ISBN:978-93-80657-29-5	Arul Anandar College	2014

19.	A comparative study of customer relationship management & E-CRM Technologies	Customer Relationship Management	978-93-85399-93-0	Arul Anandar College	2014
20.	A study on Prospects and challenges faced by women entrepreneurs in Madurai region	Entrepreneurship Development	ISSN 22775021	SPARKS – Arul Anandar College	2014
21.	Farmers Preference towards Uzhvar Sandahi in Madurai Dt.	Marketing Management	ISBN 978-93-81723-15-9	VHNSN College, Virudhunagar	2013
22.	Industrial Development and Ecological Issues	Business Environment	ISBN 978-93-80686-66-0	Arul Anandar College	2013
23.	A study on Quality of Worklife among women faculty with special reference to Self Financed Colleges in Madurai Dt.	Human Resource Management	ISSN 0973-404X Vol:13 No:1  November	St.Joseph's College (Autonomous), Tiruchirappalli	2012
24.	A study on occupational stress among women teachers with special reference to Usilampatti, Madurai Dt.	Human Resource Management	ISSN 2249-7145 Volume 1 No:2  November	S.Mary's College (Autonomous) Thoothukudi	2012
25.	A Study On Stress Among School Teachers With Special Reference To Madurai District	Human Resource Management	ISBN: 978-93-81208-11-3	Competitive Business Strategied for Sustainable Development Hindustan Arts and Science College, Chennai	2012
26.	Business Ethics – Delightful and Debauched	Human Resource Management	ISBN: 978 81 90792 49 3	Emerging Social Perspective and parallel Issues of Business Management SRM University, Chennai	2012

27.	A Study On Stress Among School Teachers With Special Reference To Madurai District	Human Resource Management	FC1422/	<a href="http://www.indianmba.com/Faculty_Column/FC1422/fc1422.html">http://www.indianmba.com/Faculty_Column/FC1422/fc1422.html</a>	2012
28.	Quality of Work life	Human Resource Management	FC1265	<a href="http://www.indianmba.com/Faculty_Column/FC1265/fc1265.html">www.indianmba.com/Faculty_Column/FC1265/fc1265.html</a>	2010
29.	Human Resource Development	Human Resource Management	503	<a href="http://www.managementparadise.com/article/503/human-resource-development">http://www.managementparadise.com/article/503/human-resource-development</a>	2010
30.	Green Consumerism	Marketing	512	<a href="http://www.managementparadise.com/article/512/green-consumerism">http://www.managementparadise.com/article/512/green-consumerism</a>	2010
31.	Role of CRM in grievance redressal procedure with special reference to BSNL in Madurai Dt	Consumerism	FC1257	<a href="http://www.indianmba.com/Faculty_Column/FC1257/fc1257.html">www.indianmba.com/Faculty_Column/FC1257/fc1257.html</a>	2011
32.	Green Marketing	Marketing	2988	<a href="http://www.managementparadise.com/article/2988/green-marketing">http://www.managementparadise.com/article/2988/green-marketing</a>	2011
33.	Quality Circles	Production Management	2989	<a href="http://www.managementparadise.com/article/2989/quality-circles">http://www.managementparadise.com/article/2989/quality-circles</a>	2011
34.	Work-life Balance	Human Resource Management	5196032	<a href="http://www.articlesbase.com/human-resources-articles/worklife-balance-5196032.html">http://www.articlesbase.com/human-resources-articles/worklife-balance-5196032.html</a>	2011

Mr. P V MUTHU PERUMAL

<b>Title of the Paper</b>	<b>Name of the Journal/Book/Proceedings</b>	<b>Whether Journal/Book/Proceedings</b>	<b>Volume and No</b>	<b>Page Nos</b>	<b>ISSN/ ISBN No</b>	<b>Publisher and Place</b>
Role of banking sector in today's environment	Managing for Tomorrow – Emerging Trends, Issues and Challenges	Proceedings	1	26-31	978-93-80657-29-5	Shanlax Publications, Madurai
Online Marketing: Challenges, Opportunities and Effective Strategies	Shanlax International Journal of Management	Journal	1	67-69	2321 – 4643	Shanlax Publications, Madurai
Employee Engagement Level and Job Satisfaction at Engineering Colleges in Madurai District	Ciencia and Engenharia/Science and Engineering Journal	Journal	1	62-67	1030-944X EISSN :1983-4071	Universidade Federal de Uberlandia, Brazil

Dr. K.MANGAYARKARASI,

<b>Title of the Paper</b>	<b>Name of the Journal/Book/Proceedings</b>	<b>Whether Journal/Book/Proceedings</b>	<b>Volume and No</b>	<b>Page Nos</b>	<b>ISSN/ ISBN No</b>	<b>Publisher and Place</b>
Rebranding: A Case Study Of	Nehru Journal Of Management And	Journal	Issue 12 May	42	ISSN 2330-	Nehru Institute of

Hutch To Vodafone	Research		2014		7974	management Coimbatore
A Study On Frontier In Green Marketing	Shanlax International Journal Of Management	Journal	Vol 2	56	ISSN: 2321-4643	Madurai
Women Empowerment And Its Future Perspective	National Seminar In Women Studies Center,	Book		89	ISBN 97893 80499 994	Madurai Kamaraj University
A Study On Usage Of Mobile Phones Services For Online Banking Shopping In Madurai City	Journal For Bloomers Of Research	Journal	Issue 4	47	Issn: 0974-6838	Madurai
Need For Green Marketing In The Present Scenario	ROOTS International Journal Of Multidisciplinary Researches	Journal	Issue 8	34	Issn:2 349-8684	Madurai
The Role Of Ethics In Corporate In The New Millenium	International Journal Of Advance Research And Innovative Ideas In Education	Journal	Issue 1	67	Issn 2395-4396	Madurai
Conceptual framework towards Global	Roots international journal of multidisciplinary	journal	With impact factor		ISSN: 2349-8684	Madurai Feb 2017

Warming	researches		3.096			
Women Empowerment in the present technological Era	Working women: Problems and prospects	book			ISBN: 978-93-81723-72-2, July 2017	VHNSN college July 2017
Green Marketing the leading edge at this moment	International conference on Global talent management in the digital era	Book		29	ISBN: 978-93-86537-95-9	Fatima college Madurai
A study on consumer preference and satisfaction towards choosing mobile network (SIM) in Madurai city	Innovative Practices in functional management	Book		56	ISBN: 978-93-81723-47-0.	VHNSN college
The ways and need for corporates to go Green	Managing disaster - A Strategic Perspective	Book		78	ISBN: 978-8-1930-234-26	Fatima college
Green marketing and its influence on buying behaviour of	Business management practices in emerging Indian economy	Book		44		VHNSN college

consumers in Madurai college city						
<i>Socio Economic Implications of Linking Aadhaar with Banks with special reference to Mdu dt.</i>	Transformation of Business management economy in Digital Era	ISSN	Special Issue 2019	54	IAC ISSN 09732 861	

Dr. S.SHEIK FAREETH

S.No	Topic	Area	Article Number	Published in	Year
1.	A study on employee absenteeism among employees of Naga Foods Ltd.,	HRM	ISBN: 818822300-X	‘Changing perspective of management: revisiting the past, analysing The present and exploring the future’ edited Surya Group of Institutions, Vilupuram	2011
2.	A study on QWL of TASMAC employees of Dindigul District	HRM	ISSN: 2349-8684, <b>UGC Approval no. 48991</b>	Roots International Journal Of Multi Disciplinary Researches	2016
3.	A Study on Employment Status of College Women Teachers in Dindigul District	<b>WOMEN STUDIES</b>	ISBN: 978-93-81723-72-2.	<b>WORKING WOMEN: PROBLEMS AND PROSPECTS</b> edited by Department of Commerce, Virudhunagar Hindu Nadars’ Senthikumara Nadar College, Virudhunagar	2017



4.	A Study on Work – Family Conflict of College Teachers in Dindigul District	HRM	ISBN:978-93-87756-49-6	Opportunities and Challenges in contemporary management practices, edited by School of Management Studies, The Gandhigram Rural Institute – Deemed to be University, Gandhigram	2017
5.	A Study on welfare measures of school teachers in Dindigul district	HRM	ISBN: 978-93-83302-34-5	4 <sup>th</sup> International Economic Conference on Economic, Growth and sustainable development: Emerging Trends (compendium of papers)	2018
6.	Role of higher education in Entrepreneurship development	Entrepreneurship	ISSN:2321-4643.	Shanlax International Journal of Management	2019
7.	The Function and Responsibility of Management Technology in Sustainable Development	Sustainable Development	ISSN: 0971-1260 <b>(UGC Care List – D)</b>	Think India Journal	2019
8.	A Study on Digital Marketing for ICICI Digital banks in Ramanathapuram	Marketing	ISSN: 2347-7180 <b>(UGC Care Group – I)</b>	Dogo Rangsang Research Journal	2020
9.	Management Students’ Perception About Online Learning During Covid-19 Lockdown	Behavioural studies	ISSN: 0976-6510 <b>(Scopus Indexed Journal)</b>	International Journal of Management (IJM)	2020
10.	A Study on welfare measures of college teachers in Dindigul district	HRM	ISSN: 0975-4520 <b>(UGC Care group – I journal)</b>	Kala Sarovar Research Journal	2021
11.	An Investigation into Transformation of the business strategies to meet post Covid Challenges	General Management	ISSN: 1309-6591 <b>(Scopus Indexed Journal)</b>	Turkish Online Journal of Qualitative Inquiry (TOJQI)	2021

Dr. M.MAHADEVAN

<b>Title of the Paper</b>	<b>Name of the Journal/Book/Proceedings</b>	<b>Whether Journal/Book/Proceedings</b>	<b>Volume and No.</b>	<b>Page Nos.</b>	<b>ISSN/ISBN No.</b>	<b>Publisher and Place</b>
An Innovative Marketing Practices among Unorganised Street Vendors-A Study of Madurai City	Innovative Management Practices for Sustainable Development and Global Competitiveness	Proceedings	1	114-123	978-93-85477-25-6	Bonfring Intellectual Integrity, Coimbatore
A Study on the Vending Conditions of Street Vendors in Madurai City	Global Changes and Consumer Empowerment: Issues and Challenges	Proceedings	1	229-233	978-81-929959-4-6	Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli
The Vending Risks of the Street Vendors in the City of Madurai-A Study	38th Annual Conference	Proceedings	1	26	978-93-87102-22-4	Shanlax Publications, Madurai
The Customers' Perception and Satisfaction on Electronic Banking in	International Conference on Digitalization of Banking Operations: Outreach,	Proceedings	1	63-66	978-93-5351-550-8	Department of Commerce, Manonmaniam Sundaranar University,

Madurai	Challenges and Impact on Economy					Tirunelveli
Entrepreneurs of the Streets: An Exploratory Work on the Unorganised Street Vendors of Madurai City, Tamil Nadu	SRM Journal of “Business Horizons”	Journal	3	90-94	2395-2504	SRM University, India
Socio-Demographic Characteristics of Street Vendors in Madurai City-A Study	EPRA International Journal of Economic and Business Review	Journal	5	76-79	e-ISSN : 2347 – 9671 p- ISSN : 2349 – 0187	EPRA, India
The Nature of Unorganised Street Vendors in the City of Madurai-A Study	International Journal of Emerging Technology and Advanced Engineering	Journal	7	83-88	2250-2459	IJETAE Publication House, Madhya Pradesh, India.
The Economic Status of the Unorganised Street Vendors in Madurai City-A Study	Asian Journal of Research in Social Sciences and Humanities	Journal	7	214-221	2249-7315	Asian Research Consortium, India
The Characteristic Features of the	Shanlax International	Journal	5	52-59	2321-4643	Shanlax International

Unorganised Street Vendors in the City of Madurai-A Study	Journal of Management					Journal of Management, Madurai
A Study on Working Conditions of the Unorganised Constructions Workers in Melur Town of Madurai District	SRM Journal of "Business Horizons"	Journal	5	1-4	2395-2504	SRM University, Kattankulathur
Street Vendors' Perspective on the Street Vending Business	International Journal of Advanced Science and Technology	Journal	28	483-491	2005-4238	Science and Engineering Research Support Society, Australia
An Interpersonal Skills with Unorganised Street Vendors	Journal of Interdisciplinary Cycle Research	Journal	12	180-188	0022-1945	Journal of Interdisciplinary Cycle Research, Hong Kong.
Acceptance of E-Grocery shopping among the Consumer in Dindigul District	Journal of Xi'an University of Architecture & Technology	Journal	12	1572-1574	1006-7930	Science Press, China
Managing the Personal Life among	Journal of Xi'an University of	Journal	12	1942-1951	1006-7930	Science Press, China

Unorganised Construction Workers in Uncertain Times of Corona Virus Disease (Covid 19)	Architecture & Technology					
--	------------------------------	--	--	--	--	--