



Sri Krishna College of Engineering and Technology
(An Autonomous Institution)
Kuniamuthur, Coimbatore – 641 00
School of Business Management



Research and Development

Brief write-up about department R & D

Funded Projects Applied

S.No	Project Title	Funded Agency	Duration	Cost	Investigator and Co-Investigator Details
1	A study on the methods to improve the awareness level of the public towards Solid Waste Management, with special reference to Coimbatore City	ICSSR	22 Months from the date of sanction.	Rs. 3, 40,900/-	Prof. Dr. K.Nagarajan
2	A study on factors influencing adoption of solar energy based gadgets by the households, industrial units and commercial establishments	UGC	2 Years	2.20 lakhs	Prof. Dr. K.Nagarajan
3	A study on consumers perception and purchase intention towards eco-friendly products in Coimbatore District	UGC	2 Years	2.30 lakhs	Dr. R. Prabusankar, Asst. Professor

Ongoing Funded Projects

S.No	Project Title	Funded Agency	Duration	Cost	Investigator and Co-Investigator Details
1	Dr.D.Visagamoorthi	UGC	2014-2016	1,90,000	Dr.D.Visagamoorthi
2	Dr.P.Thamaraiselvi	UCG	2015-2017	2,75,000	Dr.P.Thamaraiselvi

Publication Details

S.No.	Paper Title	Author Details	Name of the Journal	Volume and Page Number	Year of Publishing	
1	A Study on the impact of Ethical Climate On Work Place Deviance with Special Reference to selected IT Companies	Dr.P.Thamaraiselvi	In Journal of Applied Research,		2015	
2	An Analysis of Weak Form Efficiency in Sectoral Indices: A Study with a Special Reference to National Stock Exchange in India	Mrs. K. Hemalatha,	Indian Journal of Applied Research	Volume 5, Issue 3, pp-33-36,	March 2015	
3	An analysis on weak form efficiency of CNX IT – The special evidence from NSE	Mrs. K. Hemalatha,	SS International Research	Network, Volume 5, Issue 3, pp-12-20	May 2015	
4	Brand Awareness on Higher Educational Institution towards Engineering Entrants	Mrs. P.Vijayalakshmi Menon,	Australian Journal of Basic and Applied Sciences	Volume 9, No 20, pp. 96 – 100.	June 2015	
5	An Analysis of Weak Form Efficiency in Sectoral Indices: A Study with Reference to National Stock Exchange	Mrs. K. Hemalatha,	Global Journal for research analysis	Volume-4, Issue-7, pp-387-390.	July-2015,	
6	Process and Pedagogical Innovation in Higher Education through ITES for Value Enhancement – a Case Study	Dr.V.Priyadarshini	“Lets Learn” published by Bloomsberg publications” an international publisher		2014	
7	Corporate Governance and Social	Dr. D Visagamoorthi	Responsibility’, Recent Advancements in Business Practices	pp.181-185.	, March 2014	

8	Competency Development	Dr. D Visagamoorthi	Journal of Management and Science	pp. 38-41.	January 2014	
9	Analysis of On Balance Volume in MCX Energy	Mrs. K. Hemalatha,	Journal of Applied Management Research	Volume 3 Issue 1, pp-15- 23.	January 2014	
10	Analysis of profitability performance of selected private sector banks based in south and north Region	T Krishnasamy	PARIPEX INDIAN JOURNAL OF RESEARCH	Volume 3, Issue 7	JULY 2014	
11	Emotional Intelligence	Dr. D Visagamoorthi	Research Explorer (A Refereed Bi Annual International Research Journal on Multidisciplinary)		March 2014.	
12	Retail Atmospherics' Impact on Impulse Buying	Dr. K B Sridevi	American Multidisciplinary International Research Journal	Vol 1, Issue 3,	March 2014.	
13	Testing the Weak-Form Efficient Market Hypothesis: Using CNX Media from the Emerging National Stock exchange	Mrs. K. Hemalatha	International Journal of Engineering Sciences & Research Technology	Volume 3	March 2014	
14	Testing on Risk & Return of Banking Sector: The evidence from National Stock Exchange.	Mrs. K. Hemalatha	Indian International Research Journal of Management Studies and social science	Volume 1, Issue 1, pp - 173-177	March 2014	
15	Tuning Service Quality in Higher Education through Technology	Dr. K B Sridevi	International Journal of Research		April 2014	
16	Testing on weak form efficiency of pharmaceutical sector: The evidence from National stock exchange	Mrs. K. Hemalatha	International Journals of Recent and Innovative Trends in Computing & Communicatio	Volume 2, Issue 9	September 2014	

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17	Domino effect of Relationship Marketing in SME Banking	Dr. K B Sridevi	International Journal of Marketing and Management Research		March 2013.	
18	Examining the differences in Intrinsic Motivation and its Interactions based on Ego states among B-School Students in Coimbatore	Dr.V.Priyadarshini	Prabandhan: Indian Journal of Management, New Delhi	Volume 6, Issue 2, pp.23-31	2013	
19	HR Smart Talent Management	Dr. D Visagamoorthi	International Journal of Management and Development Studies.		December 2013.	
20	A study on the impact of environmental consciousness on green purchasing decisions among B school students with reference to Coimbatore city	Dr.P.Thamaraiselvi	Journal of Management Research, Sri Krishna Institutions.		2013	
21	Emerging Trends in Human Resource Management	Dr. D Visagamoorthi	Emerging Dimensions in Management.		February 2013.	
22	A Study on Technical Analysis of Canara Bank Equity Shar	K. Hemalatha	Paripex -Indian Journal of Research.	Volume 52, Issue 4, pp-41-44,	April 2013	
23	A Contemporary Approach Using Intrinsic Motivation as a Tool for Improving Human Resource Deliverables Among School Teachers in Coimbatore District	Dr.V.Priyadarshini	Global research Analysis, Ahmedabad	Volume 2, Issue 5, pp 126-127	2013	
	Predominance of Market Forces in Entrepreneurial Failures	Dr.K.Nagarajan	The IUP Journal of Entrepreneurship development”,	Vol- IX, No:3	Sep. 2012.	
24	Corporate Social Responsibility – An	Dr.K.Nagarajan	Organizational management	Vol-XXVIII, No: 3	Oct- Dec, 2012	

	Indian perspective					
25	Innovative Growth Strategies for Competitive advantage in Manufacturing- Ethical Climate in Textile Industry in Coimbatore city	Dr.P.Thamaraiselvi	KCT Journal for Management Research		2012.	
26	E – Recruitment in Contemporary Business	Dr. D Visagamoorthi	HR CHALLENGES IN GLOBAL BUSINESS		January 2012	
27	A Study On Source Of Conflict And Conflict Management Style In It And Its Companies In Coimbatore District	Dr. D Visagamoorthi	Emerging Trends in Global Business – Third Edition ,		2012.	
28	Leadership and organizational changes in internet era	Dr. K B Sridevi	KAIZEN	Vol.1, pp.22-25	2011	
29	Mobile as a new medium for advertising	Dr.P.Thamaraiselvi	SNS Journal of Marketing		2011	
30	A study on the impact of environmental Consciousness on Green Purchasing Decision among Gen Y Customers”, Mumbai, 2011	Dr.P.Thamaraiselvi	Indian Education Society’s Management College and Research Centre’s Journal of International Marketing		2011	
31	Influence of the Emotional Intelligence on Self Monitoring	Dr Sandhya Rani C,	In African Journal of Business Management in September	Vol.5 (15)	2011	

Consultancy Projects

S.No.	Name of the Organisation	Project Details	Duration	Cost	Team Members
1	KG Hospitals limited Coimbatore	In-patient service quality assessment of KG Hospitals, Coimbatore	2015-2016	20000	Mrs. Vijayalakshmi Menon
2	Jainidhi Automations, Coimbatore	Defect reduction in Valve components		15000	Dr. K.Nagarajan
3	Bull Machines Pvt. Ltd, Coimbatore	Achieving competitive advantage through Technology Management		15000	Dr.K.Nagarajan
4	Green Tech Industries, Vadasithur, Coimbatore	Improving the Advertisement effectiveness		13000	Dr. P.Thamaraiselvi
5	Indegene Life Systems Private Limited, Bangalore	Achieving competitive advantage through Technology Management		25000	Dr. P.Thamaraiselvi
6	Annamalai Capital Services Pvt. Ltd, Coimbatore	Improving the Advertisement effectiveness		30000	Dr. N.Manicka Mahesh
7	Ekarup Financial Education, Coimbatore	Portfolio construction and trading strategies for middle income group investors		20000	Dr. N.Manicka Mahesh
8	Trendy Engineering Company, Coimbatore	Redesigning the Assembly Line Layout by Lean Management		18000	Mrs. Vijayalakshmi Menon
9	Sun Print Crafts, Kangeyam, Tirupur	Improving efficiency through reducing process cycle time		15000	Dr. C.Ramakrishnan
10	Mahendra Pumps(P) Ltd., Coimbatore	Consumer Preference and Brand awareness of 'Mahendra Pumps'		15000	Dr. P. Thamaraiselvi
11	Mass Solar Systems Pvt. Ltd., Coimbatore	Cost Analysis of Solar Energy Products		12000	Dr. C. Ramakrishnan
12	Amman Spinning Mills P Ltd., Sultanpet, Tirupur	Developing motivational techniques and measurement of effectiveness		10000	Dr. D.Visagamoorthy
13	Voltech HR Services	Effectiveness of		12000	Dr.Sandhya Rani C

	P Ltd., Chennai	Recruitment and selection process			
14	Gilbarco Veeder-Root India Pvt. Ltd, Coimbatore	Lean conversion for sub-assembly cell		20000	Dr.K.Nagarajan
15	Ivyukthi asseters, Coimbatore	Identification of new innovations for patenting	2014-2015	30000	Dr.K.Nagarajan
16	Ekarup Financial Education	Commodity Trading Awareness among investors		25000	Dr.N.Manicka Mahesh
17	Wealth Makers Investment, Advisory	Investment campaigning		15000	Dr.N.Manicka Mahesh
18	UGC	Poverty Alleviation through Micro Finance (Project approved by UGC)		0	Dr. C. Vinotha
19	Exxon Mobil	Identification of potential Workshops for Mobil Car Care Outlet	2013-2014	45000	Dr. S.Jaisankar
20	Inventory Management for FMCG Products	Auchan Super Markets		15000	Dr. S.Jaisankar
	Establishing Virtual Class Rooms	Myclassroom.com		25000	DR.C.Ramakrishnan
21	Improving the Student Enrollment for Six Sigma Certification	Juran Academy Pvt. Limited		12000	Dr. R. Prabusankar