



School of Management

Student Publications

Academic Year 2022-23

S.No	Name of Student	Name of the Journal	Title	Period
1	Arvinthlakshman M V V, Darshan K, Eragulesh M, NivethaV.K.S	South India Journal of Social Sciences	Technical analysis of selected companies from it, pharmaceutical and automobile sectors with reference to BSE	Vol. XXI, No.23, January – June : 2023
2	Santhosh R, Mahalakshmi R, Karthikeyan S, Aarsha P	Journal of the Oriental Institute	A study on customer perception towards festival season promotions with reference to inter cottons textile store	Vol. 72, Issue. 01, No.5, January- March: 2023
3	Janarthanan V, Nachammai L, Ragu R, Ramya R	South India Journal of Social Sciences Issn: 0972 – 8945	A study on impact of behavioral biases on the investment pattern of individual investors	Vol. XXI, No.23, January – June : 2023
4	Raju SB, Ashik P S, Dhanusriram NR, Karthikeyan M	Education And Society (Ugc Care Journal)	A study on labour welfare measures and its effects on job satisfaction skm impex	Vol-47, Issue-2, No.7, April-June : 2023
5	Prathiksha K K, Saranya Devi S, Sneha R, Sree Divya S	Madhya Bharti - Humanities And Social Sciences Ugc Care Group I Journal	Employee satisfaction in trident pneumatics private limited, coimbatore	Vol-83 No. 19, January – June: 2023
6	Perezhil Prakash R Naveen Rajkumar M Ranjithvel A Akhil C 5	Eur. Chem. Bull. 2023,	Consumer perception towards electric vehicles	12(Special Issue 4), 4576-4588 Month?
7	Ranjan Vishal PC , Vedika Krishnaraja , Srinandhini R V , Yeswanth R	Eur. Chem. Bull.	Measuring the impact of rebranding on consumers with respect to brand equity	12(Special Issue 4), 4589-4599
8	Madan S S , Sudharshan O T , Gokulram V	Eur. Chem. Bull.	The role of online learning in upskilling and reskilling – students' perspective	2023, 12(Special Issue 4), 4600- 4610

9	Nivitha T , Deviharithra S , Sneha Nimbalkar R , Sundar Rajan T	Journal of Survey in Fisheries Sciences	Study On Work Life Balance of Women Employees at Spar Hypermarket	10(1S) 5043-5054
10	Shane Mathews, Sanjana M, Sandeep S	Journal of Survey in Fisheries Sciences	Socio-Economic Factors' Impact on Vehicle Financing & Consumer Behaviour	10(1S) 5055-5065
11	Sudhakar R , Poobalan M ,Abul Kalam Azad S	BioGecko	A study on the employees' perception on hr digitalization in manufacturing firm	Vol 12 Issue 02 2023

Academic Year 2021-22

S.No	Name of Student	Name of the Journal	Title of the Research Paper	Date/Period
1	Manavalan P Padmanaban.V Yokesh P	Indian Journal of Natural Sciences	Study on Impact of work From Home on Worklife balance of IT- Employess During Covid - 19 -	June 2021 / Volume 12 No.66 / June / Pg : 31572– 31581 / Year 2021
2	Rithika. G Kungumashree. J Janani. R.G	Indian Journal Of Natural Sciences (IJONS)	An Impact of Brand Positioning On Consumer Learning and Consumer Loyalty	Vol.12 Issue 56 31537-31545 June 2021

Academic - 2020-21

S.No	Name of Student	Name of the Journal	Title of the Research Paper	Date/Period
1	Irshad Ali.A Deepthi Shivani P Robin S Sankara Lingam S	Turkish Journal of Computer and Mathematics Education	A study on customers' perception towards a digital marketing company	12(11)2021
2	Mohamed Abbas M Prabhu .K Shakilkhan N Kathiravan S	Turkish Journal of Computer and Mathematics Education	A study on customer perception and satisfaction towards cloud services provided by Lemuran services	12(11)2021
3	Reshma Raveendran Sreejith.V Abinaya Sudharsan K	Turkish Journal of Computer and Mathematics Education	A comparative study on employees productivity in the pre and post covid period	12(11)2021
4	Praveen Balaji E Karthik Srini B R Nagarjun Yadav D	Turkish Journal of Computer and Mathematics Education	A Study on the relationship between emotional intelligence and organisational commitment in manufacturing sector	12(11)2021

5	Ragavi V Anjali Suresh Yeshwanth K	International Journal Of Research In Engineering, Science And Management.	Impact of covid 19 towards top listed companies and capital markets with reference to NSE	Volume 4, Issue 05, May 2021
6	Abi Antony G Jerry Singh T Sunil Kumar V	Turkish Journal Of Computer Science And Mathematics Education	A study on technical indicators for prediction of select indices listed on NSE	Volume 12, Issue no 11 , pg 5730 - 5736 (2021)
7	Bavya R Saisivasubramanian B Saravanan S	Turkish Journal of Computer and Mathematics Education	A Study on the impact of Quality Management System on Organisational Performance in Oil Seal Manufacturing Industries in Madurai	Vol.12, No.10 April 2021) Pg : 6011 - 6018
8	Deepak P Kavya. R. P Shakeel Aman Ms	Journal of Contemporary Issues in Business and Government	Study on the Customers' Attitude towards the purchase of Two wheelers during Pandemic	Vol.27, No.3, 2021Pg : 2584 - 2589
9	Deepika G Janvi Js Sourav S	Turkish Journal of Computer and Mathematics Education	A Study on Students' Perception on Online Learning during COVID 19 Pandemic	Vol.12, No.11 (May 2021) Pg : 138 - 144
10	Mugilarasu.S Preethika P Siva Balan.M	Journal of Contemporary Issues in Business and Government	Study on the Effectiveness Healthcare Software used by the Doctors during Pandemic	Vol.27, No.3, 2021Pg : 2591 - 2598
11	Manikanda Prabu C Ragul.S Vijay. B	Turkish Journal of Computer and Mathematics Education	A study on the problems faced by Elderly people while using Web-based applications during Pandemic situation	Vol.12, No.10 (March - April 2021) Pg : 2941 - 2946
12	Abarna K Madhumitha.S Jeyasuryaa.N	Turkish Journal of Computer and Mathematics Education	Understanding Employee Engagement Strategies of Demos Project Pvt Ltd,Chennai	20th April/Vol.12 No.9/ Month - (March - April)/Pg : 630 - 636 /Year 2021
13	Aishwhrya R Keerthana V Easu Reshap.A	Turkish Journal of Computer and Mathematics Education	Attribute Measurement of Organizational Citizenship Behaviour Among Employees	20th April/Vol.12 No.9/ Month - (March - April)/Pg : 1 - 6 /Year 2021
14	Varsha K K Sastika M Pavithra J	Turkish Journal of Computer and Mathematics Education	Employee Perception and Satisfaction Towards (Office) Culture and Work From Home Culture	20th April/Vol.12 No.9/ Pg : 352 - 357 /Year 2021
15	Indra Prasanth.S Arul Cyril Chinnappan A Sanjeev.R Gokulprakash M	Journal of Contemporary Issues in Business and Government	Study on HR Policies and Practices with reference to Excel Engineering and Equipments, Coimbatore	Issue 3 / Volume 27 / YEAR 2021
16	Srinivasan.S	Turkish Journal of Computer and Mathematics Education (TURCOMAT) e - ISSN 1309 - 4653	Impact of Covid - 19 Pandemic on Steel Industry : A survey on Peekay Steel Castings Pvt Ltd.,Coimbatore	March - April 2021 / Volume 12 No.11 / Month March - April / Pg : 145 - 150 / Year 2021
17	Divyasree H Prathibha.P.K Richard Selvaraj J	Journal of Huazhong University of Science and Technology	A Study on Impact of the Pandemic Announcement Over Indian Stock Market - NSE	Volume 50 Issue 04

18	Gokul Pm Leema Roslin Malini.A	Journal of Huazhong University of Science and Technology	Impact of Emotional Intelligence on Students Academic performance	Volume 50 Issue 04
19	Abinesh.S Balaji Vishnu .D Kurzid Anwar K	STRAD Research	A Study on Technical Analysis of Selected Stocks with reference to FMCG Companies in NSE	May 2021 / Volume 8 No.4 / May / Pg : 631 - 637 / Year 2021
20	Gayathri. S Kanagatharani. B Yazhini Devi	Turkish Journal of Computer and Mathematics Education	A Study on Risk and Return analysis of Selected Banking Securities	May 2021 / Volume 12 No.11 / May / Pg : 122 - 127 / Year 2021
21	Poovena S Poojasree. T Showmiya S	Turkish Journal of Computer and Mathematics Education	A Study on Technical Analysis of selected FMCG Scripts with reference to Annamalai Capital Services (P) Ltd., Coimbatore City	May 2021 / Volume 12 No.11 / May / Pg : 128 - 137 / Year 2021
22	Vishnu Darshini . M Rithika S Dharani.S	Journal of Contemporary Issues in Business and Government	A Study on Financial Performance of Bajaj Finserv Limited	May 2021 / Volume 27 No.3 / May/ Pg : 2608 - 2613/ Year 2021
23	Gnanaprakash L Gokul. S Hameed Uduman Ali M Soundara Bharathi T. N	Turkish Journal of Computer and Mathematics Education	A study on perception of freight forwarders towards Third party Logistics	March-April 2021
24	Arvindhan.G Krishna Prasad G	International Journal for Science and Advanced Technology	A study on Total Productive Management	May 2021
25	Jayadevan. K Sruthi. C Sabari Sri Chellammal. B	Turkish Journal of Computer and Mathematics Education	A Comparative Study on the Work Life Balance of Employees Pre and Post Covid Work Culture	May 2021
26	Nishanth.V Srinath S Yugesh. P	Turkish Journal of Computer and Mathematics Education	A study on Effectiveness of TQM With Reference To Jenntex Engineering, Coimbatore, India	May 2021
27	Rithika. G Kungumashree. J Janani. R.G	Turkish Journal of Computer and mathematics Education	A Study on Consumer Buying Behaviour towards Hand Sanitizer in this present Pandemic situation with special reference to coimbatore city	28April2021- Vol.12 No.10(2021),6019 -6024
28	Arthi K Rogini V Saravanakumarr.M	A study on impact of internet usage on the academic performance of the students	Journal of Huazhong University of Science and Technology	May 2021