



Hindusthan College of Engineering and Technology

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DEPARTMENT OF MANAGEMENT SCIENCES (MBA)

Faculty Publications in Journals

S.No	Authors	Paper Title	Journal Name	ISSN	Volume No. Issue No, page no, Month	Year
1	Dr. V. Kanimozhi	A Study on Employee Job Satisfaction and Employee Work Life Balance	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:364-368	2023
2	Dr. K. Samuvel	Impact of Effective Communication in E-Vehicles Advertisement Towards Sustainable Development Goals	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:467-473	2023
3	Mr. A. Prasanth	A Framework to Effectively use Social Media as a Marketing Strategy for Swiggy	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:157-162	2023

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4	Dr. Kamalasaravanan	A Study on Robotic Education in Schools at Coimbatore	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:413-420	2023
5	Dr. M. Bhuvaneswari	Study on HR Management with Special Reference to Employees in Draup	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:112-117	2023
6	Dr. V. Kanimozhi	"Examination of Motives, Adoption and Challenges in Digital Payment among Gen Z and Millennials Consumer"	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:374-377	2023
7	Dr. A. Jayanthi	Market Analysis for “Naga Minerals “ and It Competitions Over National and Regional Brands	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:292-298	2023
8	Dr. A. Jayanthi	A Study on Issues and Challenges of Financial Services in TMB Bank - Virudhunagar	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 2, pp:382-386, June 2023	2023
9	Dr. A. Jayanthi	A Study on Consumer Tastes and Preferences towards Arun Ice Creams in Coimbatore Region	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 15, pp:14-18	2023

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10	Dr. S. Kamal Saravanan	A Study on Factors Influencing the Purchase Intention of Tarpaulin in Thanjavur District	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 2, pp:377-381	2023
11	Dr. M. Bhuvaneswari	A Study on Investment Decisions of Working Women with Special Reference to Stock Market	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 11, pp:253-258	2023
12	Dr. V. Kanimozhi	A Study of Factors Affecting Consumer Evaluations and Memory of Product Placement in Movies	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:298-304	2023
13	Dr. K. Samuvel.	A Study on Impact of Upskilling or Reskilling of Employees in IT Services	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:359-363	2023
14	Dr. V. Kanimozhi	Retailers Perception towards Channel Partner Services with Reference to Adithya Marketing	RESEARCH HUB International Multidisciplinary Research Journal	e-ISSN: 2349-7637	Vol 10, Issue:4, pp:22-30,	2023
15	Dr. K. Samuvel	To Study the Technical Analysis of Selected Small, Middle and Large Cap in Defence Sector	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 11, pp:100-107	2023

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16	Dr. M. Bhuvaneswari	A Study on Social Media Influences on Generation Z Buying Behaviour	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:89-95	2023
17	Dr. A. Jayanthi	A Study on Effectiveness of Sales Promotional Activities at Thermox Polymers	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:593-598	2023
18	Dr. M. Bhuvaneswari	A Study on Portfolio Investment on Various Social Sub Class	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 16, pp:197-203	2023
19	Dr. V. Kanimozhi	Workplace Well-being of Employees at SCM Garments	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN 2455-6211	Vol 11, Issue 6, pp:1164-1169	2023
20	Mr. A. Prasanth	A Study on Employee Engagement and Ethic of Friendship	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:270-276	2023
21	Dr. A. Jayanthi	A Study on Customers Attitude Towards E- Shopping with Special Reference to Meesho in Kanyakumari District	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:277-283	2023

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22	Dr. K. Samuvel	The Impact of Customer Satisfaction towards Product Return Policy on Electronic Products	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:163-170	2023
23	Dr. M. Bhuvaneswari	A Study on Usage of AI in Editing Apps	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 5, pp:448-453.	2023
24	Dr. S. Kamalasaravanan	A Study on Workers Contribution Towards the Functioning of MSME in Madurai City	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 10, pp:112-117	2023
25	Dr. Kamalasaravanan	A Study on Employee Engagement Strategies in ITES Enabled in Coimbatore	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:481-487	2023
26	Dr. S. Kamalasaravanan	A Study on Brand Preference of Wrist Watches in Sub Urban of Coimbatore	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:253-257	2023
27	Dr. V. Kanimozhi	A Study on OTT & Media Consumption Pattern and Its Impact on Psychological Wellbeing Among GenZ	RESEARCH HUB International Multidisciplinary Research Journal	ISSN:(Online) 2349-7637	Vol 10, Issue 4, pp:50-56	2023

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29	Mr. A. Prasanth	A Study on Financial Performance of Small Finance Banks	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:265-269	2023
30	Dr.K.Samuvel	An Awareness Study on Corporate Social Responsibility (CSR) among Bank Customers	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 10, pp:294-300	2023
31	Dr. M. Bhuvaneswari	A Study on Investment Patterns Among X, Y and Z Generations	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 10, pp:1-6	2023
32	Mr. A. Prasanth	Study on Indian Unorganized Retail Sector on Southern Districts in Tamilnadu	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 10, pp:410-418	2023
33	Dr. V. Kanimozhi	A Study on Export Barriers and its Challenges faced by Stone Exporters in Pudukkottai District.	International Journal of Novel Research and Development(IJNRD)	ISSN: 2456-4184	Vol 8,Issue 6, pp:248-256	2023

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34	Mr. A. Prasanth	A Study on Financial Performance of Service Sector Companies Based on Pre and Post-Merger and Acquisition in India	RESEARCH HUB International Multidisciplinary Research Journal	e-ISSN: 2349-7637	Vol 10, Issue 4, pp:45-49	2023
35	Dr. V. Kanimozhi	Assessment of Customer Service Expectation and Perception with Special Reference to ESAF Small Finance Bank	Journal of Emerging Technologies and Innovative Research (JETIR)	ISSN-2349-5162	Vol 10, Issue 6, pp:e447-e455	2023
36	Mr. A. Prasanth	Retail Management of Grocery Items Based on Price Positioning Across Lower Income Area In Southern Districts In Tamilnadu	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:443-451	2023
37	Mr. A. Prasanth	Marketing Mentality and it's Difference Between Millennials and Gen Z Consumers: Digital Marketing	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:474-480	2023
38	Dr. S. Kamalasaravanan	A Study on Consumer's Preference towards Diamond Jewels in Coimbatore City	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 15, pp:324-330	2023

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39	Dr. M. Bhuvaneswari	Scope of a Study on the Awareness about Preventive Measures towards Online Financial Frauds	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 9, pp:527-532	2023
40	Dr. V. Kanimozhi	A Study on Impact of Social Commerce on Customer Purchase Intention	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:621-625	2023
41	Dr. S. Kamalasaravanan	A Study on Role of Microfinance in MSMES in Tuticorin City	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 2, pp:365-369	2023
42	Dr. A. Jayanthi	A Study on Stress Management of Employees at IDBI Federal Life Insurance Coimbatore District	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:488-493	2023
43	Dr. A. Jayanthi	A Study of Recruitment and Selection Process TUV RheinlandNife	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 8, pp:169-173	2023

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44	Dr. A. Jayanthi	A Study on Consumer Behavior towards Brand Preference with Special Reference Tata Clothing Products	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:421-425	2023
45	Dr. M. Bhuvaneswari	Digital Marketing 5-Generation Technology Application Special References to Company of Kambaa	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:152-156	2023
46	Dr. A. Jayanthi	A Study on Customer's Problems and Prospects towards E-Banking of Canara Bank's at Coimbatore District	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 15, pp:372-376	2023
47	Mr. A. Prasanth	A Study on Effect of Packaging on Consumer Buying Choice of FMCG Consumer Goods	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:316-321	2023
48	Dr. V. Kanimozhi	Sustainable Retailing Practices Adopted by Organized Retailer in Coimbatore	International Journal of Scientific Research in Engineering and Management (IJSREM)	ISSN: 2582-3930	Vol 7, Issue 6, pp:1-9	2023

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50	Dr. S. Kamalasaravanan	Influence of Digital Marketing on the Buying Decision of Rural Customers in Thiruvananthapuram District	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3 pp:458-466	2023
51	Dr. V. Kanimozhi	A Study on Consumer Attitude and Perception towards usage of Recycled products in Tamil Nadu	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:532-537	2023
52	Dr. A. Jayanthi	A Study on Employee Attrition Rate in Coir Industry	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:538-544	2023
53	Dr. M. Bhuvaneswari	A Study on Customer Perception Towards Added Features in Social Media Marketing such as WhatsApp Pay, Video Marketing & Instagram Stores	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:61-65	2023

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55	Mr. A. Prasanth	A Study on Social Intelligence for Effective Optimization of Retirement and Successful Ageing	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:378-380	2023
56	Mr. A. Prasanth	A study on Satisfaction Level of Employees of with Special Reference IT Employee in Kerala	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:369-374	2023
57	Dr.S. Kamalasaravanan	A Study on Factors Influencing the Selection of Tourist Destination by Tourists in Kerala	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 3, Issue 3, pp:381-386	2023
58	Dr.A.Jayanthi	A study on impact of performance of the supply chain Management with reference to SME	Journal of Clinical Otorhinolaryngology, Head, and Neck Surgery	ISSN : 1001-1n781	Vol.: 27 Issue: 1	2023

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60	Dr. K. Samuvel	Impact on Organizational Performance Goals of Employees in Connection with Family Environment and Healthiness	International Journal of Research Publication and Reviews	ISSN 2582-7421	Vol 3,Issue 7, pp:608-612	2022
61	Dr. M. Bhuvaneshwari	A Study on Customers perception towards Service Quality of Educational Consultancy among Indian students after covid-19	International Journal of Humanities Social Science and Management (IJHSSM)	ISSN 2682-2330	Vol 2,Issue2, Pp:55-59	2022
62	Dr. M. Bhuvaneshwari	A Study on Financial Analysis of Public Sector Bank in India	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4,Issue 7, pp:76-85	2022
63	Mrs K Hemashree	A Study on Performance Analysis of Steel Industry in India	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4 Issue 7, pp :27-32	2022
64	Dr.S. Kamalasaravanan	A Study on Fundamental Analysis of Renewable Energy Companies	International Journal of Research Publication and Reviews	ISSN 2582-7421	Vol 3,Issue 7, pp:366-369	2022
65	Dr. M. Bhuvaneshwari	A Study of Wellness Program among Employees in IT Companies After Covid 19	International Journal of Research Publication and Reviews	ISSN 2582-7421	Vol 3,Issue 7, pp:672-673	2022

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66	Dr. M. Bhuvaneswari	A Study on Role of Technology in Commercial Bank	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4, Issue 7, pp:58-65	2022
67	Dr.K. Kamalasaravanan	A Study of Multi Branded Apps for Consumer Preference in Digital MarketPlace	International Journal of Humanities social Science and Management (IJHSSM)	ISSN 2682-2330	Vol 2, Issue 2, pp:87-90	2022
68	Mr.R.Manoj	Fundamental Analysis of Selected Education Technology Stock from BSE	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 2, Issue 1 pp: 416-419	2022
69	Dr. K. Samuvel	A Study on the Impact of Fintech on Banking Industry	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 2, Issue 1, pp:78-83	2022
70	Dr.V.Kanimozhi	A Study on Challenges and Benefits of Remote and Hybrid Work Model from Employee Perspective	International Journal of Advanced in Engineering and Management	ISSN: 2395-5252	Vol 4 Issue 7 pp: 345-350	2022
71	Dr. V. Kanimozhi	Research Paper The Key Drivers of Fintech in India; Study on Customer Adoption and Attitude	Journal of Research in Business and Management	ISSN(Online): 2347-3002	Vol 10, Issue 7, pp:66-73	2022

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73	Dr.M.Bhuvaneswari	A Study on Impact of E-HRM Application on Organisational performance of Manufacturing Industry	International Journal of Humanities Social Science and Management (IJHSSM)	ISSN 2682-2330	Vol 2, Issue 2, pp:64-68	2022
74	Dr. V. Kanimozhi	A Study on Financial Performance of Automobile Companies in India	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4,Issue 7, pp:115-125	2022
75	Dr.S. Kamalasaravanan	A Study on Equity Inventory Perception Toward Service Rendered by Stock Broking	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4,Issue 7, pp:147-166	2022
76	Dr. M. Bhuvaneswari	A Study on Investors Perception towards Initial Public Offering After Covid 19	International Journal of Research Publication and Reviews	ISSN 2582-7421	Vol 3,Issue 7, pp:520-524	2022
77	Dr.S. Kamalasaravanan	A Study on Usage of UPI Payments Services towards Merchants in Madurai	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)	ISSN (Online) 2581-9429	Vol 2,Issue 9, pp:336-341	2022
78	Dr. K. Samuvel	A Study on Awareness about Skill India and its Impact on employability	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4,Issue 7, pp:66-76	2022

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80	Mrs. K. Hemashree	A Study on Employee Perception of a 4 Day work Schedule in a week Reference to IT Industry	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4, Issue 7, pp:136-146	2022
81	Dr.S. Kamalasaravanan	A Study on Effectiveness of Training & Development of New Recruiters in Careernet Technologies Pvt Ltd.	International Journal of Advances in Engineering and Management (IJAEM)	ISSN: 2395-5252	Vol 4, Issue 7, pp:370-374	2022
82	Dr. V. Kanimozhi	Effectiveness of Microfinance in Poverty Alleviation and Entrepreneurship Opportunities	RESEARCH HUB International Multidisciplinary Research Journal	e-ISSN: 2349-7637	Vol 9, Issue 5, pp: 01-06	2022
83	Dr. K. Samuvel	Fundamental and Technical Analysis of Selected Housing finance Companies	International Research Journal on Education and Technology	ISSN 2581-7795	Vol 4, Issue 7, pp:126-135	2022
84	Dr. V. Kanimozhi	A Study on Factor Limiting Consumers online Shopping with Reference to Furniture.	International Journal of Humanities Social Science and Management (IJHSSM)	ISSN 2682-2330	Vol 2, Issue 2 , pp:69-73	2022
85	Mrs. K Hemashree	A Study on Financial and Growth of New Age Technology Companies	International Journal of Research Publication and Reviews	ISSN 2582-7421	Vol 3, Issue 7, pp:516-519	2022

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88	Ms. K.Hemashree	A Study the Behaviour of Customer with Reference to Acquiring and Repayment of Personal Finance	International Research Journal on Education and Technology	ISSN 2581-7795	Vol 12,Issue 3, pp:22-26	2022
89	Ms. K.Hemashree	A Study on Performance Analysis of Mutual Fund in the Area of ESG, Hybrid and Credit Risk Fund	International Journal of Humanities Social Science and Management (IJHSSM)	ISSN 2682-2330	Vol 2,Issue 2 , pp:91-94	2022
90	Dr.M.Bhuvaneswari	A Study of Customer Preference with AI Application	Quest Journal of Research in Business and Management	ISSN (Online)2347-3002	Vol 10,Issue 7, pp:74-78	2022
91	Dr.K.Kamalaravanan	A Study on Opportunities Available to MSME's In Acquiring Defence Project in Coimbatore	International Research Journal on Education and Technology	ISSN 2581-7795	Vol 4, Issue 7, pp:89-99	2022
92	Dr.M.Bhuvaneswari	A Study of Impact of Digital Marketing Components of Purchasing Behaviour of Automobile in India Market	International Research Journal on Education and Technology	ISSN 2581-7795	Vol 4,Issue 7, pp:46-57	2022

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94	Dr. V. Kanimozhi	A Study on Investment Patterns and Preferences of Retail Investors Postcovid'19	International Research Journal on Education and Technology	ISSN 2581-7795	Vol 4, Issue 7, pp:33-45,	2022
95	Dr.S.Kamalaravanan	A Study on the Operation Efficiencies of Governance Practices in Franchisee	International Research Journal of Education and Technology	ISSN 2581-7795	Vol 4, Issue 7 pp: 100-114,	2022
96	Dr.K.Samuvel	Implementation of Green Logistics for Sustainable Development in SMEs	International Journal of Research Publication and Reviews	ISSN 2582-7421	Vol 3, Issue 7, pp:511-515,	2022
97	Dr.A.Jayanthi	A study on consumer perceived risk towards Online shopping	European Journal of Molecular & Clinical Medicine	ISSN 2515-8260	Volume 09, Issue 08, pp 1446- 1460	2022
98	Dr.M.Bhuvaneswari	A study on acceptability of social media networking sites among women	Korea Review of International Studies	ISSN - 1226-4741	Volume 15, Issue 34, pp 240- 248	2022
99	Dr.M.Bhuvaneswari	Two Stage Max-Min Algorithm for Solving Pentagonal fuzzy	Indian Journal of Natural Sciences	ISSN: 0976 – 0997	Volume 13, Issue 73, pp 46119-46132	2022

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100	Dr.M.Bhuvaneswari	A Study on Parenting Stress and Coping Strategies Adopted Among Working Mothers	NeuroQuantology	eISSN 1303-5150	Volume 20, Issue 8, pp 2201-2208	2022
101	Dr.S.Kamalaravanan, Dr.M.Bhuvaneswari ,Ms.V.Kanimozhi	A study on impact of electronic word of mouth on consumer purchase decision	International Journal of Multidisciplinary Trends	eISSN 2709-9369	Volume 4, Issue 1, pp 1-5	2022
102	Dr.S.Kamalaravanan, Dr.M.Bhuvaneswari, Ms.V.Kanimozhi	A study on consumer behaviour towards UPI (Unified Payment Interface) payment application based in Nilgiris District”	International Journal of Advance Research, Ideas and Innovations in Technology,	ISSN:2454-132X	(Volume 7, Issue,3 – V7I3-1686), pp: 1096-1001 ISSN:2454-132X	2021