



Hindusthan College of Engineering and Technology

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Department of Management Sciences

Publication Details

S.No.	Title of Paper	Name of the author/s	Name of journal	Year of publication
1.	A Study On Financial Performance Of Various Small Finance Banks,	Dr.K.Samuvel Professor and Head Muhammed Jasir – II MBA	International Research Journal of Education and Technology Volume: 04 Issue: 07 July-2022 pp 82-88	2022
2.	Impact on Organizational Performance Goals of Employees in Connection with Family Environment and Healthiness,	Dr.K.Samuvel Professor and Head Aiswarya A – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 608-612, July 2022	2022
3.	To study the fundamental and technical analysis of Selected housing finance companies	Dr.K.Samuvel Professor and Head Neeraj C- II (M.B.A)	International Research Journal of Education and Technology Volume: 04 Issue: 07 July-2022, pp.126-135	2022
4.	A study on awareness about skill India and its Impact on employability	Dr.K.Samuvel Professor and Head Lekshmi SKurup – II MBA	International Research Journal of Education and Technology Volume: 04 Issue: 07 July-2022, pp.66-76	2022

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5.	Implementation Of Greenlogistics For Sustainable Development in SMEs	Dr.K.Samuvel Professor and Head AswanthSreedhar M.S – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 511-515, July 2022	2022
6.	A Study on Customers perception towards Service Quality of Educational Consultancy among Indian students after covid-19,	Dr.M.Bhuvanewari Professor Anjana T P – II MBA	International Journal of Humanities Social Science and Management (IJHSSM) Volume 2, Issue 2, June 2022, pp: 55-59	2022
7.	A Study On Role Of Technology In Commercial Bank,	Dr.M.Bhuvanewari Professor Arivarasu G – II MBA	International Research Journal of Education and Technology Volume: 04 Issue: 07 July-2022	2022
8.	A Study on Impact of E-HRM application on organizational performance of manufacturing industry,	Dr.M.Bhuvanewari Professor Jafer Alex J – II MBA	International Journal of Humanities Social Science and Management (IJHSSM) Volume 2, Issue 2, June 2022, pp: 64-68	2022
9.	A Study on Investors Perception towards Initial Public Offering After Covid19	Dr.M.Bhuvanewari Professor Josna Varghese – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 520-524, July 2022	2022
10.	A Study On Impact Of Digital Marketing Components Of Purchasing Behaviour Of Automobiles In Indian Market With Special Reference To Selected Brands	Dr.M.Bhuvanewari Professor Vineesh R – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022 pp.46-57	2022

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11.	A Study on Fundamental Analysis of Non-Banking Financing Companies in India	Dr.S.Kamalaravanan Professor Abdul Basith K – IIMBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 667-671, July 2022	2022
12.	A study on equity investor's perception towards Services rendered by stock broking Companies	Dr.S.Kamalaravanan Professor Jisna T J – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022 pp.147-166	2022
13.	A Study on Fundamental Analysis of Renewable Energy Companies	Dr.S.Kamalaravanan Professor Anupama S – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 366-369, July 2022, Vol 3, Issue 7, pp 366-369, July 2022	2022
14.	A Study On Fundamental Analysis Of Oil And Gas Industry In India,	Dr.S.Kamalaravanan Professor	International Research Journal of Education and Technology, Vol 3, Issue 7, pp 366-369, July 2022	2022
15.	A Study on Usage of UPI Payments Services towards Merchants in Madurai,	Dr.S.Kamalaravanan Professor KaladeviAishwariya C S – II MBA	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT) Volume 2, Issue 9, June 2022	2022
16.	A Study on Effectiveness of Training & Development of New Recruiters in Careernet Technologies Pvt Ltd.	Dr.S.Kamalaravanan Professor Nadhiya R – II MBA	International Journal of Advances in Engineering and Management (IJAEM) Volume 4, Issue 7 July 2022, pp: 370-374	2022

S.No.	Title Of Paper	Name of the author/s	Name of journal	Year of publication
17.	A Study On Opportunities Available To MSME's In Acquiring Defence Project In Coimbatore,	Dr.S.Kamalaravanan Professor Vaishnavi G – II MBA	International Research Journal of Education and Technology, Vol 3, Issue 7, pp 89-99	2022
18.	A Study on Talent Acquisition Strategy and Factors Influencing Negotiations,	Dr.V.Kanimozhi Assistant Professor Surya Prasad T K – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 604-607, July 2022	2022
19.	Effectiveness of Microfinance in Poverty Alleviation and Entrepreneurship Opportunities, Research Hub	Dr.V.Kanimozhi Assistant Professor Nandhana M – II MBA	International Multidisciplinary Research Journal e-ISSN: 2349-7637 Vol.09 No.05 May 2022 pp. 01-06	2022
20.	A Study on Factor Limiting Consumers online Shopping with Reference to Furniture,	Dr.V.Kanimozhi Assistant Professor Rufus Allwin A – II MBA	International Journal of Humanities Social Science and Management (IJHSSM) Volume 2, Issue 2, June 2022, pp: 69-73	2022
21.	A study on investment patterns and preferences of retail investors postcovid'19	Dr.V.Kanimozhi Assistant Professor K. Nivetha – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022	2022
22.	Fundamental Analysis of Selected Education Technology Stocks from BSE,	Dr.V.Kanimozhi Assistant Professor S. Arunagiri – II MBA	Journal of Advanced Research in Science, Communication and Technology (IJARSCT) Volume 2, Issue 1, July 2022	2022

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23.	A Study on Challenges and Benefits of Remote and Hybrid Work Model from Employees Perspective	Dr.V.Kanimozhi Assistant Professor Athulya – II MBA	International Journal of Advances in Engineering and Management (IJAEM) Volume 4, Issue 7 July 2022, pp: 345-350	2022
24.	The Key Drivers of Fintech in India; Study on Customer Adoption and Attitude,	Dr.V.Kanimozhi Assistant Professor Dayana Rose K – II MBA	Journal of Research in Business and Management, Volume 10 Issue 7 (2022) pp: 66-73	2022
25.	A Study On Financial Performance Of Automobile Companies In India	Dr.V.Kanimozhi Assistant Professor Jibin Raj K – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022, pp: 115-125	2022
26.	A Study on Financial and Growth of New Age Technology Companies	Ms.Hemashree K Assistant Professor Sherin K Shaji – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 516-519, July 2022	2022
27.	International Journal of Humanities Social Science and Management (IJHSSM) Volume 2, Issue 2, June 2022, pp: 91-94	Ms.Hemashree K Assistant Professor Sridharan K – II (M.B.A)	A Study on Performance Analysis of Mutual Fund in the Area of ESG, Hybrid and Credit Risk Fund	2022
28.	A study on performance analysis of steel Industry in India,	Ms.Hemashree K Assistant Professor Anu C Rajan – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022, pp. 27-32	2022
29.	A Study on Financial Performance of Cement Industry,	Ms.Hemashree K Assistant Professor Shilpa R – II MBA	International Journal of Research Publication and Reviews, Vol 3, Issue 7, pp 405-409, July 2022	2022

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30.	Study the behaviour of customers with reference to acquiring and repayment of personal finance,	Ms.Hemashree K Assistant Professor Sonali S Babu – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022, pp-22-26	2022
31.	A study on employee perception of a 4 day work Schedule in a week with reference to it industry	Ms.Hemashree K Assistant Professor Muhammed Althaf – II MBA	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022, pp. 82-88	2022
32	A study on awareness about skill India and its Impact On Employability	Ms.Hemashree K Assistant Professor	International Research Journal of Education and Technology, Volume: 04 Issue: 07 July-2022, pp. 66-76, Volume: 04 Issue: 07 July-2022	2022
33	A Comparative Study of Fundamental and Technical Analysis on Private Sector Banks	Dr.S.Kamalaravanan, Associate Professor, Dr.M.Bhuvanewari Associate Professor, Ms.V.Kanimozhi Assistant Professor	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)Volume 2, Issue 1, Pg. No: 127-130	2022
34	A study on impact of electronic word of mouth on consumers purchase decision	Dr.M.Bhuvanewari Associate Professor, Dr.S.Kamalaravanan Associate Professor, Ms.V.Kanimozhi Assistant Professor	International Journal of Multidisciplinary Trends 2022; 4(1): Pg.No. 01-05	2022

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35.	An analysis on sectorial equity mutual funds”	Dr.M.Bhuvanewari Associate Professor	International Journal of Advance Research, Ideas and Innovations in Technology, Volume 8, Issue 1 V8I1-1216, Pg.No: 325-329	2022
36.	A study on impact of electronic word of mouth on consumers purchase decision	Dr.M.Bhuvanewari Associate Professor, Dr.S.Kamalaravana Associate Professor, Ms.V.Kanimozhi Assistant Professor	International Journal of Multidisciplinary Trends 2022; 4(1): Pg.No. 01-05	2022
37	“An analysis on sectorial equity mutual funds”	Dr.M.Bhuvanewari Associate Professor	International Journal of Advance Research, Ideas and Innovations in Technology, Volume 8, Issue 1 V8I1-1216, Pg.No: 325-329	2022
38	“A study on consumer behaviour towards UPI (Unified Payment Interface) payment application based in Nilgiris District”	Dr.M.Bhuvanewari Associate Professor, Dr.S.Kamalaravanan Associate Professor, Ms.V.Kanimozhi Assistant Professor	International Journal of Advance Research, Ideas and Innovations in Technology, (Volume 7, Issue 3 – V7I3-1686), Pg. No1096-1101	2021
39	Customer perception towards services provided by Flipkart	Dr.S.Kamalaravanan, Associate Professor	Asian Journal of Multidisciplinary Research & Review (AJMRR), Vol.2, Issue no:2, Pg.no.298-303, April – May 2021	2021

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40.	Measurement model for online grocery purchase intention	Dr.K.Samuvel – Ms.V.Kanimozhi,	International Journal of Research in Commerce, IT & Management, Vol.10, Issue no:10, Pg.no.1-5	2020
41.	A Study on Opportunities for Augmented Reality in Future Business Models	Dr.S.Kamalaravanan, Associate Professor	Management Insight The Journal of Incisive Analysers, Vol.XVI, Issue no.2, Pg.no.50-54, December, 2020.	2020
42	Islamic banking : An untapped model for financial inclusion in India	Ms.V.Kanimozhi, Assistant Professor	Aegaeum journal, Vol.8, Issue no:10,Pg.no.1355-1361	2020
43.	A Study on Worklife Balance of IT Employees in Coimbatore North Zone	Dr.M.Bhuvanewari Associate Professor	International Journal of Research in Commerce, IT & Management, Vol.10, Issue no:10, October 2020	2020
44	A Study on Employee Attrition and Retention Strategies with Special Reference to Merwin Garments, Tiruppur, Tamilnadu	Dr.K.Nithyavathi, Associate professor	Studies in Indian Place Names (UGC Care list Journal) Vol No:40, Issue No:23, Pg no.251-263, February 2020.	2020
45.	Role of Small and Medium Enterprises in Economic Development: A Theoretical Framework	Ms.V.Kanimozhi, Assistant Professor	International Journal of Contemporary Management: Theory and Practices Vol No:06, Issue No;01, Pg no. 59-68, March 2020	2020

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46.	A study on the effectiveness of job portal and networking sites recruitment	Dr.S.Kamalaravan Associate professor	International journal for exclusive management research, Vol No:9, Issue No:1 , Pg no.1-7, Jan2019	2019
47.	Comparative Study of Fundamental and Technical Analysis on Selected Automobile Companies In India	Dr.S.Kamalaravan, Associate professor	World wide journal of Multidisciplinary research and development, Vol No:4, Issue No:6, Pg no.102-105, June 2018. (Impact factor – 4.25)	2018
48	Transitional Leadership – A Competitive Edge	Dr.M.Bhuvaneswari, Associate professor	World wide journal of multidisciplinary research and development, Vol No:4, Issue No:6, Pg no.106-108, June 2018. (Impact factor – 4.25)	2018
49.	Phenomenological approach towards Altruistic Purchase Gratification- Commercial vehicle perspective	Dr.K.Samuvel, Prof & Head	International Journal of Scientific Research and Reviews, Vol No:7, Issue No:2, Pg no.101-111, June 2018. (Impact Factor :6.946)	2018
50	Determinants of Online Purchase Intention and Behaviour: Role of Perceived Risk and Perceived Benefits	Dr.K.Samuvel, Prof & Head	International Journal of Scientific Research and Reviews, Vol No:7, Issue No:3 , Pg no.1579-1589, July – Sep 2018. (Impact Factor : 6.946)	2018
51.	A Study on Fundamental Analysis of Glass Industries Stocks with Special reference to Saint Gobain	Dr.K.Samuvel, Prof & Head	World wide journal of multidisciplinary research and development, VolNo:4, Issue No:6 , Pg no.107-111, June 2018.(Impact factor – 4.25)	2018

Book Chapter Publication Details

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Year of publication	ISBN/ISSN number of the proceeding	Whether at the time of publication Affiliating Institution was same Yes/NO	Name of the publisher
1	Ms.V.Kanimozhi, Assistant Professor	Financial Sector in Oman: Developments, Issues and Prospects	A study on Financial Sources and Investment Avenues for SMEs in Oman”	2018	978-99969-824-0-8	Yes	College of Banking and Financial Studies, (Postgraduate Studies and Research Department), Sultanate of Oman
2	Dr.M.Bhuvaneshwari Professor	Recent Advances in Finance, Business Management and Technology	Electronic Shopping-Paradigm Shift in Buying Behaviour Among Consumers	2022	978-1-913482-21-3	Yes	Rubicon Publication, London, WC 1A2RP, England