

Criterion III - Research, Innovations and Extension
Key Indicator – 3.4 - Research Publications and Awards

LIST OF PUBLICATIONS

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Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Is it listed in UGC Care list
Hiring of Event Organising Services (A study with References To Coimbatore City	Mrs. Ranjitha	MBA	METSZET Journal	2023	2061-2710	Listed during the publication Period
Customer Expectation And Satisfaction Level in Event Management Services With References to Coimbatore District	Mrs. Ranjitha	MBA	IJMR International journal	2023	2455-3662	Listed during the publication Period
The Influence of Social Media Marketing on Consumer Buying Decision through Brand Image in the Fashion Apparel Brand	Dr. S. Ramachandran	MBA	European Journal of Military Studies - Social Science Journal	2023	2265-6294	Listed during the publication Period
Understanding Brand Failure: A Critical Analysis of the Role of Brand Extension Attributes to Differentiate it from the Established Product.	Dr.Babu, Vinothkumar. Y., & Dr. Ramachandran, S.	MBA	International Journal of humanities, Law and Social Sciences	2023	2348-8301	Listed during the publication Period
Value Drivers and the Best Measure of Shareholder Value Creation of Large Manufacturing Companies	Dr.K.T.Vijayakarhikeyan & Mrs.V.Mathangi	MBA	Empirical Economics Letters	2022	1681-8997	Listed during the publication Period

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Electronic Shopping - A Paradigm Shift in Buying Behaviour among Indian Consumers	Dr. S. Ramachandran	MBA	Korea Review of International Studies	2022	1226-4741	Listed during the publication Period
An Empirical Analysis Of Factors Influencing Green HRM And Its Impact On Job Satisfaction Motivation And Green Employee Involvement On Selected Manufacturing Industries In Coimbatore District	Dr.K. T. Vijaykarthigeyan, A. Giriprakash	MBA	Journal of Xi'an University of Architecture & Technology	2021	1006-7930.	Listed during the publication Period
Influence of Income and Gender on Purchase Intention of Private Label Brands Vis-A-Vis National Label Brands - Consumer-Based Brand Equity Analysis.	Dr.Vinoth Kumar Y, Babu., Vidhya, K.,& Jaya Bharathi.S.	MBA	ANVESAK	2021	0378 — 4568	Listed during the publication Period
A Study on social entrepreneurship and its impact on education in Tamil Nadu	Dr.Babu Vinothkumar, Y., Poovendhiran, NV., Geethalakshmi, R., & Ramachandran, S	MBA	Shodhsamhita: Journal of Fundamental & Comparative Research	2021	2277-7067	Listed during the publication Period
An empirical study on retail service quality and its implication on customer loyalty.	Dr.Geethalakshmi, R., Babu Vinothkumar, Y., Ramachandran, S.,& Jayabharathi, S	MBA	Journal of Oriental Research Madras	2021	0022: 3301	Listed during the publication Period

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Emotional Intelligence (EI) and Quality of Work Life (QWL)	Dr.K.T.Vijayakarhikeyan & Mr.L.Gandhi	MBA	IPE Journal of Management	2020	2249-9040	Listed during the publication Period
Buying Behaviour Of Cosmetics Among Women Consumers With Reference To Coimbatore District	Dr.K.T.Vijayakarhikeyan & Mrs.N.Kiruthika	MBA	Shodh Sarita journal of Arts, Humanities, and Social Science	2020	2348 - 2397	Listed during the publication Period
Value Relevance of EVA And Traditional Performances Measures in Determine Shareholder Value – Use of Easton and Harris Model (1991) – Evidence from India	Dr.K.T.Vijayakarhikeyan & Mrs.V.Mathangi	MBA	International Journal of Management	2020	0976-6510	Listed during the publication Period
Satisfaction Of Women Consumers Towards Purchasing Cosmetic Products Online with Reference to Coimbatore City	Dr.K.T.Vijayakarhikeyan & Mrs.N.Kiruthika	MBA	International Journal of Management	2020	0976-6510	Listed during the publication Period
Dividend Behaviour Analysis of Indian Banking Industry with The Application Of Dividend Models	Dr.Geethalakshmi & R. Ananthi	MBA	CIKITUSI International Journal for Multidisciplinary Research	2019	0975-6876	Listed during the publication Period

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The Role of Leaders Emotional Intelligence on Motivation and Performance of Management Faculty	Dr.K.T.Vijayakarhikeyan & Mr.L.Gandhi	MBA	SS International journal of Economics and Management	2019	2231-4962	Listed during the publication Period
Value Relevance of Modern Measures Of Shareholders Value Creation And Traditional Accounting Variables With Share Prices – Analysis Of Automobile Industrymin CNX NIFTY	Dr.K.T.Vijayakarhikeyan & Mrs.V.Mathangi	MBA	International Journal of Financial Management	2019	2319-4928	Listed during the publication Period
Green HRM Practices Followed by Selected Manufacturing Industries in Coimbatore	K. T. Vijaykarthigeyan, A. Giriprakash	MBA	International Journal of Recent Technology and Engineering	2019	2277-3878	Listed during the publication Period
A study on Consumer Perception on Private Label Products with reference to Coimbatore City.	Dr.Babu, Vinothkumar. Y., Subha, C.,& Dr. Ramachandran, S.	MBA	Think India	2019	0971-1260	Listed during the publication Period
Applicability of Lintner's Dividend Model in Indian Banking Sector"	Dr.Geethalakshmi & R. Ananthi	MBA	SELP Journal of Social Science	2018	0975-9999	Listed during the publication Period

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An Outlook on Green Marketing	Dr.K.T.Vijayakarhikeyan & Mrs.N.Kiruthika	MBA	Journal of Management Research and Analysis	2018	2394-2770	Listed during the publication Period
Changing Buying Behaviour Towards Mall Culture- An Epidemic Study	Shobana. R, Dr.V.Latha and Dr.D.Bharanikumar	MBA	Journal of Management Research and Analysis	2018	2394-2770	Listed during the publication Period
An Analytical Study on Different Branding Elements Of Customer-Based Brand Equity For Two-Wheelers	Dr. V Latha & T Nagaprakash	MBA	International Journal of Multidisciplinary Research and Development	2018	2349-5979	Listed during the publication Period

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15/11/2023
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