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Institute of Management

LIST OF FACULTY PUBLICATIONS FOR THE YEAR 2024

S.No.	Name of the faculty	Indexed in	Title of research work	Journal Name	Month & Year of Publication	ISSN/ ISBN No.
1	Dr.S.G.Balaji	SCOPUS	The Influence of Job Satisfaction on retention of primary healthcare professionals in Tamilnadu	International Journal of Advanced and Applied sciences	2024	2313-3724
2	Dr.A.Appu	SCOPUS	Does Job Satisfication lead to primary health care professionals intention to Stay in Tamil Nadu	International Journal of Advanced and Applied Sciences	2024	EISSN: 2313 - 3724
3	Dr.A.Appu	SCOPUS	OD Interventions and Performance of Fintech Firms: Evidence from Chennai City"	Journal of Quality Access to Success	2024	ISSN 1582-2559
4	Dr.S.Vinoth	SCOPUS	Disruptive Business Models and the Shift Towards Decentralized Marketplaces	Digital Technologies, Ethics, and Decentralization in the Digital Era (Book Name)	2024	ISBN13: 9798369317624, EISBN13: 979836931763
5	Dr.D.Charumathi	SCOPUS	The influence of job satisfaction on retention of primary healthcare professionals in Tamil Nadu	International Journal of Advanced and Applied Sciences	2024	EISSN: 2313 - 3724
6	Dr.W.Shabeena Shah	SCOPUS	The Mediating role of consideration Set between AI algorithm recommendations and consumer buying behaviour.	International Journal of Cultural Studies and Social Sciences	2024	ISSN: 2347-4777

7	Dr.M.Riaz Ahamed	SCOPUS	Does Job Satisfication lead to primary health care professionals intention to Stay in Tamil Nadu	International Journal of Advanced and Applied Sciences	2024	EISSN: 2313 - 3724
8	Dr.K.Sindhura	SCOPUS	Psychological capital as a predictor of work-related outcomes: In-role performance and organisational citizenship behaviour	Taylor and Francis Conference Proceedings	2024	9.78E+12
9	Dr. Nidhi Srivastava	SCOPUS	Disruptive Business Models and the Shift Towards Decentralized Marketplaces	Digital Technologies, Ethics, and Decentralization in the Digital Era (Book Name)	2024	ISBN13: 9798369317624, EISBN13: 979836931763
10	Dr. Nidhi Srivastava	SCOPUS	How does green trust mediate the relationship between environmental concern and green brand knowledge during green purchases?	Global Knowledge Memory and Communication	2024	2024-0229
11	Dr. Nidhi Srivastava	SCOPUS	A Kano analysis on employability skills of management graduates	Quality: Access to Success	2024	1582-2559
12	DR.B.LATHA LAVANYA	SCOPUS	Exploring ethical consumer among generation Z using ICSM Scale	ADVANCES IN ECONOMICS, BUSINESS AND MANAGEMENT RESEARCH	2024	27317854
13	DR.B.LATHA LAVANYA	SCOPUS	Migration and Invisible Economics of Care Exploring the Hidden Plans	ADVANCES IN ECONOMICS, BUSINESS AND MANAGEMENT RESEARCH	2024	27317854

14	Dr. Amrutha. V.N.	SCOPUS	Green employee empowerment for environmental organization citizenship behaviour: a moderated parallel mediation model	Current Psychology	2024	
15	Dr.A.Appu	WOS	Does shopping values influence users behavioral intentions? Empirical evidence from Chennai malls	The Scientific Temper	2024	ISSN: 0976-8653
16	Dr. Mr. Riaz Ahamed	WOS	A STUDY ON THE RELATIONSHIP BETWEEN USER GENERATED CONTENT BASED MARKETING AND CUSTOMER ENGAGEMENT FOR DEVELOPING BRAND RECOGNITION	CAHIERS MAGELLANES-NS	2024	1624-1940
17	Dr.K.Sindhura	WOS	A STUDY ON THE RELATIONSHIP BETWEEN USER GENERATED CONTENT BASED MARKETING AND CUSTOMER ENGAGEMENT FOR DEVELOPING BRAND RECOGNITION	CAHIERS MAGELLANES-NS	2024	1624-1940
18	Dr.A.Appu	ABDC	Impact of pricing and packaging on consumer buying behavior: A study of IT employees in India	Academy of Marketing Studies	2024	1528-2678
19	Dr.A.Appu	ABDC	User E-Banking Adoption: A Chennai Public Sector Bank Case Study	Korea Review of International Studies	2024	ISSN 1226-4741
20	Dr.D.Charumathi	ABDC	Financial Behavior in Personal Investment: Influence of Psychological Factors on	Journal of Informatics Education and Research	2024	ISSN: 1526-4726
21	Dr.D.Charumathi	ABDC	User E-Banking Adoption: A Chennai Public Sector Bank Case Study	Korea Review of International Studies	2024	ISSN 1226-4741

22	Mr.M.S.Siranjeevi	ABDC	Effects of psychological wellbeing on healthcare workers' job performance amidst COVID-19 fear	World Journal of Management and Economics	2024	1819-8643
23	Dr.K.Sindhura	ABDC	Civil Society in India Complimenting the Government Initiatives- An Overview	European Economic Letters	2024	ISSN 2323-5233, ISSN-L 2323-5233
24	Dr.K.Sindhura	ABDC	Influence of Self-Leadership in Employees at Work on Life Satisfaction and Vitality	Northern Economic Review	2024	0262-0383
25	Dr.K.Sindhura	ABDC	Discussion on the Success Stories of Female CEOS Have Changed the Magnitude of Commerce Worldwide	*Journal of Informatics Education and Research*	2024	1526-4726
26	Dr. A. Farhathullah Khan	ABDC	Discussion on the Success Stories of Female CEOS Have Changed the Magnitude of Commerce Worldwide	Journal of Informatics Education and Research	2024	
27	Dr.T.A.M Hameed Kan	UGC CARE	IMPACT OF WORK LIFE BALANCE, CAREER AND GROWTH, PERSONAL RECOGNITION, PEACE & CONTENTMENT, AND JOB SATISFACTION ON EMPLOYEE RETENTION	Rabindra Bharati University Journal of Economics	2024	0975-802X
28	Dr.T.A.M Hameed Kan	UGC CARE	STUDY ON IMPACT OF QUALITY CONTROL AND EMPLOYEE PARTICIPATION ON ORGANIZATIONAL PERFORMANCE	International Journal of Cultural Studies and Social Sciences	2024	ISSN: 2347-4777
29	Dr.T.A.M Hameed Kan	UGC CARE	Rabindra Bharati University Journal of Economics	Rabindra Bharati University Journal of Economics	2024	0975-802X

30	Dr.A.Appu	UGC CARE	Examining the factors influencing performance of 3PL service providers: An Empirical Analysis	South India Journal of Social Sciences	2024	ISSN 0972-8945
31	Dr.K.Sindhura	UGC CARE	Managing Communication and Collaboration with Remote Workers	International Journal of Cultural Studies	2024	2347-4777
32	Dr.K.Sindhura	UGC CARE	Development of a mechanism for the formation of the mission and goals of strategic management	History Research Journal	2024	0976-5425
33	Dr.K.Sindhura	UGC CARE	Research of Personnel Management Systems for Reducing Discrepancies in the Working Sector	Rabindra Bharati University Journal of Economics	2024	0975-802X
34	Dr.Kalaivani Balaji	UGC CARE	Understanding Diverse Investor Behaviour: Unraveling Patterns and implications in Financial Decision Making	International Journal of Cultural Studies and Social Sciences	2024	
35	DR.B.LATHA LAVANYA	UGC CARE	Role of Pradan Mudra Yojana Scheme for Women Entrepreneurship development	Juni Khyat	2024	2278-4632
36	DR.B.LATHA LAVANYA	UGC CARE	Child abuse neglecting neglect	Library Progress International	2024	2320-317x
37	Dr. A. Farhathullah Khan	UGC CARE	Development of a mechanism for the formation of the mission and goals of strategic management	History Research Journal	2024	
38	Dr. A. Farhathullah Khan	UGC CARE	Managing Communication and Collaboration with Remote Workers	International Journal of Cultural Studies	2024	

39	Dr.G.Manickam	Peer Reviewed	Retrospect of Gross Domestic Product of India and China: A Comparative Analysis	Asia-Pacific Journal of Management and Technology	2024	Online ISSN: 2652-6840
40	Dr.G.Manickam	Peer Reviewed	A STUDY ON EMPLOYEE WELFARE MEASURES AT WHEELS INDIA LTD	International Journal of Research Publication and Reviews	2024	ISSN 2582-7421
41	Dr.G.Manickam	Peer Reviewed	An Analysis on Understanding the Quality of Work Life of Employees at WABCO India Limited, Chennai	International Journal of Advances in Engineering Architecture Science and Technology	2024	ISSN: 2583-7346
42	Dr.M.Riaz Ahamed	Peer Reviewed	A study on analyzing the role of risk management in enhanching customer trust in the public sector banks	International Journal of Progressive Research in Engineering Management and Science (IJPREMS)	2024	2583-1062
43	Dr.M.Riaz Ahamed	Peer Reviewed	IMPACT OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR IN THE PAPER PRODUCTS INDUSTRY	(IJPREMS)	2024	2583-1062
44	Dr.M.Riaz Ahamed	Peer Reviewed	STRATEGIES FOR FREIGHT FORWARDERS TO ENHANCE LOGISTICS SERVICE QUALITY IN SOUTH INDIA	International Journal of Research Publication and Reviews	2024	ISSN 2582-7421
45	Mr.M.S.Siranjeevi	Peer Reviewed	A Study on The Effectiveness of Employee Relations at Crayons Clothing	International Journal of Research Publication and Reviews	2024	ISSN 2582-7421
46	Dr. A. Govindarajan	Peer Reviewed	A COMPARATIVE STUDY BETWEEN FACEBOOK AND INSTAGRAM AS THE PRIMARY MARKETING PLATFORM FOR BUSINESS	international journal of progressive research in engineering and management and science	2024	e-ISSN : 2583-1062

47	Dr. A. Govindarajan	Peer Reviewed	A STUDY ON BRAND PREFERENCE BY CUSTOMERS AND DEALERS OF CEMENT INDUSTRY WITH SPECIAL REFERENCE TO CHENNAI REGION	international journal of progressive research in engineering management and science	2024	e-ISSN : 2583-1062
48	Dr.Kalaivani Balaji	Peer Reviewed	Performance assessment framework for net zero supply chain a comparitive study on the different farmework for ESG on built environment	International Journal of Research Publication and Reviews	2024	
49	Dr.Catherene Julie Aarthy C	Peer Reviewed	Exploring the Transformative Journey of E-Commerce in Digital India: Past, Present, and Future Trends in E-Grocery and E-Tail	European Economic Letters	2024	ISSN 2323-5233
50	Dr.K.Sindhura	Book	Python Alchemy: Crafting Data Visualisations with Ease	No	2024	ISBN:978-81-19585-31-1
51	Dr.K.Sindhura	Book	Artificial Intelligence: An Innovative Approach	No	2024	ISBN: 978-81-96001-2-9
52	Dr.Kalaivani Balaji	ISBN Conference Proceedings	Improved fraud detetection in Banking sytem through machine learning and big data analytics with management key component	IEEE	2024	
53	Dr.S.G.Balaji	Book Chapter	Digital Transformation in Marketing: An Analytical Study with Special Reference to College Students	New Frontiers in Business Management	2024	978-81-967593-3-9