



Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited with 'A' Grade by NAAC | Affiliated to Bangalore University

Publications by Faculty Members [2017-2018] DETAILS OF BOOKS PUBLISHED

Sl.No	Name	Department	Title of the book	Details of publisher	Month/ Year of publication/ISBN No
1	Mr. Lourdnathan F	Commerce [UG]	Business Regulations	Kalyani Publishers	2017-July,978-93-272-7825-5
2	Ms. Annie Stephen	Commerce [UG]	Entrepreneurial Development Program, financial independence	LAP Lambert Academic Publishing	2017-August,ISBN: 3330349107 ISBN 13: 9783330349100
3	Ms. Dhanamalar M	Computer Science [UG]	Top 50 Java practices program with solutions	Amazon Asia-Pacific Holdings Private Limited	2017-July,ASIN: B073WC4B8B
4	Dr. Anthony Vincent B	Computer Science [UG]	A to Z of Basic Computer Fundamentals	Amazon.in Amazon.com	2017-August,ISBN – 10: 1522060952 ISBM – 13: 978 - 1522060956
5	Dr. Challaraj Emmanuel	Life Sciences	Microbes in the degradation of solid waste molasses	Darshan publishers, Tamilnadu	2018-January,ISBN: 978-93-86739-09-4
6	Dr. Vimal Priyan J	Management	A comparative study of perception level of policy holders towards services offered by Life Insurance Corporation of India and ICICI prudential life insurance in Sivakasi	Pranam Publishers	2018-March, ISBN 978-81-936470-8-0



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Publications by Faculty members
DETAILS OF CHAPTERS PUBLISHED IN BOOKS [2017-2018]

Sl.No	Name	Department	Title of the chapter	Details of publisher	Month/ Year of publication/ISBN No
1	Dr. Ambika P	Computer Science [PG]	Machine learning	Chapter -11,Handbook of research on cloud and Fog Computing infrastructures for data science,IGI Global Publisher	2018-May,doi:10.4018/978-1-5225-5972-6
2	Dr. Ambika P	Computer Science [PG]	Data Mining Algorithms and Techniques	Chapter - 10,Handbook of research on cloud and Fog Computing infrastructures for data science,IGI Global Publisher	2018-May,doi:10.4018/978-1-5225-5972-6
3	Dr. P Baba Gnankumar	Management Studies	Gauging the Demand and Supply of Generic Medicine Distribution System in India	AIMS International	2018-January,978-1-943295-08-1



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Publications by Faculty members ARTICLES PUBLISHED [2017-2018]

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
Commerce [PG]					
1	Dr. Renuga Devi S	Factors Determining Empowerment of women through microfinance	SAHULAT A Journal of interest Free Microfinance	2017-June, ISSN 2319-2941	
2	Dr. Renuga Devi S	Determinants of profitability of non life insurance companies in India	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419
3	Dr. T.K. Murugesan, Ms. Madhumalathi R	Users perceived value on digital banking services-An Empirical study on perspective of digital india	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.420
4	Dr. V Muthukumar, Ms. Madhumalathi R	Trade Specialisation- An Encounter to international trade threats	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.422
5	Ms. Swetha P A	Investment decisions and women-An empirical study of Bengaluru	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.421
6	Dr. V Muthukumar	A study on attitude of customer towards online shopping in Bangalore with reference to K	International Journal of multidisciplinary research review	2017-November, ISSN 2395-1885	Impact Factor-4.164

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
		Narayanapura			
7	Dr. V Muthukumar	A study on entrepreneurial mindset and skills among undergraduates students in Bangalore with reference to Kristu Jayanti college	International Journal of Business and administration research review	2017-November, ISSN 2347-856X	Impact Factor-4.729
8	Dr. V Muthukumar	A study on impact of demonetization in real estate with special reference to Bengaluru	International Journal of management and social science research review	2017-November, ISSN 2349-6746	Impact Factor-4.695
9	Dr. Renuga Devi S	Technology services of public sector and private sector banks, A Comparative study of customer satisfaction	The Management Accountant-The Journal for CMA	2018-January, ISSN – 0972-3528	
10	Dr. T.K. Murugesan	UPV on virtual Banking Portal- A Study on perspective of cashless Economy	Asian Journal of research in Banking and Finance	2018-February, ISSN 2249-7323	
11	Ms. Swetha P A	TBL Model for Homestay's Sustainability	Abhinav-National Monthly Refereed Journal Of Research In Commerce & Management Vol 7, No 3	2018-March, ISSN 2277-1166.	
Commerce [UG]					
12	Dr. Arti Singh	A Repercussion of Make in India on women Employability	Aatmbodh Journal of Rajarsh School of Management and Technology (Varanasi)	2017-June, 0972-1398	UGC Index No-42969

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
13	Mr. K.Kiran Kumar	Shareholders' Value Analysis: Eva & MVA In relation To Stock Market returns With reference To the Indian Cement Industry	International Organization of Scientific Research Journal of Economics and Finance(IOSR-JEF)	2017-June, 2321-5925	SJIF 2.898 UGC Index No-48576
14	Mr. Padmanagendra R	Self Help Saving Scheme in Indian Village: A Conceptual Study	Global Journal for Research Analysis	2017-June, 2277-8160	SJIF 4.547 UGC Index No-49177
15	Mr. Lourdnathan F	A study on implementation of goods and services tax(GST) in India: Prospects and challenges	International Journal of Applied Research	2017-June, ISSN 2394-7500	UGC Index No-15422666
16	Ms. Annie Stephen	Prospects of Crowd funding education:A conceptual framework	International Journal of Engineering and Computer Science	2017-June, ISSN 2319-7242	SJIF 2.38 UGC Index No-46598
17	Mr. Naveen Kumar G	A study on consumer perceptions and buying behaviour towards selected home appliances products in Bangalore rural districts	National journal of advanced research.	2017-June, ISSN : 2455-216x	RJIF 5.12 UGC Index No-4723
18	Ms. Chandrakala M	Green Marketing and Sustainable development challenges and opportunities	Shanlax International Journal of commerce	2017-August, ISSN 2320-4168	Impact Factor-4.414 UGC Index No-44120
19	Mr. Lourdnathan F	The Impact Of Mergers And Acquisition Of Financial Performance A Special Reference To Tata Steel And Corus An Empirical Study	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
20	Mr. Naveen Kumar G, Ms. Madhumathi T. K	A Study on MSME'S Challenges and Opportunities of Peenya industries in Bangalore	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.417
21	Mr. R Vijayakumar	A study on green banking initiative of commercial banks with special reference to Bengaluru	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.416
22	Mr. Santhosh V	Online consumer behaviour : influences on online shopping decision	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID IRJCL:E0FEF F77AF1E160
23	Ms. Chandrakala M	The role of self help groups in micrp finance with special reference to Bangalore rural	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID IRJCL:E0FEF F77AF1E160
24	Dr. Arti Singh	Emergence of bancassurance in India - A case study on Varanasi	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID IRJCL:E0FEF F77AF1E160
25	Mr. Shashi Kumar M, Mr. R Vijayakumar	A study on the impact of digital banking services after currency demonetisation with special reference to Bangalore City	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
					IRJCL:E0FEF F77AF1E160
26	Ms. Kalyani V	Infusing ethical perspectives in the marketing supply chain	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
27	Ms. Swetha Manoharan	Green Banking a new strategic shift towards sustainable development.	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
28	Dr. S. Christuraja	An impact of goods and service tax on Indian economy	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
29	Ms. Ponny Thomas	Social media to test the authenticity of expected holiday travel experience	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
30	Ms. Saranya S	Consumers online shopping trends in Bengaluru city - An empirical Evaluation	International Journal of Business and Administration Research	2017-October, ISSN 2348-0653	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
			Review.		
31	Mr. Mathiyarasan M	A Study on Customer Awareness Towards Internet Banking – With Reference to Tumkur District	Indian Journal of Current research, SEPT. 2017 vol. 5 issue 2	2017-November, ISSN: 23479213	UGC Index No-389
32	Mr. Shashi Kumar M	A Study on Attitude of Customers Towards Retail Shopping And Online Shopping In Bangalore With Special Reference To K.Narayanpura	International Journal of Multidisciplinary Research Review	2017-November, E- ISSN –2395-1885 ISSN -2395-1877	GIF 4.164
33	Mr. Shashi Kumar M	A Study On Entrepreneurial Mindset And Skills Among Young Undergraduates Students In Bangalore With Reference To Kristujayanti College	International Journal of Business and Administration Research Review	2017-November, E- ISSN -2347-856X, ISSN -2348-0653	GIF 4.729
34	Mr. Shashi Kumar M	A Study on The Impact Of Demonetisation In Real Estate With Special Reference To Bengaluru	International Journal of Management and Social Science Research Review	2017-November, E-ISSN - 2349-6746, ISSN -2349-6738	GIF 4. 695
35	Ms. Annie Stephen, Mr. Shashi Kumar M	A study on glass ceiling effect on women at work place	Mayas publication	2018-January, Volume 4 Special Issue 2/2395-5929	IFS-1.14 UGC Index No-45308
36	Mr. K.Kiran Kumar, Mr. Raghavendra Babu J	A Comparative study on Shareholders value of selected cement companies in India	KAAV – International Journal of Economics, Commerce and Business Management	2018-March, ISSN No: 2348 - 4969	7.8902 UGC Index No-47663

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
37	Mr. Surjit Singha	The Future Gold of Papua New Guniea: Sutainable Tourism in PNG	KAAV – International Journal of Economics, Commerce and Business Management	2018-March,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
38	Ms. Monica Mathew	Empowering Tribal Youth In Odisha: A differsent approach – An Emperical Study On Nigunaguda Village	KAAV – International Journal of Economics, Commerce and Business Management	2018-March, ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
39	Mr. Padmanagendra R, Mr. R Vijayakumar	An analytical study on self help finance schemes in rural area with special reference to Bangalore rural district	KAAV – International Journal of Economics, Commerce and Business Management	2018-March,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
40	Ms. Saranya S, Ms. Ponny Thomas, Ms. Thanuja K A	Impact of digital economy on service sector in Karnataka with reference to Bangalore city an analytical study	KAAV – International Journal of Economics, Commerce and Business Management	2018-March, ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
41	Ms. Ashwitha	A study on work life balance of IT enabled BPO workers at Bangalore City	KAAV – International Journal of Economics, Commerce and Business Management	2018-March, ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
42	Dr. Arti Singh	Empirical Perspective – the Angle of Consumer Agency (With reference to Varanasi)	Journal of Advance Management Research, Volume - 6, Issue - 3	2018-April,ISSN: 2393 – 9665	UGC Index No-42889
43	Dr. S. Christuraja	A Study on Perception of Students Towards Digital Payments in Tiruchirappalli City	Journal of Advance Management Research, Volume - 6, Issue - 4	2018-April,ISSN: 2393 – 9666	UGC Index No-42890

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
44	Mr. Surjit Singha, Mr. Mathiyarasan M	Workforce Diversity Improves the Productivity of an Organization	Journal of Advance Management Research, Volume - 6, Issue - 6	2018-April, ISSN: 2393 – 9668	UGC Index No-42892
45	Mr. Surjit Singha	Inclusive Business Growth and Sustainable Development in North East India and Papua New Guinea (PNG)	Journal of Advance Management Research, Volume - 6, Issue - 12	2018-April, ISSN: 2393 – 9674	UGC Index No-42898
46	Ms. Amritha Ashok	A Study on Factors that Hinder the Adoption of Micro Health Insurance among Domestic Helpers in the City of Bengaluru - (North)	Journal of Advance Management Research, Volume - 6, Issue - 2	2018-April, ISSN: 2393 – 9664	UGC Index No-42888
47	Ms. Saranya S, Ms. Thanuja K A	Consumers' Usage Pattern of Marico Company Products – An Exploratory Study in Bangalore City	Journal of Advance Management Research, Volume - 6, Issue - 9	2018-April, ISSN: 2393 – 9671	UGC Index No-42895
48	Ms. Swetha Manoharan	A Study on the impact of Core Banking Solution on the Operational Performance of Banks	Journal of Advance Management Research, Volume - 6, Issue - 13	2018-April, ISSN: 2393 – 9675	UGC Index No-42899
49	Mr. Santhosh V	An overview of Goods and service Tax	Journal of Advance Management Research	2018-April, ISSN: 2393-9664, Vol. 6, Issue 4	Impact Factor – 4.73 UGC Index No-42888
50	Mr. Shashi Kumar M	A study on the effectiveness of changing dynamic talent acquisition in companies with special reference to Bangalore	Journal of Advance Management Research	2018-April, ISSN: 2393-9664, Vol. 6, Issue 4	Impact Factor – 4.73 UGC Index No-42888

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
51	Ms. Ashwitha	A study on the priority sector advances – A special reference to public sector banks in India	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
52	Ms. Ashwitha	Management of Non-Performing assets: A special reference to Canara Bank	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
53	Dr. Arti Singh	An influence of print media advertisement on the psyche of the consumer in Varanasi	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
54	Mr. Shashi Kumar M,Ms. Madhumathi T. K,Ms. Reena R	A study on the impact of advertisement towards the preference of the products in Bengaluru	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
Computer Science [PG]					
55	Mr. R. Kumar	An Optimized Framework for Precise Motif Discovery by Merging SBF with Pruning Method	International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS)	2017-July,ISSN 2278-2540 17	
56	Ms. Jyothi Manoj	Analysis of the Contemporaneous Interaction between Asian, USA and UKStock Markets using VARModeling	Intercontinental Journal of Finance Research Review,VOL 5, ISSUE 7	2017-July,ISSN: 2321-0354(Online) ISSN:2347-1654 (Print)	UGC Index No-48817

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
57	Mr. R. Kumar	Motif Discovery Comparison using Multivariate Rhythm Sequence Technique and Dynamic Time Warping (DTW) in Time Series Data	International Journal of Science and Research (IJSR), Volume 6 Issue 8	2017-August, ISSN (Online) 2319 – 7064	
58	Ms. Jyothi Manoj	Analysis of the effect of BREXIT on the stock indices of US, UK & India an intervention ARIMA model	Asian Journal of Management, Vol 8 Issue 4	2017-October, ISSN 0976-495X, Print 2321-5763	UGC Index No-3986
59	Fr. Augustine George	A Comparative Study on Text Summarization Methods	International Journal of Engineering and Techniques	2017-December, Volume 3 Issue 6, Nov - Dec 2017, 593 – 599	
60	Mr. Velmurugan R	A point of two mode session Logs based web user interest prediction system from web search engine	International Journal of Computer Science and Engineering, Vol 5, Issue 12	2017-December, ISSN 2347-2693	UGC Index No-63193
61	Mr. Muruganantham A	Analysis of Multilevel semantic prediction based on user point of sentiment opinion in social web mining	International Journal of Computer Science and Engineering, Vol 5, Issue 12	2017-December, ISSN 2347-2693	UGC Index No-63193
62	Mr. Muruganantham A	LSA-MSC: Lexical Semantic Analyze Based Multi-Level Semantic Clustering for User Opinion Prediction in Web Mining Resource	International Journal of Creative Research Thoughts (IJCRT)	2018-January, ISSN: 2320-2882	
63	Mr. Velmurugan R	MSECA: Microblog Subspace Ensemble Cluster Approach for Predicting User Interest on	International Journal of Creative Research Thoughts (IJCRT)	2018-January, ISSN: 2320-2882	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
		Semantic Web Logs Recommendation in Web Mining			
64	Mr. Velmurugan R	A Semantic Personalized Feed Ranking search using Context Aware Multilevel Clustering Approach for Predicting User Interest in Weblog Mining	International Journal of Creative Research Thoughts – IJCRT	2018-March, Vol 6, Issue 1, PP 1061 – 1073	
65	Ms. Aruna Devi K	Two dimensional feature extraction and blog classification using artificial neural network	International Journal of applied engineering research (IJAER), volume 13, Number 9	2018-May, ISSN 0973-4562	UGC Index No-64529
Computer Science [UG]					
66	Ms. Gopika S	Object recognition using the principles of deep learning architecture	ARPN Journal of Engineering and Applied Sciences, VOL. 12, NO. 12	2017-June, ISSN 1819-6608	Scopus indexed journal, SJR value is 0.2. Scopus Indexed
67	Ms. Kalaiselvi K	Generation of Fittest key using genetic algorithm to enhance the performance of AES 128 bit algorithm	Journal of Advanced Research in Dynamical and Control Systems	2017-June, ISSN 1943 023X	SJR 0.22 H index UGC Index No-26301 Scopus Indexed
68	Ms. Mary Jacob, Mr. R. Aswin Herbert Sathish	Accurate and Efficient Diagnosis of Brain Tumour Disease using kernel SVM	International Journal for scientific Research and Development, Vol 5	2017-June, 2321 0613	Impact Factor 4.396

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
69	Ms. Mary Jacob, Mr. R. Aswin Herbert Sathish	Accurate brain tumor prediction system from the large volume of data using network partitioning aware ensemble classifier method	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	
70	Mr. R. Aswin Herbert Sathish, Ms. Mary Jacob	A review on educational data mining techniques and recommendation model in analyzing students performance	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	
71	Mr. Amjad Hassan Khan M K, Mr. Nagendra S	A study on the Electroencephalography Control schemes for pattern recognition	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	
72	Ms. Manasa Manjunath M	Increased Productivity And Reduced Water Wastage Through Automatic Communicating Devices With Stored Threshold Values In Agriculture	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	
73	Ms. Gopika S	Analysis of NSS Image Characteristics	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	
74	Ms. Sandhya Soman, Ms. Vani Chakraborty	A survey paper on methods used for the extraction of retinal vessels for diabetic retinopathy	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
75	Mr. Saravana Kumar S	A Study on the Artificial Intelligence in Top Generation and Multidocument Summarization	International journal of computer engineering and applications, Vol XI, Issue IX	2017-September, ISSN 2321-3469	
76	Dr. Vinothina V	Scheduling scientific workflow tasks in cloud using swarm intelligence	IEEE International Conference on Current Trends in Advanced Computing (ICCTAC),	2018-January, Date Added to IEEE Xplore: 11 January 2018 DOI:10.1109/ICCTA C.2017.8249991 , http://ieeexplore.ieee.org/document/8249991/ , Electronic ISBN: 978-1-5090-4997-4 , Print on Demand (PoD) ISBN: 978-1-5090-4998-1	
77	Dr. Ranjitha M	An Overview of Different Methods of Image Analysis and Object Detection	International Journal of Advanced Engineering Research Development (IJAERD) Volume-04 , Issue-11	2017-November,	Impact Factor: 4.72 (SJIF 2016), RID:G-2298-2016 (Thomson Reuters) UGC Index No-44839

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
78	Dr. Cecil Donald A	ORBUA: An Effective Data Access Model for MobiCloud Environment	International Journal of Pure and Applied Mathematics, Vol. 118, No. 8, January 2018, pp. 79-85	2018-January, ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version)	Scopus Indexed
79	Mr. Suresh K, Dr. Cecil Donald A	Prediction of Investment Tendency Behavior of Individuals with Social Networks by using Spatial Data Mining	Proceedings of the 12th INDIACom; INDIACom-2018; IEEE Conference	2018-March, ISSN 0973-7529; ISBN 978-93-80544-28-1	
80	Mr. Saravana Kumar S	Improved CPU utilization using advanced fuzzy based CPU scheduling Algorithm	Shanlax International Journal of Arts, Science and Humanities	2018-March, ISSN: 2321788X Vol .5 Special Issue.6	UGC Index No-43960
81	Ms. Sandhya Soman	A Survey of Image Processing Techniques for Diabetic Retinopathy	International Conference on advances in computer science and technology	2018-, ISSN 2395 1303	UGC Index No-44326
82	Dr. Vinothina V	An approach for workflow scheduling in cloud using ACO	CSI Golden jubilee convention, Big data analytics, advances in intelligent systems and computing , Vol 654, Springer Singapore	2018-, 978-981-10-6619-1.doi org/10.1007/978-10-6620-7_50	
83	Ms. Ayshwarya B	Lung Cancer Prediction Using Feed Forward Back Propagation Neural Network with Optimal Features	International Journal of Applied Engineering Research (IJAER)	2018-March, ISSN 0973-4562	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
Economics					
84	Ms. Anupama George	Neonatal mortality rate projection will Indian states achieve sustainable development goal 3?	International journal of development research. Vol 7, Issue 8	2017-August, ISSN 2230-9926	
85	Ms. Geetanjali Patel	Inclusion of Socially Excluded in public expenditure and its impact on economic growth: An Econometric Study	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.423
86	Ms. Preethi S. J. G.	A Study on Economic Contributions of SHGs in Southern Regions of India	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.424
87	Ms. Neeta Dwivedi	A study on desires fostering entrepreneurship in women	BSSS Journal of Commerce, Vol IX, Issue-1	2017-September, ISSN-0975-2528	
88	Ms. Geetanjali Patel	A Study on relationship between Government spending on Higher Education and Human Resource Development	International Journal of Higher Education and Research	2018-January, ISSN 2277 260X	UGC Index No-48406
89	Dr. Vinodha Devi K	A Study On The Impact Of Socio-Economic Factors On The Per-Capita Income Of SHG Members With Special Reference To Kanyakumari District	KAAV – International Journal of Economics, Commerce and Business Management	2018-March, ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
90	Dr. Vinodha Devi K	Micro Finance And Women Entrepreneurship With Special Reference To Kanyakumari District, Tamil Nadu	Shanlax Publishers	2018-March, 2321-788X	2.14 UGC Index No-43960

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
91	Ms. Jethina James	A Comparative Study Of Gujarat And Kerala Model	KAAV – International Journal of Economics, Commerce and Business Management	2018-March,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
92	Ms. Neeta Dwivedi	Driving Sustainable Development Through Women Entrepreneurship	KAAV – International Journal of Economics, Commerce and Business Management	2018-March,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
93	Ms. Neeta Dwivedi	Empowering Tribal Youth In Odisha: A Different Approach- An Empirical Study On Nigunaguda Village (Upper Podapadar)	KAAV – International Journal of Economics, Commerce and Business Management	2018-March,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
94	Ms. Preethi S. J. G.	An Economic Analysis Of Women SHG In India With Special Reference To Southern States	KAAV – International Journal of Economics, Commerce and Business Management	2018-March,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
English [PG]					
95	Dr. Arpita Ghosh	Who is Afraid of Lady Macbeth and Queen Cleopatra? An Intrepid Interpretation	The Criterion: An International Journal in English	2017-December,ISSN: 0976-8165	
96	Dr. Arpita Ghosh	Narrating Dreams and Daughters: Githa Hariharan's The Thousand Faces of Night and Manju Kapur's Difficult Daughters	Literary Endeavour An International Journal of English Language, Literature & Criticism, Vol. IX.1, pp-35-41;	2018-January,ISSN : 0976-299X	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
Humanities					
97	Ms. Ramya B	Heritage Conservation Plans Of India - Quantity Vs Quality Angsts	International Journal Of Scientific Research,VOLUME-6,ISSUE-7	2017-July,ISSN No 2277 - 8179	IF : 4.176 IC Value : 78.46 UGC Index No-49217
98	Ms. Sruthi B Guptha	Comparitive Literature,Post Colonial Spaces and Transnational Comparitivism: A critical reflection	Research Journal of Indian Literature	2017-July,ISSN 2395-2636	
99	Dr. R Vasanthan	Socio-cultural System of Communication: Imitation, Development and Limitations	IOSR Journal Of Humanities And Social Science (IOSR-JHSS),Volume 22, Issue 11, Ver. 10 (November. 2017), PP 06-09	2017-November, e-ISSN: 2279-0837, p-ISSN: 2279-0845.	UGC Index No-5070
100	Ms. Indumathi S	Gender Stereotyping In Indian Advertisements	Mass Communicator: International Journal of Communication Studies,Issue: 3,Volume: 11	2017-November,PRINT ISSN: 0973-9688,ONLINE ISSN: 0973 - 967X,	
101	Ms. Juby Thomas	Multivariate analysis of Indian internet user behaviour	Indian national Journal of English and Language (INJELL),Dr. JK research foundation	2018-January,2321-1172 (online) 2347-2634 (print)	Impact factor 3.5 UGC Index No-62883
102	Ms. Shrestha Banerjee	One step towards Education, One step towards Equality	International Journal of Higher Education and Research	2018-January,ISSN 2277260X	UGC Index No-48406

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
103	Dr. R Vasanthan	Postmodern Prayer and its Significance in Alice Walker's The Color Purple	Language in India – International Journal	2018-February,ISSN 1930-2940	UGC Index No-49042
104	Ms. Vidyavathi R	Hindu Mythology and its profound propensity Visualised in Bharati Mukherjees's Novels	Literary Herald	2018-February,ISSN 2454-3365	
105	Ms. Vidyavathi R	Cultural Demarcations and its Nexus to the roots in Bharati Mukherjees desirable daughters	The Criterion: An International Journal in English	2018-February,ISSN 0976-8165	
Life Sciences					
106	Dr. Challaraj Emmanuel	A Study of n Bacteriocin Producing Lactic acid Bacteria with Antibacterial and Antioxidant properties isolated from Plant wastes	Journal of pure and Applied microbiology	2017-June,ISSN 0973-7510	0.073
107	Dr. Challaraj Emmanuel	Purification, Characterization of Tyrosinase from Bacillus megataerium and its application for the degradation of phenolic waste in the industrial effluent	International Journal of Advanced Scientific and Technical Research ,Issue 7 volume 4	2017-August, ISSN 2249-9954	IF-3.94
108	Dr. S Vijayanand	Phytochemical Studies of Phyllanthus emblica, Ananas comosus, Momordica charantia Extracts	International Journal of Pharma Research and Health Sciences, Issue 4 , Volume 5	2017-September,ISSN 2348-6465	IF-0.335

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
109	Dr. Joseph K. S.	Fatty acid methyl ester profile and physico-chemical characteristics of <i>Zizyphus oenoplia</i> Linn., Mill. seed oil.	Journal of dietary supplements	2017-September,1939-0211 (Print) 1939-022X (Online)	DOI:10.1080/19390211.2017.1304485
110	Dr. Joseph K. S.	<i>Garcinia gummi-gutta</i> (L) robs: A promising feedstock for biodiesel production	International Journal of Green energy	2017-September,ISSN 1543-5083(Online),1543-5075(Print)	
111	Dr. Calistus Jude A L	Larvicidal and Anti-feedant Activity of <i>Phyllanthus emblica</i> and <i>Syzygium cumini</i> extracts on the Diamondback Moth: <i>Plutella xylostella</i>	International Journal of Biology Research	2017-November,ISSN: 2455-6548	Impact Factor: RJIF 5.22
112	Dr. S Vijayanand	Screening of <i>Muntinga Calabura</i> and <i>Theobroma cacao</i> for Potential Bioactives	International journal of recent scientific research	2018-January,ISSN-0976-3031	Impact factor-7.3 UGC Index No-49336
113	Dr. U. Sivagamasundari	Isolation, identification and characterization of endophytic bacteria- <i>Azospirillum</i> sp. and <i>Pseudomonas</i> sp. from Brinjal (<i>Solanum melongena</i> l.)	International Journal of Life Sciences	2018-January,ISSN: 2320-7817	
114	Dr. Suresh K	Predicted side effects of NPC! Protein inhibitors	International Journal of Life Sciences	2018-January,ISSN 2320-964X,ISSN 2320 - 7817	UGC Index No-48951
115	Dr. Challaraj Emmanuel	A study on isolation and characterisation of Xylanase producing bacteria	International Journal of pharma and biosciences	2018-January,ISSN - 0975-6299	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
116	Dr. Durairaj S	Identification,expression and Methylation of mRNA-7110 and its involvement in type 1 diabetes mellitus	Gene Reports Scopus indexed	2018-March,ISSN: 2452-0144	IF-1.21 Scopus Indexed
117	Dr. Selvam Arjunan	Microalgae Harvesting via Flocculation: Impact of PH, Algae Species and Biomass Concentration	Methods of Microbiology and Molecular Biology	2018-May,	
118	Dr. Durairaj S	MicroRNA21 and the various types of myeloid leukemia	Cancer Gene Therapy Nature group of a journal	2018-May,ISSN 1476-5500	Nature Journal
Management					
119	Dr. Vimal Priyan J	Corporate Social Responsibility – An Indian Perspective	International Journal of Research in Finance and Marketing, Vol. 7 Issue 6	2017-June,2231 – 5985	Impact factor – 6.397
120	Mr. Ajai Abraham Thomas	The Return of Maggi: A Case Study	International Journal of Applied Research, Vol. 3, Issue 8	2017-August,Online: 2394 – 5869 Print: 2394 – 7500	Impact factor – 5.2
121	Ms. S.R. Deepika	A study on the efficiency of non-price variables of NIFTY Index options in predicting the future movement of the underlying asset	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
122	Mr. Somasundaram T	Impact of Training on Job Performance : A Literature Review	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
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123	Dr. Vimal Priyan J	Employees' Perception towards Corporate Social Responsibility of Companies – with reference to Ashok Leyland Company	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
124	Mr. Surendranath Reddy C	Determinants of Consumer Purchase Intentions in Online Shopping	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
125	Dr. Easubatham Armstrong Anand J	A Global Perspective on Green Banking to Small Scale Industries in India	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
126	Dr. Vimal Priyan J	Awareness of Employees towards CSR Activities – A Study with reference to Ashok Leyland	International Research Journal of Management and Commerce, Vol 4, Issue 10	2017-September,ISSN:2348-9766	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160

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127	Dr. A. J. Excelce	Food Safety Practices and its impact on Food Adulteration	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
128	Dr. A. J. Excelce	Impact of Microfinance on Living standards, empowerment and poverty alleviation of poor people	KAAV – International Journal of Economics, Commerce and Business Management	2017-September,ISSN No: 2348 - 4969	7.8902 UGC Index No-47663
129	Dr. Jisha V G	A Study on Financial Inclusion on Indian Postal Service with reference to Coimbatore City	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
130	Ms. Shilpa Rao C	Food Safety Practices and its impact on Food Adulteration	International Research Journal of Commerce and Law	2017-September,ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
131	Ms. Rupashree	Social Security measures and its impact on Job satisfaction with special reference to HAL, Bangalore	International Journal of Academic Research in Commerce & Management	2017-December,Print: 2455 – 0116 Online: 2395 – 6410	
132	Ms. Mamtha D	Indian Derivative Market: Investors Risk Perspective	International Journal of Economic Research, Volume No: 14	2017-December,0972 – 9380	

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
133	Dr. Vimal Priyan J	A Comparative Study of Public and Private Life Insurance Companies in India	Journal of Advance Management Research, Volume - 6, Issue - 14	2018-February, ISSN: 2393 – 9676	UGC Index No-42900
134	Mr. Somasundaram T	Problems of Employee (Faculty) Retention: Study with Reference to Self Financing Engineering College in Tiruvannamalai	Journal of Advance Management Research, Volume - 6, Issue - 10	2018-February, ISSN: 2393 – 9672	UGC Index No-42896
135	Ms. Gincy Charles	A Study on Benefits and Challenges of Digital (Cashless) India	Journal of Advance Management Research, Volume - 6, Issue - 5	2018-February, ISSN: 2393 – 9667	UGC Index No-42891
136	Ms. Monica L	A Study on the Relationship between Non-Muslim Investor's Social Responsibility and Preference of Islamic Financial Products (Bangalore and Pune City)	Journal of Advance Management Research, Volume - 6, Issue - 8	2018-February, ISSN: 2393 – 9670	UGC Index No-42894
137	Mr. Somasundaram T	A Literature Review on Women Empowerment through Entrepreneurship	Asian Journal of Management Sciences and Economics, Volume No: 40, Issue No: 1	2018-February, 2413 – 0591	Impact factor – 5.18
138	Ms. Shilpa Rao C	Impact of Microfinance on Living standards, empowerment and poverty alleviation of poor people	KAAV – International Journal of Economics, Commerce and Business Management	2018-March, ISSN No: 2348 - 4969	7.8902 UGC Index No-47663

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139	Dr. Jisha V G	A Study on level of awareness and the purchasing behaviour in social media sites among the e - consumers (with reference to Coimbatore city)	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
140	Ms. Rupashree	Analysis of Net Investment Income of Mutual funds in India with Nifty	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
141	Dr. Jisha V G	An Empirical study on determinants of Customer Satisfaction in Retail Malls (with Reference to Coimbatore City)	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
142	Ms. Mamtha D	Dynamic Influences of Institutional Investments in Indian Stock Market – An Empirical Approach	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
143	Dr. A. J. Excelce	Inattention of Food safety and food adulteration its impact on food assassinating.	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
144	Dr. Vimal Priyan J,Mr. Manjunath S	Labour problems of small scale industries- A study with special reference to printing units in Sivakasi	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
Management Studies					
145	Dr. P Baba Gnankumar	Establishment of Subsidized food outlets – An inclusive approach to nutritious food security	Journal of Applied Research and Social Sciences, Vol 4; No 12, June 2017; pp 1 -9	2017-June, ISSN 2350-1472	UGC Index No-42720
146	Dr. Aloysius Edward J	Analysis of the Contemporaneous Interaction between Asian, USA and UK Stock Markets using VAR Modeling	Intercontinental Journal of Finance Research Review, VOL 5, ISSUE 8	2017-July, ISSN: 2321-0354(Online) ISSN:2347-1654 (Print)	UGC Index No-48817
147	Dr. Aloysius Edward J	Indian stock market reaction to Goods and Services Tax implementation: An empirical study using Even Study Approach	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID IRJCL:E0FEF F77AF1E160
148	Dr. Ashokkumar J, Dr. Joseph Charles Tamilmaran D	Green marketing as a tool for CSR	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID IRJCL:E0FEF F77AF1E160
149	Dr. G. Bala Sendhil Kumar	A study on investors behavior after the launch of 'Make in India'	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419, scopus ID IRJCL:E0FEF F77AF1E160

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150	Dr. G. Bala Sendhil Kumar	Enterprise risk management through linear programming model dynamic de-risking optimality tool.	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
151	Dr. Gita P C	The role of Ethnic identity on perceived diversity climate among employees in Chennai city	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.418
152	Dr. Joseph Charles Tamilmaran D,Dr. Ashokkumar J	Demonetization is not the mother of Digital Transactions in India	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
153	Dr. Justin Nelson Michael	A study on green banking initiatives of commercial banks with special reference to Bengaluru	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
154	Dr. R Vijaya Bhaskaran	The ongoing capability maturity building of discerning BPO-as-a – service models in Indian IT firms	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
155	Mr. John Pradeep Kumar	A study on impact of Gold Prices, Silver Prices, Inflation rates, and Exchange rates on Stock Market Indices with Special Reference to BSE Sensex	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
156	Mr. Stephen Deepak R	Organization Justice - Review of Justice Dimensions & Perception on Organizational Outcomes	International Research Journal of Commerce and Law	2017-September, ISSN:2349-705X	Impact Factor-4.419,scopus ID IRJCL:E0FEF F77AF1E160
157	Dr. Aloysius Edward J,Ms. Jyothi Manoj	Analysis of the effect of BREXIT on the stock indices of US, UK & India an intervention ARIMA model	Asian Journal of Management	2017-October,ISSN - 0976 - 495X	
158	Dr. Aloysius Edward J	Enhancing Employability Quotient is the key to economic growth	Knowledge Review	2017-November,	www.theknowledgereview.com
159	Dr. Gita P C	The antecedents of impulse purchases at retail outlets with special reference to store environment	Journal of management,International Association of Engineering and Management Education(IAEME),Chennai ,Tamilnadu,India	2017-November,	
160	Dr. P Baba Gnankumar	Re-Engineering the Global Supply Chain Network for Importing Knitwear Capital goods in India	International Journal of computational Engineering and Management ,Vol 20, Issue 6,	2017-November, ISSN 2230-7893	Impact Factor – 0.843 UGC Index No-44768

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
161	Dr. P Baba Gnankumar	Leadership Impact on CSR Activities- A case Study of “Gear Man” Role;	International Research Conference on Sustainable Development of Human Capital, Indian Institute of Management, Ahmedabad	2017-November,	
162	Dr. P Baba Gnankumar	Spill And Spin Over Effect of GST on Consumers Decision Process in Restaurants – A Study Conducted Among Bengaluru Residents;	ZENITH International Journal of Business Economics & Management Research	2018-February,ISSN 2249- 8826 ,Vol.8 (2), pp. 100-107	UGC Index No-49368
163	Dr. Justin Nelson Michael	The Dynamic Relationship Between Stock Prices and Exchange Rate – An Egyptian Experience	International Journal of Research in Economics and Social Sciences (IJRESS)	2018-March,ISSN (o) 2249-7382,Vol 8, Issue 3,P 1-7	UGC Index No-48858 Scopus Id : 2B49398203E6C8AF
164	Mr. Stephen Deepak R	Measurement of organisation Justice Scale and its dimensions on white collred professional - An empirircal analysis	International Journal of creative research thoughts.(IJRCT),vol 6,issue 1	2018-March,ISSN 2320-2882	
165	Dr. Joseph Charles Tamilmaran D	A study on consumer perception on privacy issues in Indian E-Commerce websites	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4	Impact Factor – 4.73
166	Dr. Araganathan P	Acclimatizing Human Resource Analytics in Corporate – A Critical Review	International Journal of Current Advanced Research	2018-April,ISSN online: 2319-6475 ISSN print: 2319-6505 Vol. 7, issue 4(B), pp. 11403 – 11408	Impact Factor – 6.614 UGC Index No-43892

Sl. No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
167	Dr. Gita P C	The Relationship Between Five Factor Model of Personality and Emotional Intelligence among Employees at workplace	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
168	Mr. Stephen Deepak R	Organization Justice through Diversity Management Moderated through Leader-Member Exchanges	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
169	Dr. P Baba Gnankumar	The penetration of Customer values during Festival Season in Nested Markets	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
170	Dr. G. Bala Sendhil Kumar	An Empirical Analysis Customer Satisfaction at HP Gas Agencies in Puducherry	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
171	Dr. G. Bala Sendhil Kumar	A Study on Quality of Work Life at Automobile Industries in Puducherry	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
172	Dr. Joseph Charles Tamilmaran D	A study on Customer Satisfaction towards Digital Banking with special reference to Bengaluru City	Journal of Advance Management Research	2018-April,ISSN: 2393-9664,Vol. 6, Issue 4, pp. 313-318	Impact Factor – 4.73 UGC Index No-42888
173	Dr. R Vijaya Bhaskaran	Indian Online Marketspace leadership innovations and gullible enduser perceptions	International Journal of Research in Economics and Social Sciences (IJRESS)	2018-April,ISSN 2249-7382	Impact factor 6.939

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174	Dr. Araganathan P	Green recruitment : A new fangled approach to attract and retain talent	International Journal of Business Management and Research, Vol 8, Issue - 2	2018-April, ISSN 2249-6920	

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Sl.No		Name	Title of the paper	Details of publisher	Month/ Year of publication/ISBN No
1	Commerce [PG]	Ms. Swetha P A	Investment decision on homestay business : A case study of Kodagu district		
2	Humanities	Ms. Susan Sanny	The Tapestry of Indian myths in Indian literature	New perspectives in teaching english language,literature and transalation	ISBN 978-93-5268-943-9
3	Management Studies	Dr. P Baba Gnankumar	Demystifying the Financing Tool box with Micro-finance in co-operative societies – A demand side study on Agricultural Co-operative societies in South India	IIM, Kozhikode,978-81-926239-4-8,p. 147-159	