



# Kristu Jayanti College

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## Publications by Faculty members ACADEMIC YEAR 2018-2019

### DETAILS OF BOOKS PUBLISHED [2018-2019]

Sl. No	Name	Department	Title of the book	Details of publisher
1	Dr. Krishnamoorthi M	Commerce [PG]	Accounting for Management	Lakshmi Publication, Chennai ,September-2018,ISBN No: 978-93-87950-10-8
2	Mr. Surjit Singha	Commerce [UG]	International Business Environment: International Business	Amazon,November- 2018,Amazon, ASIN: B07KTRRLX7
3	Mr. Surjit Singha	Commerce [UG]	Sustainable Project for School, College & University: Crafting Innovative Idea for Converting Scrap into Creative and Useful Resources	Amazon,November- 2018,Amazon, ASIN: B07KSKCTSV, ISBN: 9781790757961
4	Mr. Surjit Singha	Commerce [UG]	Organizational Communication	Amazon,November- 2018,Amazon, ASIN: B07KTQJJ21

<b>Sl. No</b>	<b>Name</b>	<b>Department</b>	<b>Title of the book</b>	<b>Details of publisher</b>
5	Mr. Surjit Singha	Commerce [UG]	Representation of Koch Rajbongshi Tribe by the Selective Media between 2000 and 2017:: An Exploratory Study with reference to Perception, Cognition, Humanistic Components, and Experience Creation	Amazon,November-2018,Amazon, ISBN: 9781790419944, ASIN: B07KX5DN5J
6	Mr. Surjit Singha	Commerce [UG]	Glimpses of Koch (Koch Rajbongshi) Fashion, Tradition, Culture, Costume and History: Glimpses of Koch (Koch Rajbongshi) Fashion, Tradition, Culture, Costume and History	Amazon,November-2018,Amazon, ASIN: B07KVBSY4B
7	Mr. Surjit Singha	Commerce [UG]	The Future Gold of Papua New Guinea: Sustainable Tourism in PNG	Amazon.in,2018 – November,ISBN: 9781791949815,
8	Mr. Velmurugan R,Ms. Ayshwarya B	Computer Science [PG]	Hanbook on Software Engineering	Coimbatore Institue of Information Technology [CIIT],February-2019,ISBN 9788193996027
9	Dr. Anthony Vincent B	Computer Science [UG]	Essentials of Cloud Computing and Security	Tejas Publishers and Distributors,Bengaluru, ,June-2018,ISBN No.9788193609033

<b>Sl. No</b>	<b>Name</b>	<b>Department</b>	<b>Title of the book</b>	<b>Details of publisher</b>
10	Ms. Ayshwarya B	Computer Science [UG]	Web programming using PHP	Amazon.in ,Amazon.com,June-2018,ISBN 10: 198310289X ISBN 13: 9783102899
11	Ms. Dhanamalar M	Computer Science [UG]	Introduction to Big Data	Amazon.in,December-2018,Amazon.in ASIN: B07L8V8JF7
12	Dr. Kalaiselvi K, Ms. Mary Jacob	Computer Science [UG]	Data Communication And Networks- A Primer (For BCA &B.Sc (C.S))	VSRD Academic Publishing, Kanpur, April-2019,ISBN-13:978-93-87610-36-1
13	Dr. Anthony Vincent B	Computer Science [UG]	Data Integrity and privacy of cloud computing	Lambert academic publishing,May-2019,978-613-9-46016-8
14	Dr. Arpita Ghosh	English [PG]	Lifting the Mantilla-Unveiling Motherhood	Authors Press, April-2019,ISBN – 978-93-88859-41-7



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## Publications by Faculty members DETAILS OF CHAPTER PUBLISHED IN BOOKS [2018-2019]

Sl.No	Name	Department	Title of the chapter	Details of publisher	Month/ Year of publication/ISBN No
1	Dr. P Periyasamy	Economics	Sustainable Development of Natural Resources (Section3-Chapter 25)	RK Publishers, New Delhi,ISBN: 978-93-82847-243	2018 December
2	Ms. Geetanjali Patel	Economics	Role of National Education Policies in Human Resource Development: Gap Between Recommendation and Implementation	Academy of Human Resources Development, Gujarat and Excel India Publishers,ISBN: 978-93-88237-04-8	2018 September
3	Dr. Lyola Thomas	English [PG]	Rebekah: Matriarch of Nations	Lifting the Mantilla-Unveiling Motherhood - Authors Press, ISBN – 978-93-88859-41-7	April-2019,



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**Publications by Faculty members  
ARTICLES PUBLISHED [2018-2019]**

## **COMMERCE [PG]**

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
<b>Commerce [PG]</b>					
1.	Dr. T.K. Murugesan	An Empirical Analysis on Effective Implementation of Six Sigma by Manufacturing Companies at Bangalore	Asian Journal of Research in Social Sciences and Humanities	2018-June,ISSN 2249-7315	5.997
2.	Dr. V Muthukumar	Organizational Climate in Tamilnadu State Transport Corporation	International Recognition Research Journal	2018-August,ISSN:2249-894X	5.7631 (UIF)
3.	Dr. Krishnamoorthi M, Mr. Mathiyarasan M	Measure the Risk and Return Performance of the Selected Stock in NSE	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018-November,ISSN 2277-5730	Impact Factor: 5.5
4.	Dr. T.K. Murugesan, Mr. Thinesh Kumar	Repercussion of FinTech on Financial Services Industry – A Conceptual Paper from the Perspective of Digital India	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018-November,ISSN 2277-5730	Impact Factor: 5.5
5.	Mr. Thinesh Kumar , Dr. T.K. Murugesan	Impact of TV Advertising on Buying Behaviour of Consumers with Special Reference to Cuddalore	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018-November,ISSN 2277-5730	Impact Factor: 5.5

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
6.	Mr. Thinesh Kumar	Evaluating the Strategic Alliance – A Case Study of Pondicherry University	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018- November,ISS N 2277-5730	Impact Factor: 5.5
7.	Ms. Madhumalathi R	Performance Evaluation of Commodity Market in India: A Study with Special Reference to NCDEX and MCX	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018- November,ISS N 2277-5730	Impact Factor: 5.5
8.	Dr. Krishnamoorthi M, Dr. T.K. Murugesan	Analysis of risk and return of selected mutual fund schemes in India	International Journal of mechanical and production engineering research and development	2018- December,ISSN 2249-6890	Scopus Indexed
9.	Dr. Krishnamoorthi M, Mr. Mathiyarasan M	Impact of celebrity advertisement towards jewellery purchasing in Vellore district	International Journal of Mechanical production engineering and research and development.	2018- December,ISSN -2249-6890	Scopus Indexed
10.	Dr. T.K. Murugesan, Dr. Krishnamoorthi M	Drivers and obstacles toward becoming entrepreneurs - A study from the perspective of rural people.	International Journal of mechanical and production engineering research and development	2018- December,ISSN 2249-6890	Scopus Indexed
11.	Mr. Thinesh Kumar	Developing a strategy map for University : A faculty perspective	International Journal of mechanical and production engineering research and development	2018- December,ISSN 2249-6890	Scopus Indexed
12.	Dr. V Muthukumar, Mr. Shashi Kumar M	Financial inclusion- A study on role of commercial banks in the state of Karnataka(with special reference to rural areas)	International Journal of trends in scientific research and development.	2019- March,ISSN- 2456-6470	

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
13.	Dr. V Muthukumar	FDI and its impact on labour intensive goods exports from 2013-17	JETIR	2019- March,ISSN 2349-5162	



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Publications by Faculty members  
ARTICLES PUBLISHED [2018-2019]

## COMMERCE [UG]

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Commerce [UG]</b>					
1.	Mr. Ratheesh P T	A study on the Challenges of community Involvement in Tourism with special reference to socio-economic aspects at Hampi	Journal of Emerging Technologies and Innovative Research, Volume 5, Issue 9	2018-September,	5.87 (Calculated by Google Scholar h-index)
2.	Mr. Santhosh V	Role of financial market in context growth in Indian economy	IASMS journal of Business Spectrum	2018-September,ISS N 0974-8016	
3.	Ms. Annie Stephen	A study on the tax literacy levels of individual taxpayers	Ajanta	2018-October,	Sjif 5.5
4.	Ms. Glady Agnes L, Ms. Reena R	A conceptual study on menstruation hygiene management (MHM) among women in rural India	International journal of Business and administration research reviews	2018-October,e-ISSN 2347-856X	GIF 5.471
5.	Mr. Mathiyarasan M	Measure the Risk and Return Performance of the Selected Stock in NSE	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018-November,ISS N 2277-5730	Impact Factor: 5.5



Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
6.	Ms. Annie Stephen	Poverty alleviation using the bottom of the pyramid approach	International journal of research and analytical reviews	2018- November,2349 -5138	Google scholar 5.75
7.	Ms. Chandrakala M	Micro Finance through self help groups as a tool for financial inclusive with reference to Bangalore region – A conceptual study	Research Guru	2018- November,2349 – 266X	Google search 4.081
8.	Ms. Gisa George, Ms. Johnsy Mary Johnson	An analytical study on gold loan in India	International journal of research and Analytical reviews	2018November, e- ISSN 2348-1269	Google scholar 5.75
9.	Ms. Johnsy Mary Johnson, Ms. Gisa George	A Comparitive study on recruitment and selection process in big four accounting firms	Research review International journal of multidisciplinary	2018- November,e- ISSN 2455-3085	GIF 5.214
10.	Ms. VineethaVijayan, Mr. Bijin Philip	A study on the tax planning practices of Employees in manufacturing sector with special reference to Bangalore	Research review International journal of multidisciplinary	2018- November,e- ISSN 2455-3085	GIF 5.214
11.	Ms. VineethaVijayan	A Study on the Impact of teaching aids in students learning process and growth	International Journal of Advance and Innovative Research,Volume 6, Issue 1 (IX)	2018- November,ISS N: 2394-7780	Impact Factor: 7.36
12.	Mr. Mathiyarasan M	Impact of celebrity advertisement towards jewellery purchasing in Vellore district	International Journal of Mechanical production engineering and research and development.	2018- December,ISSN -2249-6890	Scopus Indexed
13.	Dr. Arti Singh	An attention on the consumer interest in advertisement and attitude towards ethical issues reference to Varanasi	International Journal of advance and innovative Research	2019-January, ISSN-2394-7780	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
14.	Dr. Arti Singh	A conceptual view on linkage industry and academia to strengthen higher education institution	International Journal of research and analytical reviews	2019- January,ISSN- 2349-5138	
15.	Mr. K.Kiran Kumar	Measuring and creating shareholders value with reference to S&P BSE sensex:	International journal of research and analytical review	2019- January,ISSN 2349-5138	GIF 5.75
16.	Mr. Shashi Kumar M, Ms. VineethaVijayan	A Study on the Impact of teaching aids in students learning process and growth Measuring the risk and returns performance of the selected stock in NSE Index	International journal of innovation research	2019- January,2394- 7780	
17.	Ms. Annie Stephen	Understanding attitude of individuals considering paying taxes to Government	International journal of management technology and engineering	2019- January,978-93- 87793-65-1	
18.	Ms. Glady Agnes L, Mr. ManojPrabhakar M	A conceptual study on recent trends and issues involved in the partnership of industry on academic with reference to India	International journal of innovation research	2019- January,2394- 7780	
19.	Ms. RashmiRekhaGoswami	Marketing of dairy products : A comparative study between two diary brands in Guwahati, Assam	International Journal of research and analytical reviews	2019- January,ISSN- 2349-5138	
20.	Ms. RashmiRekhaGoswami, Ms. Reena R	A study on new government initiatives(2014-2019) : Make in India,SkillIndia,DigitalIndia,Smart cities	International journal of Business and administration research reviews	2019- January,ISSN- 2348-0653	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
21.	Ms. Annie Stephen	Understanding Tax Literacy of Individuals	Universal Review, Volume VIII, Issu I	2019-January, ISSN No 2277-2723	
22.	Dr. C Nagadeepa	Dynamism in Agricultural marketing techniques	Journal of emerging technologies and innovative research	2019-February, ISSN : 2349-5162	5.87
23.	Dr. C Nagadeepa, Dr. Reenu Mohan	Technology acceptance model and digital technology usage : An empirical study among teachers and students	International journal of research and analytical reviews	2019-February, ISSN : 2349-5138	5.75 Google scholar
24.	Ms. Ashwitha, Mr. Raghavendra Babu J	Initiative of green banking in India - in reference with study of state bank of India and its associated banks.	International interdisciplinary research Journal	2019-February, ISSN 2249-9598	
25.	Ms. Chandrakala M	A study on Micro Finance as a powerful tool to poverty alleviation with special reference to Bangalore region	Vidyawarta international multilingual research journal	2019-February, ISSN : 2319 9318	6.021 IJIF
26.	Ms. Saranya S	Customers preferential level towards healthy Buddha organic E-Store products with reference to Bengaluru city	SurajPunj journal for multidisciplinary research	2019-February, ISSN : 2394-2886	6.1 GIF
27.	Ms. Saranya S	An empirical study on customers opinion towards online shopping with reference to Bengaluru city	International interdisciplinary research Journal	2019-February, ISSN-2249-9598	
28.	Dr. C Nagadeepa	Structural evaluation of E-wallet acceptance by street vendors using task technology fit model.	International journal of management technology and engineering	2019-March, ISSN-2249-7455	
29.	Dr. Reenu Mohan	The chatbot revolution and the Indian HR professionals	International Journal of information and	2019-March, ISSN-	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
			computing science	0972-1347	
30.	Mr. ManojPrabhakarM, Mr. Shashi Kumar M, Ms. Glady Agnes L	Commodity market - An analytical study on performance of cotton with special reference to India	International Journal of research in Humaniites arts and literature.	2019- March,ISSN- 2347-4564	
31.	Mr. Shashi Kumar M, Dr. V Muthukumar	Financial inclusion- A study on role of commercial banks in the state of Karnataka(with special reference to rural areas)	International Journal of trends in scientfic research and development.	2019- March,ISSN- 2456-6470	
32.	Ms. Amritha Ashok	A study on the impact of company's ethical policies on consumer buying behaviuor.	International Journal of advanced and innovative research.	2019- March,ISSN 2394-7780	
33.	Ms. Aneesha K Shaji	A study on mobile banking services offered by traditional banks and new generation banks	International Journal of advanced and innovative research.	2019- March,ISSN 2394-7780	
34.	Ms. Ashwitha	Inclusive Economic growth and sustainable development- A case study of religious Philanthropic organisation in dakshinkannada	International Journal of advanced and innovative research.	2019- March,ISSN 2394-7780	
35.	Ms. Ashwitha	Impact of vocational education on business management students employability - A study at SDM college Ugire	International Journal of advanced and innovative research.	2019- March,ISSN 2394-7780	
36.	Ms. Chandrakala M	New Financial inclusion for Economic extension in India	International Journal of advanced and innovative research.	2019- March,ISSN 2394-7780	

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
37.	Ms. Swathi P K	A study on usage of E wallet among street food vendors in Bangalore	Journal of emerging technologies and innovation research	2019-March,ISSN 23495162	
38.	Ms. VineethaVijayan, Mr. Bijin Philip	A study on the impact of workforce diversity in organizational performance with special reference to Bangalore city	International Journal of advanced and innovative research.	2019-March,ISSN 2394-7780	
39.	Mr. Surjit Singha	Integrated Sustainable green entrepreneurship for North East India	International Journal of Advance and Innovative Research, Vol 6, Issue 1 (XXV)	2019-March,ISSN 2394-7780	
40.	Mr. K.Kiran Kumar	Value creation measurements: An industry based study in India.	International Journal of Science and Research.	2019-April,ISSN-2319-7064	
41.	Ms. Thanuja K A	The Comparitive performance of selected Indian fertiliser companies-An emprirical study	SurajPunj journal for multidisciplinary research	2019-April,ISSN-2394-2886	
42.	Dr. C Nagadeepa	Mediating analysis of attitude on perceived usefulness and Employees intention to use HRIS tools in B Schools	Research Review Journals	2019-May,ISSN 2455-3085	



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Publications by Faculty members  
ARTICLES PUBLISHED [2018-2019]

## ECONOMICS

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Economics</b>					
1.	Ms. Geetanjali Patel	Nexus between public education expenditure and human resource development : An empirical analysis	International journal of multidisciplinary and current research	2018- August,ISSN 2321-3124	Impact Factor: 5.5
2.	Ms. Neeta Dwivedi	The nexus between business excellence and performance and tiny firms	Ajanta – An International Multidisciplinary Quarterly Research Journal	2018- November,ISS N 2277-5730	Impact Factor: 5.5
3.	Ms. Geetanjali Patel	Public expenditure and its impact on human resources in India : An empirical analysis	South Asian journal of human resources management	2019-January, ISSN : 2322- 0937	ABDC ABS ESCI J-Gate UGC (India) UGC-CARE (GROUP A) Scopus Indexed

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
4.	Dr. Vinodha Devi K	A Study on the Impact of Self-Help Groups in the Distribution of Per Capita Income of Rural Households in Kanyakumari District, Tamil Nadu	The International Journal of Advance & Innovative Research	2019-February,ISSN: 2394-7780	
5.	Ms. Jethina James	An Overview of the Indian Tea Industry: A Study on its Performance	The International Journal of Advance & Innovative Research	2019-February,ISSN: 2394-7780	
6.	Ms. Neeta Dwivedi, Mr. Tinto Tom	Green Gold of India: An empirical study with special reference to Puri District, Odisha	The International Journal of Advance & Innovative Research	2019-February,ISSN: 2394-7780	
7.	Ms. Preethi S. J. G.	Rural Health Infrastructure impacts on Health outcome – Special reference to Karnataka state	The International Journal of Advance & Innovative Research	2019-February,ISSN: 2394-7780	
8.	Ms. Anupama George	Democracy, Trade Openness and Economic Growth:A Cross-Country Study	ZENITH International Journal of Multidisciplinary Research	2019-April,ISSN 2231-5780	
9.	Ms. Anupama George	Forecast of Foreign Direct Investment Inflow (2019-2023) with reference to Indian Economy	International Journal of Research in Engineering, IT and Social Sciences, Vol.9, Issue 4	2019-April,ISSN No: 2250-0588	
10.	Ms. Jethina James	A study on the reasons for the decline for the decline of the Indian tea industry	International journal of advance and innovative research	2019-April,ISSN 2394-7780	



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**ARTICLES PUBLISHED [2018-2019]**

## **MANAGEMENT**

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
<b>Management</b>					
1.	Dr. A.J. Excelce	Deliberation and accomplishment of hand washing practices of consumers	Research Guru – Online Journal of Multidisciplinary Subjects, Vol.12, Issue 1	2018-June,2349 – 266X	Impact Factor – 3.021(PP 480 – 486)
2.	Mr. Somasundaram T	Effectiveness of Life Skill training (Education) program: A Study with reference to Management students at Bangalore	Research Guru – Online Journal of Multidisciplinary Subjects, Vol.12, Issue 1	2018-June,2349 – 266X	Impact Factor – 3.021(PP 937 – 949)
3.	Dr. A.J. Excelce, Ms. ShilpaRao C	Sway of Digitalization in India towards various sectors	Research Guru – Online Journal of Multidisciplinary Subjects, Vol.12, Issue 1	2018-September,2349 – 266X	Impact Factor – 3.021(PP 480 – 486)
4.	Mr. Haribaskar R	Technical Analysis of four major companies in FMCG sector	International Multidisciplinary Quarterly Research Journal (Ajanta Prakashan publisher), Vol.7, Issue 4, Part III,	2018-October, ISSN: 2277-5730	Impact Factor: 5.5



Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
5.	Mr. Bijin Philip	A Study on the Awareness & Effectiveness of Cloud Accounting in India with reference to Bangalore	International Journal of Research and Analytical Review ,Vol.5, Issue 4	2018- November,ISS N: 2348-1269	Impact Factor: 5.75
6.	Mr. Bijin Philip, Ms. Vineetha Vijayan	A Study on Tax Planning practices of Employees in Manufacturing Sector with special reference to Bangalore.	Research Review International Journal of Multidisciplinary, Vol.3, Issue 11	2018- November,ISS N: 2455-3085	Impact Factor: 5.214
7.	Dr. Jisha V G	A study on Customer Satisfaction on the usage of mobile banking	Journal of emerging technologies and Innovative Research	2018- November,ISS N-2349-5162	
8.	Dr. Geethu Anna Mathew, Dr. Roshen Therese Sebastian, Mr. Ajai Abraham Thomas	Role of training in enhancing organizational commitment of employees – An Empirical substantiation.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018- December,ISSN No: 23947780.	Impact Factor: 3.25
9.	Dr. Jisha V G	Investors Perception on Post Office Savings Scheme with reference to Bangalore City	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018- December,ISSN No: 23947780.	Impact Factor: 3.25
10.	Mr. Bijin Philip	A Study on the impact of workforce diversity in organizational performance with special reference to Bangalore.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018- December,ISSN No: 23947780.	Impact Factor: 3.25

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
11.	Mr. Bijin Philip	A Study on impact of Neuromarketing on Customer purchasing behaviour with special reference to Bangalore	International Journal of Management, IT & Engineering,, Vol.8, Issue 12	2018-December,ISSN No: 2249-0558.	
12.	Mr. Haribaskar R	More than cash, cheques and credit the narrator extends social responsibility – City Union Bank.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018-December,ISSN No: 23947780.	Impact Factor: 3.25
13.	Mr. Somasundaram T, Ms. Steffi Joan	Accessibility of Ola and Uber Cab Services using mobile app among customers in Bangalore.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018-December,ISSN No: 23947780	Impact Factor: 3.25
14.	Ms. Gincy Charles	A Study on challenges and opportunities of Islamic finance in India	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018-December,ISSN No: 23947780.	Impact Factor: 3.25
15.	Ms. Rupashree R	Empirical evidence on currency derivatives and currency rates.	International Journal of Advance and Innovative Research (Indian Academicians and Researchers Association)	2018-December,ISSN No: 23947780.	Impact Factor: 3.25
16.	Dr. A.J. Excelce, Ms. ShilpaRao C	Income and Expenditure pattern of Child labour in Southern district of Tamilnadu.	International Journal of Advance and Innovative Research	2019-January,ISSN No: 23947780	
17.	Dr. Geethu Anna Mathew, Dr. Roshen Therese	Mentoring and Employability skills of B-school students: A Comparative Analysis	International Journal of Advance and Innovative Research, Vol.6, Issue 1	2019-January,ISSN No: 23947781	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
	Sebastian		(IX)		
18.	Mr. Bijin Philip	A Study on The Impact of Teaching Aids in Students learning Process and Growth with special reference to Bangalore	International Journal of Advance and Innovative Research, Volume 6, Issue 1 (IX)	2019-February, ISSN: 2394-7780	Impact Factor: 7.36
19.	Mr. Bijin Philip	Unified Payment Interface – Impact of UPI in Customer Satisfaction	Research Guru – Online Journal of Multidisciplinary Subjects, March - 2019, Vol.12, Issue 4,	2019-March, ISSN-2349 – 266X	
20.	Mr. Surendranath Reddy C	Online Purchase Behaviour of Customers towards Branded and Unbranded Mobile Phones.	International Journal of Advance and Innovative Research, Volume 6 & Issue 1 (XXIII)	2019-April, ISSN: 2394-7780	
21.	Ms. Rupashree R	Forecast of Foreign Direct Investment Inflow (2019-2023) with reference to Indian Economy	International Journal of Research in Engineering, IT and Social Sciences, Vol.9, Issue 4	2019-April, ISSN No: 2250-0588	



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Publications by Faculty members  
ARTICLES PUBLISHED [2018-2019]

## SCHOOL OF MANAGEMENT

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>School of Management</b>					
1.	Dr. Baba Gnankumar P	Exploring the Price Bundling Portfolio of Indian FMCG Market	Asian Journal of Multidimensional Research	2018-June,ISSN: 2278-4853	Impact Factor - 5.443
2.	Dr. Sheeja Krishna Kumar	An empirical enquiry on spiritual interest of adolescents	IJEMR	2018-June,ISSN 2249-2585	
3.	Mr. John Pradeep Kumar	Determinants of capital structure : evidence from selected Indian Companies	Sanskriti - SAMS Journal	2018-June,ISSN 0976-304X	
4.	Dr. Sheeja Krishna Kumar	Intelligent Campus Environment: A Requisite to be Competent	Nitte Management Review, Vol 11(1)	2018-July,ISSN Print - 2231-6043; ISSN Online - 2395-1907	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
5.	Dr. Baba Gnankumar P	Demystifying the Financial Inclusion Penetration by Customised Financial Instruments - A Demand Side Study Done on Rural Customers of India	Asian Economic and Financial Review, Vol. 8, No. 7, pp. 999-1012	2018-August,	IF :0.295
6.	Dr. D. Ravindran	Retailers' Buying Preference in Cement Retailing	Research Explorer -Indian Academic Researchers Association, Special Issue, p-108-112	2018-October, ISSN: 2250-1940,	
7.	Dr. D. Ravindran	Retailers' Preference of Coconut Oil Brands- Distribution Perspective	Shanlax International Journal of Commerce, Special Issue, Vol 6, P-85-91	2018-October, ISSN: 2320-4168	
8.	Dr. D. Ravindran	Driving Motives of a Customer towards Branded Beauty Salon	International Journal of Advanced and Innovative Research, Vol: 5, Issue 4(XII),	2018-October, ISSN: 23947780	IF: 3.25
9.	Dr. Baba Gnankumar P	Predictive Analysis for Gold Pricing in Indian Context	International Journal of Computational Engineering and Management, Volume 21 Issue 6	2018-November, E-ISSN – 22307893	Global Impact Factor (2015): 0.843; Index Copernicus Value (2016): 88.20; InfoBase Index Value (2015): 3.51
10.	Dr. Baba Gnankumar P	Demystifying the Rural Agricultural Cooperatives with Microfinance Model - An Ubiquitous way of Economic Resurgence in Rural Economics	Shri Dharmasthala Manjunatheshwara Institute for Management Development	2018-November, ISBN: 978-93-83302-34-5	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
11.	Dr. Sheeja Krishna Kumar	Evaluating job satisfaction using family domain variables among women employees	FOCUS International Journal of Management,1. 13(2), p. 28-35, ISSN: 0973-9165, EBSCO indexed, 2018	2018-,ISSN: 0973-9165	EBSCO indexed, 2018
12.	Dr. G. BalaSendhil Kumar	Purchase Behaviour Towards FMCG By Consumers In Puducherry: An Exploratory Factor Analysis,January-March 2019, Vol 6, Issue 1 (XXV), pp 123-127	International Journal of Advance and Innovative Research	2019-January,ISSN : 2394 7780	
13.	Dr. Gita P C	Artificial Intelligence and its Applications - The game changer in People Management	International Journal of Management, Technology and Engineering,Vol IX, Issue II, Pp - 1435 – 1440	2019-February,ISSN - 2249-7455	
14.	Dr. D. Ravindran	Ergonomic Impact on Employees' Work Performance	International Journal of Advanced and Innovative Research,Vol: 6, Issue 1(XI)	2019-March,ISSN:23 947780	
15.	Dr. D. Ravindran	SMS (Social Media Sources) Influence on Tourism Choice Decisions	Eurasian Journal of Analytical chemistry Special issue,Volume 13,ISSUE 3, 6b,(updated in march 2019)	2019-March, ISSN- 1306-30579	SCOPUS - 1306 3057
16.	Dr. Gita P C	Inclusive Leadership - The way forward and its relevance to Indian Context	AJANTA - An International Multidisciplinary Quarterly Research Journal,Jan -March 2019,Vol: VIII, Issue 1	2019-March,ISSN: 2277-5730	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
17.	Dr. Joseph Charles Tamilmaran D, Dr. Justin Nelson Michael	Can Theatre Enhance The Learning Experience Of MBA Students?	International Journal of Advanced and Innovative Research,Jan -March 2019,Vol: 6, Issue 1(IX)	2019-March,ISSN:23947780	
18.	Dr. Sheeja Krishna Kumar	Analysis on Satisfaction using Interference as Mediator	SDMIMD Journal of Management, Informatics Publishing Ltd & SDM Institute for Management Development (SDMIMD),ISSN: 2320-7906	2019-March,Volume 10, Issue 1, March 2019	
19.	Dr. Aloysius Edward J	A Study on Performance of Indian IPO's during the Financial Year 2018-19	International Journal of Advance and Innovative Research,Volume 6 & Issue 1 (XXIII)	2019-April,ISSN: 2394-7780	
20.	Dr. D. Ravindran	SPS Preference of Retailers in Impulsing Consumer Buying Behaviour	International Journal of Advance and Innovative Research,Volume 6 & Issue 1 (XXIII)	2019-April,ISSN: 2394-7780	
21.	Dr. G. BalaSendhil Kumar, Dr. Abraham Varughese	Organizational Effectiveness: The New Challenges of Small Firms in Industry 4.0	International Journal of Advance and Innovative Research,Volume 6 & Issue 1 (XXIII)	2019-April,ISSN: 2394-7780	
22.	Dr. G. BalaSendhil Kumar	Customers' Intention towards online shopping : An Empirical Study	International Journal of Advance and Innovative Research,Volume 6 & Issue 1 (XXIII)	2019-April,ISSN: 2394-7780	
23.	Dr. Gita P C	Artificial Intelligence for 4.0 - Adoption in Organizations and its Challenges	International Journal of Advance and Innovative Research,Volume 6 &	2019-April,ISSN: 2394-7780	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
			Issue 1 (XXIII)		
24.	Dr. Joseph Charles Tamilmaran D	A Study on Consumer Perception towards AI Enabled Chatbots in Bengaluru	International Journal of Advance and Innovative Research, Volume 6 & Issue 1 (XXIII)	2019-April, ISSN: 2394-7780	
25.	Dr. Sheeja Krishna Kumar	Automation in Recruitment Process: An Examination	International Journal of Advance and Innovative Research, Volume 6 & Issue 1 (XXIII)	2019-April, ISSN: 2394-7780	
26	Mr. John Pradeep Kumar	A Study on Return and Trading Volume Linkages Between Selected IT companies in India	International Journal of Advance and Innovative Research, Volume 6 & Issue 1 (XXIII)	2019-April, ISSN: 2394-7780	
27	Mr. Stephen Deepak R	Procedural Justice: Discernment of Fairness Perceptions in the Work Environment	International Journal of Advance and Innovative Research, Volume 6 & Issue 1 (XXIII)	2019-April, ISSN: 2394-7780	
28	Dr. Aloysius Edward J	Analysis of pre and post merger financial performance of SBI associate banks	International Journal of research and analytical reviews	2019-May, ISSN-2349-5138	
29	Fr. Josekutty P.D, Dr. Baba Gnankumar P	Enhancing the educational viability through podcast media didactics pedagogy	AICP - College news	2019-January	





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**Publications by Faculty members**  
**ARTICLES PUBLISHED [2018-2019]**

## **ENGLISH [PG]**

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
<b>English [PG]</b>					
1.	Dr. Lyola Thomas	Woman Clothed within the Sun	Online International Interdisciplinary Research Journal, Vol-09	2019-May, ISSN 2249-9598	Impact Factor: 5.5



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## HUMANITIES

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Humanities</b>					
1.	Mr. Jimin S Mathew	History Redefined: Reading AruniKashyap's novel The House with a Thousand Stories as a HistoriographicMetafiction	IJPAM, Volume 119 No. 15 2018, 1879-1885	2018-June, ISSN: 1314-3395	Scopus indexed; Google Scholar: H-Index: 28↑; G-Index: 48↑; Cites/paper: 7.19↑; Cites/year: 338.18↑
2.	Ms. Sruthi B Guptha	Violence and Female Bodies: A Literary and Historical Analysis of the Institutionalized Culture of Sexual Violence in the Post Partition Kashmir	Diotima's: A Journal of New Readings special issue on Dalit Studies	2018-June, ISSN: 2319-4189	
3.	Mr. Masilamani C	A Study on Al Purdy's Lament for the Dorsets as an Elegy of Unique and Extinct Civilisation of the Dorsets	Language in India-An International e-journal. Vol: 18 Issue:7	2018-July, ISSN 1930-2940	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
4.	Dr. NavkiranKaurBedi	Coercing through Visuals: A Multimodal Analysis of Select Hair-Care Advertisements	International Journal of English Language, Literature, Volume 6, Issue 8	2018-August, 2321-7065	
5.	Ms. Apoorva Ravi	Twitter & Democracy: Is twitter a Tool for Two-Way Political Dialogue or Has it Turned into a Platform for Trolling and Propaganda	IJCMS	2018-August, ISSN: 2369-641X	
6.	Mr. Masilamani C	Enhancing the English Language Proficiency of Undergraduate Engineering Students Through Experiential Learning	The IUP Journal of English Studies, September, 2018 Vol. XIII Issue. 3	2018-September, ISSN: 0973-3728	H Index 2, SCOPUS - 1306 3057
7.	Dr. Kaveri Swami	Women Empowerment –Observatory and Paradigm analysis on Opportunities and Challenges in India.	Ajanta Prakashan, Aurangabad.	2018-October, ISSN 2277-5730	IF: 5.5
8.	Mr. Masilamani C	A Study on Beautification and Psychological Destruction of Black Women in Toni Morrison’s The Bluest Eye	JETIR Publication ,Indexed in Researcher ID Thomson Reuters, Google Scholar, DocStoc, ISSUU, and Scribd IF: 5.87	2018-October, 2349-5162	
9.	Ms. Ramya B	The place and position of migrant women workers in India	Universal Review-Journal, Volume 7, ISSUE XI, Page 709-716	2018-November, ISSN 2277-2723	IF 5.7

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
10.	Ms. Lillykutty Abraham	Women, Fertility and the Earth: A Tribal Perspective	International Journal of English Language Literature in Humanities (Online)	2018-December,ISSN -2321- 7065	ICI (Index Copernicus International)
11.	Dr. Juby Thomas	An analysis of the ethical practises in facilitating learning through smart classrooms	Internatioal Journal of the ethical practises in facilitating learning through smart classrooms	2019-January,ISSN 2394-7780	
12.	Mr. Jimin S Mathew	In the threshold of the red and white : Analysing ethibnic fragmentations and the authorial standpoint in Duncan Campbell Scott's Select Poems	Multilingual Journal for all subjects	2019-January,ISSN 2349-8838	
13.	Ms. Minu A	Narrated Identity through Indigeneity: An analysis of ZoeBrooks' Mother of Wolves as a Gender Discourse	IJELLH(International Journal of English language, Literature in Humanities	2019-February,ISSN 2321-7065	
14.	Dr. Juby Thomas	Gender Assessment of phone access and usage in India	International Journal of Scientific Research and Review	2019-March,ISSN 2279-543X	
15.	Dr. NavkiranKaurBedi	Analysing the poster of the reader:A multimodal perspective	Language in India-An International e-journal. Vol: 18 Issue:7	2019-March,ISSN 1930-2940	
16.	Mr. Masilamani C	The act of learning from experience : A theoretical study of experiential learning in English language classroom	Research Journal of English language and Literature.	2019-March,ISSN 2395-2636	

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
17.	Ms. Karthika S Renu	Evolving masculinity: A study of changing faces of masculinity in J.M. Coetzee's 'The Childhood of Jesus'	International Journal of English Language, Literature	2019-March,	



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Publications by Faculty members  
ARTICLES PUBLISHED [2018-2019]

## PSYCHOLOGY

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Psychology</b>					
1.	Dr. Molly Joy	Impact of Birth order on Emotional maturity and General wellbeing of Adolescents	IJEPR, Volume 7, Issue 4	2018-December, ISSN : 2279-0179	
2.	Dr. Molly Joy	Emotional Maturity and Happiness among Emerging Adults	Journal of Engineering Research and Application	2019-January, ISSN 2248-9622	
3.	Dr. R Krishnan	Holistic Education: An Indian Perspective	International Journal of Advance and Innovative Research	2019-January, ISSN 2394-7780	Impact factor 7.36
4.	Dr. Rema M K	Effect of Counseling on the Levels of Depression, Anxiety and Stress Among Parents with Special children	International Journal of Advance and Innovative Research	2019-January, ISSN 2394-7780	Impact factor 7.36
5.	Dr. Molly Joy	Social Intelligence and Flexible Locus of control among college Students	IOSR Journal of Computer Engineering	2019-March, ISSN 2278-8727	



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## SOCIAL WORK

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Social Work</b>					
1.	Dr. Winnie Joyce	A study on self esteem among HIV/AIDS affected people	International Journal of Research And Innovation in Social Science (IJRISS) A Unit Of Research And Scientific Innovation Society (RSIS)	2019- March,2454-6186	
2.	Dr. Winnie Joyce,Dr. Jonas Richard A	Psychosocial factors associated with breast cancer patients	Journal of Social Work Education & Practice – International Peer Reviewed Social Work Journal	2019- April,2456-2068	



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## COMPUTER SCIENCE [PG]

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Computer Science [PG]</b>					
1.	Fr. Augustine George	Optimal Multi-Document Integration using Iterative Elimination and Cosine Similarity	Springer Book Series	2018-February, 978-981-13-2284-6	
2.	Fr. Augustine George	Document Summarization Using Sentence Based Topic Modeling And Clustering	International Journal of Advanced Research (IJAR), PP 285-291	2018-June, ISSN 2320-5407	
3.	Dr. Ambika P	Exploiting the IoT potential of Blockchain in the IEEE P1931.1 ROOF Standard	IEEE Communication standard magazine, September issue.	2018-September,	
4.	Dr. JyothiManoj	Forecast Model for Price of Gold: Multiple Linear Regression with Principal Component Analysis	Thailand Statistician, 17(1): 125-132	2019-January, ISSN 2351-0676	Scopus Indexed
5.	Ms. Aruna Devi K	Automated blog classification using rule extraction by reverse engineering the neural network	Journal of advanced research in dynamical and control systems [accepted for publication in April]	2019-March, ISSN 1943-023X	
6.	Ms. Aruna Devi K	Improved blog classification using multistage dimensionality reduction	Springer [accepted for publication]	2019-April,	



<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
		technique			
7.	Dr. JyothiManoj	Analysis of pre and post mergerfininacial performance of SBI associate banks	International Journal of research and analytical reviews	2019- May,ISSN- 2349-5138	



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## **COMPUTER SCIENCE [UG]**

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Computer Science [UG]</b>					
1.	Dr. Ambrose Rajkumar M	Crystal growth and characterization of Au <sup>3+</sup> ion irradiated 2-amino-5-nitropyridinium hydrogen oxalate (2A5NPHO)	Molecular Crystals and Liquid Crystals,(International Journal), <a href="http://www.tandfonline.com/loi/gmcl20">http://www.tandfonline.com/loi/gmcl20</a>	2018-June,ISSN: 1542-1406	Impact Factor 0.633,Scopus Indexed
2.	Dr. Anthony Vincent B	Insight of cloud technology revolutionizing the security in contemporary age	Shanlax International Journals better sound through compendium	2018-June,	
3.	Ms. Kalaiselvi K	Impact of Genetic algorithm in cryptology – An Empirical Study	International Journal of Computer Engineering an Applications.	2018-June,	
4.	Ms. SuniAjaykumar	A regression model of crypto- currency price	International Journal of Statistics and Applied Mathematics ,3(3): 120-125	2018-June,ISSN: 2456-1452	Impact Factor (RJIF): 5.34 Peer Reviewed Journal
5.	Ms. Mary Jacob, Ms. Kalaiselvi K	Investigating privacy and security in healthcare based cloudlet environment using multi-level agents	International Journal of Research and Analytical Reviews	2018-September,ISSN-2349-5138	

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
6.	Dr. Ambrose Rajkumar M	A UV Transmittable NLO crystal Hydrofluoric Acid Mixed Sulphamic acid (FASA) : Synthesis, Growth and Characterization	International Journal of Scientific Research in Science and Technology, Volume 4   Issue 11   November-December 2018 <a href="http://ijsrst.com/PDF.php?pid=4972&amp;v=4&amp;i=11&amp;y=2018&amp;m=November-December">http://ijsrst.com/PDF.php?pid=4972&amp;v=4&amp;i=11&amp;y=2018&amp;m=November-December</a> Page No: 259-271	2018- November,ISS N NO: 2395- 6011	
7.	Dr. Anthony Vincent B	Fatiguing Data to Protect against Cyber Security Extortions: A counterintelligence methodology	MOL2NET, International Conference Series on Multidisciplinary Sciences	2018- November, ISSN: 2624- 5078, ISBN: 978-3-03842- 820-6 1	<a href="http://sciforum.net/conference/mol2net-04">http://sciforum.net/conference/mol2net-04</a>
8.	Dr. Rashmi S	Era of Big Data- - All about Big Data and its Impact on the Current Business	Journal of Emerging Technologies and Innovative Research, Volume 5, issue Page No: 191-192 <a href="http://www.jetir.org/papers/JETIR1811630.pdf">http://www.jetir.org/papers/JETIR1811630.pdf</a>	2018- November,ISS N 2349-5162	
9.	Dr. Rashmi S	Training Based Noise Removal Technique for a Speech-to-Text Representation Model	Journal of Physics: Conference Series, Conf. Series Vol. 1142 (2018) 011001 IOP Publishing	2018- November,doi:1 0.1088/1742- 6596/1142/1/01 1001 ,	Scopus Indexed Journal 57044605100

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
10.	Ms. Mary Jacob	Congestion Control Techniques in VANETS	Journal of Applied Science and Computations, Volume 5, Issue 11, November 2018 ISSN NO:1076-5131 <a href="http://j-asc.com/gallery/127-november-2018.pdf">http://j-asc.com/gallery/127-november-2018.pdf</a> Page No: 1024-1033	2018- November, ISSN NO:1076-5131	
11.	Ms. Mary Jacob	Applications and Challenges in VANETS	International Journal of scientific Research and Review, Volume 7 Issue 11, November 2018 ISSN NO:2279-543X <a href="http://www.dynamicpublisher.org/gallery/90-ijssrd1132.eben.f.pdf">http://www.dynamicpublisher.org/gallery/90-ijssrd1132.eben.f.pdf</a> Page No: 767-776	2018- November,ISSN NO:2279-543X	
12.	Dr. Soya Mathew	Darcy-Brinkman Ferro convection with temperature dependent viscosity	Journal of Physics: Conference Series 1139 (1), 012024,2018	2018- December,	Scopus Indexed
13.	Dr. Soya Mathew	Thermorheological and magnetorheological effects on Marangoni-Ferroconvection with internal heat generation	Journal of Physics: Conference Series 1139 (1), 012024,2018	2018- December,	Scopus Indexed
14.	Dr. Jasmine Beulah G	Optimization of cluster head election in zone based wireless sensor networks using genetic algorithm	International Journal of Computer Engineering and Applications, Volume	2019- January,ISSN 2321-3469	Impact Factor 5.859

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
			XII, Issue XII,		
15.	Dr. Vinothina V	Internet of Things in Home, Air-Conditioner and Transportation Automation	Journal of Computer and Mathematical Science, Vol.10 (1), 14 - 19 (2019)	2019-January, ISSN 0976 - 5727	Impact Factor 4.655
16.	Ms. Dhanamalar M, Ms. Ayshwarya B	Classification of Algorithms for Assessment of Protracted Kidney Disease.	Journal of Analysis and Computation (An International Peer Reviewed Journal)	2019-January, ISSN 0973 2861	Impact Factor 5.859
17.	Ms. Sangamithra A, Dr. Margaret Mary.T	Analysis of IOT in Daily Life	International Journal of Computer Sciences and Engineering	2019-January, E-ISSN 2347-2693	
18.	Dr. Margaret Mary.T	Using advance genetic algorithm with deep neural network by differentiating of cerebral inpairments	International Journal of Research In Electronics And Computer Engineering	ISSN 2393-9028	
19.	Dr. Ambrose Rajkumar M	Structural, Optical and Dielectric Characterization of Guanidine Acrylate NLO single crystals	Journal Surface Science Technology, December 2018 Volume 34	2019-March, ISSN No. 0970 1893	Scopus Indexed
20.	Ms. Gopika S	Unsupervised Blind Quality Estimation of NSS image using Efficient Feature Extraction	Journal of Physics: Conference Series, Conf. Series Vol. 1142 (2018) 011001 IOP Publishing	2019-March, Conf. Series 1142(2018)012 019	Scopus Indexed Journal 57044605100

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
21.	Dr. Jasmine Beulah G	Antech Cluster- A Novel Technique for Clustering in Wireless Sensor Networks	International Journal of Research and Analytical reviews	2019-April, E ISSN: 2348-1269	
22.	Dr. Jasmine Beulah G	A Review on Text Classification Algorithms and their Applications	International Journal of Computer sciences and Engineering	2019-April, ISSN:2347-2693	
23.	Dr. Vinothina V	Natural Language Processing: Comprehensive Review	International journal of computer science and engineering	2019-April,	
24.	Dr. Vinothina V	Fail Detection System in Mobile Application	International Journal of Business and Administration Research Review(IJBARR)	2019-April, ISSN-2348-0653	
25.	Mr. Ramanathan G	Effectiveness of test case prioritisation - An introduction	International Journal of Business and Administration Research Review(IJBARR)	2019-April, ISSN-2348-0653	
26.	Ms. Ayshwarya B	Prediction of Lung Cancer using Blue Whale Optimizer Algorithm with Neural Network Classifier	Journal of advance Research in Dynamical and Control systems	2019-April, ISSN: 1943-023X	Scopus Indexed
27.	Ms. Dhanamalar M	A survey on big data mining in health care system	International Journal of emerging technologies and innovative research	2019-April, ISSN-2349-5162	
28.	Ms. Kalaiselvi K	Image encryption based on genetic algorithm for enhanced AES-128 Bit Cryptosystem	International Journal of Research and Analytical reviews	2019-April, E ISSN: 2348-1269	
29.	Ms. Mary Jacob	Avoiding Traffic in Smart Cities with Intelligent Transportation System using Dynamic Overlap	International Journal of Research and Analytical reviews	2019-April, E ISSN: 2348-1269	

<b>Sl.No</b>	<b>Name</b>	<b>Title of the article</b>	<b>Publisher Details</b>	<b>Year-Month, ISBN/ISSN Number</b>	<b>Bibliometrics</b>
30.	Ms. Mary Jacob	Smart Cities with Intelligent Transportation System using Krill Herd Approach	Journal of advance Research in Dynamical and Control systems	2019-April,ISSN: 1943-023X	Scopus Indexed
31.	Ms. Mary Jacob	A Comparative Analysis of Sentiment Classification Using Machine Learning algorithms	Journal of advance Research in Dynamical and Control systems	2019-April,ISSN: 1943-023X	Scopus Indexed



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## LIFE SCIENCES

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
<b>Life Sciences</b>					
1.	Dr. Dileep Francis	Immunogenicity and protective efficacy of recombinant alkaline shock protein 23 from <i>Staphylococcus aureus</i> in a murine model	Central European Journal of Immunology	2018-June, ISSN: 1426-3912	Scopus Indexed
2.	Dr. Durairaj S	Identification, expression, and methylation of miR-7110 and its involvement in type 1 diabetes mellitus	Gene Reports	2018-June, 2452-0144	IF-0.216
3.	Dr. Elcey C D	Biological activity of phytoconstituents isolated from <i>Cinnamomum zeylanicum</i> and <i>punicagranatum</i>	Asian journal of pharmacology	2018-June, ISSN: 2455-2674	
4.	Dr. S Jemimah Naine	Bioactivity of Marine <i>Streptomyces</i> sp. VITJS4: Interactions of Cytotoxic Phthalate Derivatives with Human Topoisomerase II $\alpha$ : An In Silico Molecular Docking Analysis.	Interdisciplinary Sciences, 10(2):261-270.	2018-June,	



Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
5.	Dr. S JemimahNaine	Marine Streptomyces sp.VITASP as a source of new bioactive secondary metabolites	Current Bioactive Compounds	2018-August, ISSN:1573-4072	
6.	Dr. M Sonia Angeline	Standardisation and fermentation of milk cream with Lactobacillus plantarum and streptococusthermophilus for minimal moisture content and free fatty acids	International Journal of Biology Research	2018-October, ISSN 2455-6548	
7.	Dr. SelvamArjunan	Differential Expression of Proteins Associated with Chronic Hepatitis B Virus Infection on HeLa cell lines	Journal of Proteomics and Genomics	2018-October, ISSN: 2576-7690	
8.	Dr. S Vijayanand	Study of Brassica oleracea as Natural Alternative to Synthetic Indicator	Asian Journal of Chemistry,December Vol. 31, No. 2 (2019), 251-254	2018-November, ISSN: 0975-427X	Scopus Indexed
9.	Dr. ChallarajEmmanuel.C.S, Dr. M Sonia Angeline	Antagonistic Effect of Aspergillus And Penicilliumagainst Wilt Disease Of Tomato by fusariumoxysporum	International Journal Of Pharmacy And Biological Sciences	2019-January, ISSN: 2230-7605	SJIF-3.125
10.	Dr. Elcey C D	In vitro evaluation of antibacterial and biological activity of phytochemicals from spices	International Journal Of Pharmacy And Biological Sciences	2019-January, ISSN: 2230-7605	SJIF-3.125
11.	Dr. M Sonia Angeline	Study On The Effect Of Temperature, Ph And Antifungal Activity Of Fruit Peel Extracts On The Dandruff Causing Fungi	International Journal Of Pharmacy And Biological Sciences	2019-January, ISSN: 2230-7605	SJIF-3.125

Sl.No	Name	Title of the article	Publisher Details	Year-Month, ISBN/ISSN Number	Bibliometrics
12.	Dr. SelvamArjunan	Genetic Diversity Assessing Of Indian Chicken Breeds And Commercial Broiler Strains Using Genetic Markers	International Journal Of Pharmacy And Biological Sciences	2019-January, ISSN: 2230-7605	SJIF-3.125
13.	Dr. U. Sivagamasundari	Impact Of Bacterial Endophytes On Growth And Yield Of Brinjalvar. Annamalai Under Pot Experiment	International Journal Of Pharmacy And Biological Sciences	2019-January, ISSN: 2230-7605	SJIF-3.125
14.	Ms. PriyaJossonAkkara	Anti-proliferative effect of curcumin on eukaryotic cells and their plausible modes of action	International Journal Of Pharmacy And Biological Sciences	2019-January, ISSN: 2230-7605	SJIF-3.125
15.	Dr. ChallarajEmmanuel.C.S	Isolation Optimization and charaterization of petrol degrading bacteria from oil contaminated soil samples	Asian journal of Microbiology Biotechnology and Environmental science	2019-February,0972-3005	Scopus Indexed
16.	Dr. Elcey C D	Cytotoxicity of functionalized iron oxide nanoparticles coated with rifampicin and tetracycline hydrochloride on Escherichia coli and Staphylococcus aureus	Applied Nanoscience	2019-February,2190-5517	IF-2.951
17.	Dr. M Sonia Angeline	Screening and Extraction of Biofilm Inhibitors from Lactobacillus isolated from Fruit extracts against Vibrio Cholerea	Journal of Pharmacognosy and Phytochemistry	2019-February,2349-8234	
18.	Ms. PriyaJossonAkkara	Xenobiotic Hepatotoxicity	Research Journal of Biotechnology	2019-May,2278-4535	Scopus Indexed



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## Publications by Faculty members PAPERS PUBLISHED

Sl.No	Department	Name	Title of the paper	Details of publisher	Month/ Year of publication/ISBN No
1.	Computer Science [UG]	Ms. Gopika S	Unsupervised Blind Quality Estimation of NSS image using Efficient Feature Extraction	Conference Proceedings ,NCCI,KristuJayanti College	December-2018,ISBN 978 9353115920
2.	Humanities	Dr. Kaveri Swami	Human Rights in India and its Relative Impact and Scrutiny on Global Scenario	Paradigm Shift in Disciplines. Government First Grade College, HSR Layout, Bangalore	September-2018,ISBN:978-0-359-17324-2
3.	Humanities	Dr. NavkiranKaurBedi	Publicizing through Film Posters: A Multimodal Analysis	Conference Proceedings: International Conference on Women Studies, Language, Culture and Social Sciences 2018	December-2018,ISBN: 978-93-86435-64-4

<b>Sl.No</b>	<b>Department</b>	<b>Name</b>	<b>Title of the paper</b>	<b>Details of publisher</b>	<b>Month/ Year of publication/ISBN No</b>
4.	Humanities	Ms. Ramya B	The place and position of Migrant Women Workers of India	Conference Proceedings: International Conference on Multidisciplinary approaches in Social Sciences, Humanities and Science	January-2019,ISBN 978-93-87793-61-3
5.	Management Studies	Dr. Baba Gnankumar P	Demystifying the Rural Agricultural Cooperatives with Microfinance Model - An Ubiquitous way of Economic Resurgence in Rural Economics	ShriDharmasthalaM anjunatheshwara Institute for Management Development	November-2018,ISBN: 978-93-83302-34-5
6.	Management Studies	Dr. Baba Gnankumar P, Dr. M.K. Baby	Susceptibility and Sensitivity of Bank Rate Movements on Corporate Bonds	AIMS International	January-2019,ISBN: 978-1-943295
7.	Management Studies	Mr. John Pradeep Kumar	A Conceptual Framework on Return and Trading Volume Linkages in the Capital Market Understanding attitude of individuals considering paying taxes to Government	4th Industrial Revolution Seminar Compendium	February-2019,ISBN: 9789380751085

<b>Sl.No</b>	<b>Department</b>	<b>Name</b>	<b>Title of the paper</b>	<b>Details of publisher</b>	<b>Month/ Year of publication/ISBN No</b>
8.	Management Studies	Dr. D. Ravindran	Social and Emotional Learning methods in Leadership development among the students : in the book Energizing Leadership : Leading Business Through passion for People	VRI Publications ,SDNB VasihnavaColleg Chennai	March-2019,ISBN : 978-81-937382



## Publications by Faculty members ARTICLES PUBLISHED IN NEWSPAPERS

Sl.No	Department	Name	Date	Title of the article	Name of the Newspaper
1.	Humanities	Dr. Juby Thomas	05/01/2019	North East Priority: Protection of its Diversified Eco-Zone	Eastern Mirror 05/01/2019
2.	Humanities	Dr. Juby Thomas	07/01/2019	North East Priority: Protection of its Diversified Eco-Zone	Meghalaya Times 07/01/2019
3.	Humanities	Dr. Juby Thomas	13/01/2019	Conservation Scientists in Northeast India Face Unending Hurdles	Meghalaya Times 13/01/2019
4.	Humanities	Dr. Juby Thomas	12/01/2019	Conservation Scientists in Northeast India Face Unending Hurdles	Eastern Mirror 12/01/2019
5.	Humanities	Dr. Juby Thomas	26/01/2019	Young Scientists the key to North East's Future	Eastern Mirror 26/01/2019
6.	Humanities	Dr. Juby Thomas	26/01/2019	Changing weather patterns an enduring worry to North East	Eastern Mirror 26/01/2019
7.	Humanities	Dr. Juby Thomas	28/01/2019	Changing weather patterns an enduring worry to North East	Meghalaya Times 28/01/2019
8.	Humanities	Dr. Juby Thomas	Eclectic	Time for environmentally sound policies	Eclectic

<b>Sl.No</b>	<b>Department</b>	<b>Name</b>	<b>Date</b>	<b>Title of the article</b>	<b>Name of the Newspaper</b>
9.	Humanities	Dr. Juby Thomas	Eastern Mirror 28/03/2019	The untold story of northeast India - Bangladesh Bonding	Eastern Mirror 28/03/2019
10.	Humanities	Dr. Juby Thomas	Meghalaya Times 31/03/2019	The untold story of northeast India - Bangladesh Bonding	Meghalaya Times 31/03/2019
11.	Humanities	Dr. Juby Thomas	Eastern Mirror 8/04/2019	Plastic contamination in drinking water : Risks human health	Eastern Mirror 8/04/2019
12.	Humanities	Dr. Juby Thomas	Eastern Mirror 8/04/2019	Plastic contamination in drinking water : Risks human health	Eastern Mirror 14/04/2019



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## Publications by Faculty members

### DETAILS OF BOOKS PUBLISHED [2018-2019]

Sl. No	Name	Department	Title of the book	Details of publisher
1	Dr. Krishnamoorthi M	Commerce [PG]	Accounting for Management	Lakshmi Publication, Chennai ,September-2018,ISBN No: 978-93-87950-10-8
2	Mr. SurjitSingha	Commerce [UG]	International Business Environment: International Business	Amazon,November- 2018,Amazon, ASIN: B07KTRRLX7
3	Mr. SurjitSingha	Commerce [UG]	Sustainable Project for School, College & University: Crafting Innovative Idea for Converting Scrap into Creative and Useful Resources	Amazon,November- 2018,Amazon, ASIN: B07KSKCTSV, ISBN: 9781790757961
4	Mr. SurjitSingha	Commerce [UG]	Organizational Communication	Amazon,November- 2018,Amazon, ASIN: B07KTQJJ21



Sl. No	Name	Department	Title of the book	Details of publisher
5	Mr. SurjitSingha	Commerce [UG]	Representation of Koch Rajbongshi Tribe by the Selective Media between 2000 and 2017:: An Exploratory Study with reference to Perception, Cognition, Humanistic Components, and Experience Creation	Amazon,November-2018,Amazon, ISBN: 9781790419944, ASIN: B07KX5DN5J
6	Mr. SurjitSingha	Commerce [UG]	Glimpses of Koch (Koch Rajbongshi) Fashion, Tradition, Culture, Costume and History: Glimpses of Koch (Koch Rajbongshi) Fashion, Tradition, Culture, Costume and History	Amazon,November-2018,Amazon, ASIN: B07KVBSY4B
7	Mr. Velmurugan R,Ms. Ayshwarya B	Computer Science [PG]	Hanbook on Software Engineering	Coimbatore Institue of Information Technology [CIIT],February-2019,ISBN 9788193996027
8	Dr. Anthony Vincent B	Computer Science [UG]	Essentials of Cloud Computing and Security	Tejas Publishers and Distributors,Bengaluru, ,June-2018,ISBN No.9788193609033
9	Ms. Ayshwarya B	Computer Science [UG]	Web programming using PHP	Amazon.in ,Amazon.com,June-2018,ISBN 10: 198310289X ISBN 13: 9783102899
10	Ms. Dhanamalar M	Computer Science [UG]	Introduction to Big Data	Amazon.in,December-2018,Amazon.in ASIN: B07L8V8JF7

<b>Sl. No</b>	<b>Name</b>	<b>Department</b>	<b>Title of the book</b>	<b>Details of publisher</b>
11	Dr. Kalaiselvi K, Ms. Mary Jacob	Computer Science [UG]	Data Communication And Networks- A Primer (For BCA &B.Sc (C.S))	VSRD Academic Publishing, Kanpur, April-2019, ISBN- 13:978-93-87610-36-1
12	Dr. Anthony Vincent B	Computer Science [UG]	Data Integrity and privacy of cloud computing	Lambert academic publishing, May-2019, 978-613- 9-46016-8
13	Dr. Arpita Ghosh	English [PG]	Lifting the Mantilla-Unveiling Motherhood	Authors Press, April-2019, ISBN – 978-93-88859-41-7