

RESEARCH ACTIVITIES

Number of papers presented by the staff at the National level / International level

National level - 7

International level-11

Research Publication/Presentation

S No.	Name Of The Faculty	Title Of The Article	Journal Name, Volume No. & Issue No./Name Of The Book	International /National	Publisher, Month And Year Of Publication	ISSN /ISBN NO	Impact Factor
1	Vanishree M	Impact Of Online Advertising On Consumer Behaviour	Marketing Strategies For The21st Century	National	2014	ISBN 978-93-83083-74-9	
2	G Rajalakshmi	Role Of Institutions Of Higher Learning Promoting Women Entrepreneurship	Emerging Trends And Challenges Of Women Entrepreneurship In India	National	2014		
3	Vanishree M	The Relationship Between Emotional Intelligence And Demographic Variables Of Information Technology Professionals	Indian Journal Of Applied Research-Paripex	International	2014		4.359
4	Vanishree M	Demographic Characteristics And Emotional Intelligence Of Employees Working In Information Technology Sector, Chennai	Khoj Journal Of Indian Management Research And Practices	International	2014	ISSN 0976 – 8262	
5	Vanishree M	The Role Of Emotional Intelligence On Employees' Job Satisfaction	Managma	National	2014	ISBN 978-81-929306-0-2	
6	Vanishree M	The Link Between Employees' Job Satisfaction And Customer Satisfaction	Global Trends in Banking Sector Issues, Challenges and Opportunities	National	2014	ISBN – 978-93-80530-68-0	
7		E-Tailing In India- Business	Sustainable Management				

	R Bhuvaneshwar i	And Legal Perspectives	Practices- Trend, Issues And Challenges	National	2015		
8	Vanishree M	A Study On The Influence Of Emotional Intelligence On Employees' Wellbeing In The Workplace	International Journal Of Human Resource Management And Research (Ijhrmr)	International	2015	ISSN(P): 2249- 6874; ISSN(E): 2249- 7986	4.9135
9	R Bhuvaneshwar i	Online Shopping Behavior Of Customers In Chennai	National Conference On E-India Synergizing Financial Inclusion, It & Business	National	2016	ISBN 978-93- 80757-52- 0	
10	Vanishree M	Perception Of Women Employees On Work Life Balance And Its Effect On Job Satisfaction	Indian Journal Of Applied Research	International	2016		5.215
11	Vanishree M	Gender Differences In Emotional Intelligence Among Employees Of Information Technology Sector In Chennai.	Global Advancement In Hrm.	International	2017		
12	Vanishree M	Influential Effect Of Demonetizati on On Investor's Behavior"	National Conference On Demonetizati on Effects On Indian Financial System	National	2017	ISBN 978 -75-81- 92361-08- 7	
13	M Vanishree	Job Satisfaction As A Mediator Between Emotional Intelligence And Job Performance	Journal Of Emerging Technologies And Innovative Research	International	2017		5.87
14	M Vanishree	Testing The Mediating Effect	Shanlax International		2018		

		Of Customer Trust On Perceived Corporate Social Responsibility And Attitudinal Loyalty	Journal Of Management	International			2.082
15	G Rajalakshmi	The Impact Of Demographic Factors On Consumers' Green Purchase Awareness	Journal Of Emerging Technologies And Innovative Research	International	2018	ISSN: 2349-5162	5.87
16	G Rajalakshmi	The Impact Of Green Marketing Strategies On Consumer Green Purchase Awareness	"Roots", An International Journal Of Multidisciplinary Researches	International	2018	ISSN:2349-8684	3.487
17	M Vanishree	The Role Of Social Media In Women Entrepreneurship Development	International Academic Research Journal Of Business And Management (Iarjbm)	International	2018	ISBN – 978-0-9895150-8-5	
18	Bhuvaneshwari.R	A study on Perception of Social Media Recruitment among Recruiters	Catalyst	-	2018	ISBN:978-81-936440-2-7	
19	M Vanishree	Influential Effect of Digitization initiatives on Investors Behaviour	Catalyst	-	2018	ISBN:978-81-936440-2-7	
20	G.Rajalakshmi	An analysis of the objective and importance of Technical Education in current scenario.	Catalyst	-	2018	ISBN:978-81-936440-2-7	
21	M Padmaja	Social Equity - A Catalyst to Inclusive Growth and Sustainability	Journal Of Emerging Technologies And Innovative Research	International	2018	ISSN 2349-5162	5.87

RESEARCH PROJECTS: 1

NAME :Dr.M.VANISHREE

TITLE: Investing the Mediating Effect of Psychological Capital on the Relationship between Perceived Organizational Support and Innovative Behavior of Software Professionals

DURATION: 1 Year

AMOUNT: Rs.10000

FUNDING AGENCY: Ethiraj College for Women

ONGOING