

RESEARCH ACTIVITIES

Papers Presented & Published by Students

2019 - 20

Sl.No	Name	Title	Journal Name	International Conference	Institution
1	Sona.P	Relevance of Knowledge Management in Government and Private scholls in TN	Our Heritage Journal, Vol – 68 No.10 (2020)	“Intellectual Capital and Knowledge Management for Business Sustainability”	Ethiraj College for Women

Best paper award:

Mrs.E.Ajitha won the **Best Paper Award** in the International Seminar organised by JBAS College for Women (Autonomous), Chennai on "**Strategies for Frontier Global Issues and Challenges of Emerging Economies**"- August 2016.

Mrs.S.Pravina received the **Best Paper Award** at the International Conference on “*Sustaining a Competitive Advantage in the Changing Business Scenario*” held at the Bishop Heber College, Trichy on 12th September 2018.

Papers Presented & Published by Faculties

2014 – 2015

S.No	Name of the faculty	Name of the Conference /Seminars/Workshop	Level State/National/ International	Participation/ Presentation of Paper
1	Mrs.E.Ajitha	The Human Rights Violation of the Denotified and Nomadic Tribes in India- A Study	National Conference in Arul Anandar College and Lady Doak College	Presented
2	Mrs.E.Ajitha	Judiciary as the Torch Bearer of Child Rights	National Seminar in Tamilnadu Dr.Ambedkar law u niversity	Presented
3	Mrs. N.Renukadevi	Sustainment of quality in higher Education (Conducted by IQAC)	National Seminar in MOP	Participated
4	Mrs.S.Meenakshi	One Day Basic Training on Human Rights	National Workshop in Ethiraj College	Participated

Conferences/Seminars/Workshops attended by faculty members (2014-15) International

S.No	Name of the faculty	Name of the Conference /Seminars/Workshop	Level State/National/ International	Participation/Pre sentation of Paper
1.	Dr. Mrs. T. UshaPriya	Workshop on Capacity Building in Education Leadership	International Workshop organized by Deakin University	Participated
2.	Dr. Mrs. T. UshaPriya	Emerging Trend in Human Resource Management	International Conference in RKM Vivekananda College	Presented
3.	Dr. Mrs. T. UshaPriya	Advanced Management in Knowledge era	International Conference in Jamal Mohamed College	Presented
4.	Mrs.V.Jayanthi	Managerial Competencies and Export Performance – A Study with Reference to Leather Industries in Chennai (International symposium on emerging horizons in HRM)	International Symposium in RKM Vivekananda college -Chennai	Presented
5.	Mrs.V.Jayanthi	The Study of Relationship Between Marketing Strategies and Export Performance in Specific Leather and Leather Product Units in Chennai (ICSEMR)	International Conference in Vel tech	Presented
6.	Mrs. VeenaMurali	Impact of High Performance Work Practices on Burnout intervened by Job Overload (ICSEMR)	International Conference in Vel tech	Presented

Details of publications by staff members 2014-15

S.No	Name of the staff	Name of the Journal /Books	Title of the paper	National /Internationa l	ISBN /ISSN	IF / CI
1.	Dr. Mrs. T. UshaPriya	Advanced Journal of Management Research	Organizational Commitment and Organizational Support among the Employee in Public Sector Banks	International	ISSN No:0973-0303	

2.	Dr. Mrs. M. Jeyanthi & Dr. Mrs. N. Nandini	Global Journal for Research Analysis	Concept of Shadow Banking in India	International	ISSN No 2277- 8160	IF: 1.54 08
3.	Mrs.E.Ajitha	Issues and Challenges on Labour Legislations in the era of Globalization, Liberalization and Privatization	Women Labour in India Post Globalization-An Overview	UGC Sponsored One Day National Seminar	ISBN: 978-93- 81521- 55-7	
4.	Mrs.E.Ajitha	Second National Conference Proceeding on Law and Justice	Evolution of Hindu Women's Right to Property With Reference to the Indian Constitution- An Analysis	National Conference in AURO University	ISBN 13: 978-81- 928189- 3-1	

2015-2016

Sl. No.	Name of the faculty	National/ International	Title of the article	Journal, Volume, Issue	Publisher, month and year of publication	ISSN/ ISBN No
Peer Review Journals						
1.	Dr. Mrs. T. Usha Priya	International	Customer Relationship Management And Organisational Competitiveness Of Commercial Banks in Chennai	International Journal of Management Academy, 3(4), 15- 24	December, 2015	ISSN 2333- 2514
2.	Dr. Mrs. T. Usha Priya	International	Impact of Total Quality Management Practices on the Profitability and Service Quality of Public Sector Commercial Banks in Chennai	SSRG International Journal of Economics and Management Studies(SSRG- IJEMS)-Vol 2, Issue 3	May to June 2015	ISSN:2393 - 9125
Conference proceedings						
3.	Mrs.E.Ajitha	International	Access to Justice for Senior Citizens: An assessment of the Indian Legal Framework	University of Kerala	January 2016	ISBN-978- 93-5254- 564-3
4.	Mrs.E.Ajitha	National	Elder Abuse in India : A Legal Perspective	AURO University	October, 2015	ISBN 13:978-81- 928189-6-2

Details of Chapters in Edited Books

Sl. No.	Name of the faculty	National/ International	Title of the article	Journal, Volume, Issue	Publisher, month and year of publication	ISSN/ ISBN No
1.	Dr. Mrs. T. UshaPriya	National	Total Quality Management Practices and Organizational Performance in Commercial Banks	Sustainable Management Practices: Trends, Issues And Challenges	Glowplus Publisher, 2015	ISBN 978-81-929581-2-6
2.	Dr. Mrs. M. Jeyanthi	National	Celebrity Endorsement and Knowledge of Food Standards	Sustainable Management Practices: Trends, Issues And Challenges	Glowplus Publisher, 2015	ISBN 978-81-929581-2-6
3.	Dr. Mrs. N. Nandini	National	Celebrity Endorsement and Knowledge of Food Standards	Sustainable Management Practices: Trends, Issues And Challenges	Glowplus Publisher, 2015	ISBN 978-81-929581-2-6
4.	Mrs. E. Ajitha	National	Challenges to Human Rights of Elderly in India	Emerging Trends in Human Rights	Today Publication, March 2016	ISBN 978- 93 - 81992-87- 8
5.	Mrs.E.Ajitha	National	Rights of Hindu Married Women And The Law of Maintenance In India	Marriage: Changing Trends	Today Publication, March 2016	ISBN 978-93-81992-41-8
6.	Mrs.E.Ajitha	National	The Judiciary's Campaign against Child Sexual Abuse in India – A Legal Perspective	Budding Generation And Bridging Freedom – Girl Child	Vijaya Pathippagam, 2016	ISBN 81-8446-756-7

PAPER PRESENTATION IN SEMINAR / CONFERENCE ETC (2015- 16)

S.No	Name of the Faculty	Name of the Conference/ Seminar	Presented / Attended	Title of the paper presented	International / National/ State level
1.	Mrs.E.Ajitha	Women Empowerment and Human Rights: Transforming their rights in the 21 st Century	Presented	Human Rights of Elderly Women in India – A Legal Perspective	National
2.	Mrs.E.Ajitha	Revamping Urban Governance: Towards Sustainable Future	Presented	Providing Elderly Care and Protection in the Cities – A case for Urban Governance	National

2016 – 2017

S No.	Name of the Faculty	Title of the article	Journal Name, Volume No. & Issue No.	Publisher, month and year of publication	ISSN/ISBN NO	IMPACT FACTOR
1.	Dr. E.Ajitha	Right to Health – The Cornerstone of Access to Equitable Healthcare in India	Seminar Proceedings	VIT School of Law, VIT University, Chennai, July 2016	ISBN: 978-93-81992-08-1	-

**RESEARCH PUBLICATION – INTERNATIONAL LEVEL
2016-2017**

S No.	Name of the Faculty	Title of the Article	Journal Name, Volume No. & Issue No.	Publisher, month and year of publication	ISSN/ISBN NO	SCOPUS(UGC APPROVED)	h-INDEX	IMPACT FACTOR
1.	Dr.T.Usha Priya	Total Quality Management Practices and Organisational Performance – A study with respect to Public Sector Commercial Banks	Volume 1	Conference Proceedings, Feb 2017	ISBN 978-163535173-6	-	-	
2.	Dr.V.Jayanthi	Impact of High Involvement Work Practices on Employee’s Attitude and Behaviour of Commercial Banks in Chennai	Volume 03, Special Issue 03, Version I	IJASRD, Sept 2016	ISSN 2394-8906	-	-	2.415
3.	Dr. E.Ajitha	A Case for focus of CSR Activities on Initiatives for Elderly Population in India	Conference Proceedings	Conference Proceedings, Agasthian Noolagam, Trichy, Aug 2016 & IJMSSR, Volume – 1, Issue No.27, Sep 2016	ISBN 978-93-80530-48-7 & ISSN – 2349-6738	-	-	3.996
4.	Dr. E.Ajitha	Emerging Developments in CSR & Its Implications: An Overview	Volume 03, Special Issue 03, Version I	IJASRD, Sept 2016	ISSN 2394-8906	-	-	2.415

5.	Dr. E.Ajitha	CSR as a tool to Protection of Child Rights and Welfare in India	Volume 5, Issue 3	DattaMeghe Institute of Management Studies	ISSN 2455-4448	-	-	-
6.	Dr.R.Jayasri	A study on Agricultural Commodity Futures (With Special Reference To Cardamom Futures)	Volume 1	Conference Proceedings, Feb 2017	ISBN 978-163535173-6	-	-	-
7.	Dr. S.Revathi	Relationship Marketing and Customer Loyalty: Banking Sector	Conference Proceedings	Conference Proceedings, Agasthian Noolagam, Trichy, Aug 2016	ISBN 978-93-80530-48-7	-	-	-
8.	Dr. S.Revathi	Dimensions of Service Quality and Customer Satisfaction: Banking Sector	Volume 03, Special Issue 03, Version I	IJARSD, Sept 2016	ISSN 2394-8906	-	-	2.415
9.	Ms.VeenaMurali	Conceptualisation of High Performance Work Practices – A Global Outlook	Volume 03, Special Issue 02	IJARSD, Sept 2016	ISSN 2394-8906	-	-	2.415
10.	Ms.VeenaMurali	High Performance Work Practices – A Demographic Insight	Volume 03, Special Issue 02	IJARSD, Sept 2016	ISSN 2394-8906	-	-	2.415
11.	Ms.VeenaMurali	High Performance Work Practices and Behavioural Outcomes	Volume No.1, Issue No.3	IJMSSR, Jan 2017	ISSN 2349-6738	-	-	3.996
12.	Ms.R.Anupama	Impact of High Involvement Work Practices on Employee's Attitude and Behaviour of Commercial Banks in Chennai	Volume 03, Special Issue 03, Version I	IJARSD, Sept 2016	ISSN 2394-8906	-	-	2.415
13.	Ms. G.Poojitha	A study on the Stock Market Movement and Developments in the Automobile Industry	Volume 03, Special Issue 03, Version I	IJARSD, Sept 2016	ISSN 2394-8906	-	-	2.415

**RESEARCH PUBLICATION – NATIONAL LEVEL
2017 -18**

S No.	Name of the Faculty	Title of the article	Journal Name, Volume No. & Issue No.	Publisher, month and year of publication	ISSN/ISBN NO	IMPACT FACTOR
1	Mrs.Veena Murali	Rural Entrepreneurship- A Catalyst For	National Conference On Rural Entrepreneurship:	Ethiraj College For Women Department of	Non refreed	-

		Sustainable Growth	An Enterprise To Inclusive Growth	Commerce & Commerce (Hons) & CII January 8 & 9, 2018		
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**RESEARCH PUBLICATION – INTER NATIONAL LEVEL
2017-2018**

S No.	Name of the Faculty	Title of the Article	Journal Name, Volume No. & Issue No.	Publisher, month and year of publication	ISSN/ISBN NO	SCOPUS(UGC APPROVED)	IMPACT FACTOR
1.	Dr. M.Jeyanthi	New Stress Management Techniques	Shanlax International Journal of Management Special Issue 3 Volume 5	Measi Institute of Management August 19, 2017	ISSN 2321-4643	UGC	2.082
2.	Dr. E. Ajitha	Acceptance of Online Shopping by Elderly Consumers in India – A Study	Shanlax International Journals Special Issue 3 Volume 5	Measi Institute of Management August 19, 2017	ISSN 2321-4643	UGC	2.082
3.	Ms.A.J. Jemima Malathy	A Study on Awareness and Perception about Health Insurance among youth.	Shanlax International Journals Special Issue 3 Volume 5	Measi Institute of Management August 19, 2017	ISSN 2321-4643	UGC	2.082
4.	Dr. S. Revathi	Relational Bonds, Service Quality, Customer Satisfaction and Customer Loyalty (A Comparative Study among Public, Private and Foreign Banks)	Journal of Emerging Technologies and Innovative Research Volume 4 Web link http://www.jetir.org/view?paper=JETIR1708024	Journal of Emerging Technologies and Innovative Research An International Open Access Journal August 8, 2017	ISSN 2349-5162	-	-
5.	Ms.R. Anupama	A Study on the Determinants of Customer Loyalty Towards E- Banking Services	Shanlax International Journals Special Issue 1 Volume 5	Ethiraj College for Women PG Department of Banking & Insurance Management Janury 24 & 25, 2018	ISSN 2321-4643	UGC	2.082
6.	Ms. S. Pravina	A Comprehensive Study on 720 Degree Performance Appraisal	International Journal of Business	Annai Veilankanni's College for	ISSN 2348-4705	-	-

		in IT Company	Intelligence & Innovations Special Issue Volume 4	Women August 10, 2017			
7.	Ms.S. Pravina	Real Estate Market in Chennai City	Shanlax International Journals Special Issue 3 Volume 5	Measi Institute of Management August 19, 2017	ISSN 2321- 4643	UGC	2.082
8.	Ms.S. Pravina	Consumer Buying Behavior and Satisfaction towards Online Marketing – A Study with special reference to Chennai City	An International Multidisciplin ary Half – Yearly Research Journal Royal	Institute of Business Management and Research, Chakan, Dist Pune In association with Indo Global Chamber of Commerce Industries and Agriculture In Collaboration with World Management Congress 2017	ISSN 2278- 8158	UGC	4.42
9.	Dr. E. Ajitha	Legal Protection of Elderly Women in India – An Overview	International Journal of Law, Education, Social and Sports Studies Volume 5 S12018	School of Law VELS, Institute of Science, Technology & Advanced Studies January 24, 2018	ISSN 2455- 0418	-	6.0176
10.	Dr. E. Ajitha	Social Innovation and the Urban Landscape of India	Shannlax International Journal of Management Special Issue 1, Volume 5	Ethiraj College For Women Department of Commerce & Commerce (Hons) & CII January 8 & 9, 2018	ISSN 2321- 4643	-	2.082
11.	Dr.Mrs. E.Ajitha	CSR – A Potential Tool for Sustainability in India	Shanlax International Journal of Management Special Issue	Alagappa Institute of Management, March 2018	2321-4643		2.082

**RESEARCH PUBLICATION – INTER NATIONAL LEVEL
2018-2019**

S No.	Name of the Faculty	Title of the Article	Journal Name, Volume No. & Issue No.	Publisher, month and year of publication	ISSN/ISBN NO	SCOPUS(UGC APPROVED)	h-I N D E X	IMPA CT FACT OR
1	Mrs.S.Pravina	Consumer preference and food order and delivery from mobile application with reference to Chennai city	International journal of scientific research and review	sept 12 2018	ISSN:2279-543X	UGC	-	6.1
2	Dr.Mrs. E.Ajitha	IPR as an instrument of success of business in the knowledge economy: a review	International journal of research in engineering,IT and social sciences	8 th &9 th oct 2018	ISSN:2250-0588	UGC	-	
3	Dr.Mrs.T.Usha Priya	Emotional intelligence in the leadership styles of women managers in commercial banks	Journal of emerging technologies and innovative research Vol 5 issue 7	JITER July 2018	ISSN:2349-5162	UGC	-	5.87
4	Dr.Mrs.T.Usha Priya	Entrepreneurship education and its impact on entrepreneurial intention among students of higher education inst in chennai	International journal of research and analytical research Vol 5 issue 3	IJRAR Aug 2018	ISSN:2348-1269	UGC	-	5.75
5	Dr.N.Nandini	Financial Inclusion in India	Emperor International Journal of Finance and Management Research	Guru Nanak College 9 th January 2019	ISSN – 2395-5929	UGC	-	5.48
6	Dr. M.Jeyanthi	Impact of Organisational Citizenship behaviour on commitment and satisfaction amongst employees	Emperor International Journal of Finance and Management Research	Guru Nanak College 9 th January 2019	ISSN – 2395-5929	UGC	-	5.48
7	Dr. M.Jeyanthi	Stress and HRM Competencies	Emperor International Journal of Finance and Management Research	Stella Maris College (Autonomous) , Chennai February 13 – 15, 2019	ISSN – 2395-5929	UGC	-	5.48

8	Dr. Mrs.E.Ajitha	A Critique of cyber law in india	International journal of law,education, social and sports studes	16 th Nov 2018	ISSN:2455-0418	-	-	6.0176
9	Dr. Mrs.E.Ajitha	Gender equality – the cornerstone of sustainable development in India	Journal of emerging technologies and innovative research	12 th Dec 2018	ISSN:2349-5162	-	-	5.87
10	Mrs. S.Pravina	Helath Equity and Inequity – An Overview	Journal of Emerging Technologies and Innovative Research, Volume 6	January 2019	2349-5162	UGC		5.87

**RESEARCH PUBLICATION – INTERNATIONAL LEVEL
2019 - 2020**

S N o.	Name of the Faculty	Title of the Article	Journal Name, Volume No. & Issue No.	Publisher, month and year of publication	ISSN/ISB N NO	SCOPUS (UGC APPROVED) / UGC CARE LIST	h- I N D E X	IMPAC T FACTO R
1	Dr.T.Usha Priya	Impact of Entrepreneurial Orientation on the financial Performance of Private & Commercial Banks	Our Heritage Journal, Vol – 68 No.10 (2020)	JANUAR Y – 2020	ISSN 0474 - 9030	UGC CARE APPROVED		6.6
2	Dr.V.Jayanthi	The impact of Customer Knowledge Management & Customer Satisfaction on customer trust & Loyalty in BS	Our Heritage Journal, Vol – 68 No.10 (2020)	JANUAR Y – 2020	ISSN 0474 - 9030	UGC CARE APPROVED		6.6
3	Dr. Mrs.E.Ajitha	A study on the awareness level and perception of undergraduate students regarding IPR	Our Heritage Journal, Vol – 68 No.10 (2020)	JANUAR Y – 2020	ISSN 0474 - 9030	UGC CARE APPROVED		6.6
4	Dr.Mrs.R.Jayasri	Relevance of Knowledge Management in Government and Private scholls in TN	Our Heritage Journal, Vol – 68 No.10 (2020)	JANUAR Y – 2020	ISSN 0474 - 9030	UGC CARE APPROVED		6.6
5	Mrs.R.Anupama	The impact of Customer Knowledge Management &	Our Heritage Journal, Vol –	JANUAR	ISSN 0474	UGC CARE		6.6

		Customer Satisfaction on customer trust & Loyalty in BS	68 No.10 (2020)	Y – 2020	- 9030	APPROVED		
6	Mrs. Veena Murali	A Structural Modelling of High Performance Work Practices and Employee Outcomes.	The International Journal of Analytical and Experimental Modal Analysis, Vol XI, Issue XI.	November , 2019	ISSN No. – 0886-9367	UGC CARE APPROVED		6.3
7	Mrs. Veena Murali	Effect of High Performance Work Practices on Employee Outcomes: A Meta-Analysis	Adalya Journal, Vol 8, Issue 9	September , 2019	ISSN No. – 1301-2746	UGC CARE APPROVED		5.3