

PANIMALAR ENGINEERING COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA

List of Journal Publications in referred Journals, Reputed Conferences, Books, and Book Chapter etc.,

S.No	Author Name	Paper Title	Journal Title	Vol. /Issue / Page No.	Year of Pub.	Index	Impact Factor
1	Dr.V.Mahalakshmi	Effect of Visual merchandising techniques on the impulsive buying behavior of apparel customers in the Tiruchirapalli city.	AAP Conference proceedings	PP2473	2022	Scopus	-
		The Role of implementing Artificial Intelligence and Machine Learning Technologies in the financial services Industry for creating Competitive Intelligence.	Materials Today: Proceedings	Volume 56, PP 2252 - 2255	2022	Scopus	-
		Innovation comorbidity of compulsive buying and brand addiction among the younger generation.	International Journal of Knowledge-Based Development	Volume 12, Issue 3-4, PP 475 - 493	2022	Scopus	0.9
		Massive marketing in social media: the influence on sentiments and attitude toward the brand	International Journal of Intellectual Property Management	Volume 13, Issue 3-4, PP 302 - 319	2023	Scopus	1.2
		Omni-channel promotions and their effect on consumer purchase decision	International Journal of Intellectual Property Management	Volume 13, Issue 3-4, PP 333 - 349	2023	Scopus	1.2
		The role of corporate social responsibility in moderating the association between financial performance and company value Firms value: CSR as a determinant	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 1- 8	2023	UGC CARE	7.17

2	Dr.N.Venkateswaran	A Process-Based Framework For B-To-B Service Quality: A Practitioner Note Of Management Consulting Service	Journal of Business-to-Business Marketing	Volume 29, Issue 2, PP 211 - 219	2022	Scopus	4.3
		Deep Convolutional Neural Network Mechanism Assessment Of Covid-19 Severity	BioMed Research International	Article ID 1289221, 14 pages	2022	Scopus	-
		Ai-Driven Personalization In Customer Relationship Management: Challenges And Opportunities.	Journal of Theoretical and Applied Information Technology.	Volume 101, Issue 18, PP 7392 - 7399	2023	Scopus	-
		A study on sentence and question formation using Deep learning Techniques	Digital Natives as a disruptive force in Asian business and society.	PP 252-273	2023	Scopus	-
		Industry 4.0 Solutions–A Pathway to Use Smart Technologies/Build Smart Factories	International Journal of Management (IJM)	V-11 Issue 2	2020	Scopus	-
		Innovative Strategy for Profitable Automobile Industries: Working Capital Management	IGI Global	PP 412-428	2023	Scopus	-
		A Study on Smart Energy Management Framework Using Cloud Computing	IGI Global	PP 189-212	2023	Scopus	-
		Agile And Scrum Technological Practices Among Millennial Generation	International Journal of Human Resource Management and Research (IJHRMR)	Vol. 9, Issue 2, Apr 2019, 77-82	2019	Google Scholar	3.2

		The implementation of cloud computing as strategic technology for sustainable development using regression analysis.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 29-34	2023	UGC CARE	7.17
3.	Dr.P.Raman	Risk management-a study with special reference to Insurance Business in India.	STRAD RESEARCH	VOLUME 8, ISSUE 10	2021	WOS	6.1
		A Study On The Perception Of customer Loyalty Towards Hotel Industry In Chennai	IJRAR - International Journal of Research and Analytical Reviews	V-2-2 PP 1-4	2019	Google scholar	
		A study on the customer Preference and their level of Satisfaction towards it based products and services in banking industry in Chennai.	STRAD RESEARCH - An UGC-CARE Approved Group - 2 Journal	VOLUME 8, ISSUE 9	2021	WOS	6.1
		Cuckoo Search Support Vector Machine For Supply Chain Risk Management.	Journal of Theoretical and Applied Information Technology	101(1), pp. 106-113.	2022	Scopus	0.195
		Optimal Analysis for Enterprise Financial Management Based on Artificial Intelligence and Parallel Computing Method.	Proceedings of 5th International Conference on Contemporary Computing and Informatics, IC3I 2022.	pp. 2081-2086	2022	Scopus	https://doi.org/10.1109/IC3I56241.2022.10072851
		Research and Innovation to Market Development: Artificial Intelligence in Business.	Proceedings of 8th IEEE International Conference on Science, Technology, Engineering and Mathematics.	ICONSTEM 2023	2023	Scopus	http://doi.org/10.1109/ICONSTEM56934.2023.10142715
		Human resources practice and its impact on employee satisfaction of automobile industries in Chennai.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, Pages 35-40	2023	UGC CARE	7.17

		The impact of interest rates on option pricing: moving beyond black-scholes-merton	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP50-56	2023	UGC CARE	7.17
		Application Of Chatgpt For Stock Market Predictions: A Descriptive And Comparative Analysis	International Journal of Research and Analytical Reviews (IJRAR)	V-10, Issue 4, PP 180-186,	2023	UGC CARE	7.17
		Human resources practice and its impact on employee satisfaction of automobile industries in Chennai.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 35-40	2023	UGC CARE	7.17
4	Dr.D.Chitra	Massive marketing in social media: the influence on sentiments and attitude toward the brand	International Journal of Intellectual Property Management	Volume 13, Issue 3-4, PP 302 - 319	2023	Scopus	1.2
		Omni-channel promotions and their effect on consumer purchase decision	International Journal of Intellectual Property Management	Volume 13, Issue 3-4, PP 333 - 349	2023	Scopus	1.2
		Healthcare Operational Intellectual Ability in Analysing the Factors Affecting Employee Churn.	EAI/Springer Innovations in Communication and Computing	PP 363 - 374	2023	Scopus	-
		Innovation comorbidity of compulsive buying and brand addiction among the younger generation	International Journal of Knowledge-Based Development	Volume 12, Issue 3-4, PP 475 - 493	2022	Scopus	0.9
		An investigative study to estimate the connection between organizational commitment and organizational citizenship behavior.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 47-52	2023	UGC CARE	7.17

		Influence of corporate rebranding on SMEs performance.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 50-56	2023	UGC CARE	7.17
		Influencer marketing effectiveness an empirical study on key dimensions and their impact on consumer attitudes and purchase intention. .	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 120-130	2023	UGC CARE	7.17
		Firms value CSR as a determinant.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 08-16	2023	UGC CARE	7.17
		The role of Corporate Social Responsibility in moderating the association between Financial performance and company value.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 01-08	2023	UGC CARE	7.17
		A Study On Investor Behaviour Of Working Women Towards Retirement Planning	International Journal of Social Science & Interdisciplinary Research	Vol 9, Issue 12	2021	Google Scholar	-
		A Study On Employee Perception Towards Biometric Attendance System	International Journal of Emerging Technologies and Innovative Research	Vol 8, Issue 4	2021	Google Scholar	-
		Balancing Work Life among the Employees – An Empirical Study	International Journal Of Novel Research And Development.	Vol 7, Issue 5 PP 805-808	2022	Google Scholar	-
		Improvement of a conflict Prediction Model on Highways using Deep Learning	Proceedings of the 2nd International Conference on Applied Artificial Intelligence and Computing, ICAAIIC	PP 518 - 527	2023	Scopus	10.1109/ICAAI C56838.2023.1 0140707

5.	Dr.M.Beulah Viji Christiana	Techno stress and users of emerging technologies in knowledge-based professions – an Indian outlook	International Journal of Electronic Business	Volume 19, Issue 1, Pages 1 - 21	2023	Scopus	10.1504/IJEB.2024.135639
		Assessing The Relationships Between Green Human Resource Management Practices, Individual Green Values, Innovative Performance And Job Satisfaction: A Structural Equation Modeling Analysis	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 41-46	2023	UGC CARE	7.17
		Hospital waste management using internet of things and deep learning: Enhanced efficiency and sustainability	Applications of Synthetic Biology in Health, Energy, and Environment	PP 317 - 343	2023	Scopus	10.4018/978-1-6684-6577-6.ch015
		Employee Motivation & Commitment towards Organizational Performance - An Indian Outlook	International Journal Of Novel Research And Development	Volume 7 Issue 5, May-2022	2022	Google scholar	8.76
		Customer Perception Towards Private Label Brands In India	Journal of Emerging Technologies and Innovative Research	Volume 8 Issue 4 April-2021	2021	Google scholar	7.95
		Clientele's Predisposition Towards Phantom Brands - An Indian Perspective	AIMS International Journal of Management	(Volume 15, Number 2)	2021	Google scholar	-
		Student community's cognizance towards entrepreneurial motivation in Chennai city	International Journal of Advanced Science and Technology	Volume 29, Issue 4 PP 416 - 422	2020	Scopus	http://tinyurl.com/5eswc5mx
		Occupational stress and combating mechanism amidst software professional in south India.	International journal of Advanced science and technology	Volume-29-4	2020	Scopus	-

		Internal customer outlook towards job design in Chennai hotels	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 41-46	2023	UGC CARE	7.17
6	Dr.K.Suresh Kumar	An empirical study on application of 5G smart system in education.	Advance Computing and Innovative Technologies in Engineering.	Pages 637 - 642	2023	Scopus	http://tinyurl.com/er9vf9ub
		A Study on the Relationship Between Cloud Computing and Data Mining in Business Organizations	Smart Innovation, Systems and Technologies	pp. 91-99.	2023	Scopus	DOI: 10.1007/978-981-19-0108-9_10
		Influence of blockchain in educational sector	AIP Conference Proceedings	2790 art. No. 020094.	2023	Scopus	DOI: 10.1063/5.0152972
		Improved Detection of Cyber-Attacks Using a Bi-Directional RNN with LSTM Deep Learning Model	3rd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE	pp. 2660-2664.	2023	Scopus	DOI: 10.1109/ICACITE57410.2023.10182492
		IoT Assisted Drunk and Drive People Identification to Avoid Accidents and Ensure Road Safety Measures	Proceedings of the 2nd IEEE International Conference on Advances in Computing, Communication and Applied Informatics,	ACCAI 2023	2023	Scopus	DOI: 10.1109/ACCAI58221.2023.10200809
		Internet of Things Assisted Remote Health and Safety Monitoring Scheme Using Intelligent Sensors	Proceedings of the 2nd IEEE International Conference on Advances in Computing, Communication and Applied	ACCAI 2023	2023	Scopus	DOI: 10.1109/ACCAI58221.2023.10199766

			Informatics				
		A Novel Emotion Recognition Model based on Speech Processing (2023)	Proceedings of the 2nd IEEE International Conference on Advances in Computing, Communication and Applied Informatics.	ACCAI 2023	2023	Scopus	DOI: 10.1109/ACCAI58221.2023.10200376
		Blockchain Technology with Applications to Distributed Control and Cooperative Robotics	Proceedings of 5th International Conference on Contemporary Computing and Informatics.	IC3I 2022, pp. 206211.	2022	Scopus	DOI: 10.1109/IC3I56241.2022.10073275
		Critically Analysing the Concept of Deep Learning and How it Impacts Organizational Performance	2nd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE.	pp. 321-324.	2022	Scopus	DOI: 10.1109/ICACITE53722.2022.9823857
		Analyzing Robotics and Computer Integrated Manufacturing of Key Areas Using Cloud Computing.	(2022) Proceedings of 5th International Conference on Contemporary Computing and Informatics.	IC3I 2022, pp. 194-199.	2022	Scopus	DOI: 10.1109/IC3I56241.2022.10072581
		The Role of Smart Grid Data Analytics in Enhancing the Paradigm of Energy Management for Sustainable Development	2nd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE 2022,	pp. 198-201.	2022	Scopus	DOI: 10.1109/ICACITE53722.2022.9823542

		The Role of implementing Artificial Intelligence and Machine Learning Technologies in the financial services Industry for creating Competitive Intelligence	Materials Today: Proceedings	Volume 56, PP 2252 -2255	2022	Scopus	http://tinyurl.com/5eswc5mx
		Empirical Analysis of Deep learning Techniques for Enhancing Patient Treatment Facilities in Healthcare Sector	2022 2nd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE	pp. 1314-1318	2022	Scopus	DOI: 10.1109/ICACITE53722.2022.9823489
		The Role of Artificial Intelligence on Organizational support Programmes to Enhance work outcome and Employees Behaviour.	Materials Today: Proceedings	Volume 56, Pages 2383 - 2387	2022	Scopus	http://tinyurl.com/ypr4zsec
		Comparing the impact of Internet of Things and cloud computing on organisational behavior: A survey	Materials Today: Proceedings	Volume 51, PP2281 -2285	2022	Scopus	http://tinyurl.com/yz7sdrcu
		The impact of interest rates on option pricing: moving beyond black-scholes-merton	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 50-56	2023	UGC CARE	7.17
7	Dr. H. Mickle Aancy	Identifying the factors influencing digital marketing and brand-consumer relationship	Risk and Decision Analysis	Volume 9, Issue 1, PP 19 - 29	2023	Scopus	DOI: 10.3233/RDA-231505
		Analyzing the Financial Risk Factors Impacting the Economic Benefits of the Consumer Electronic Goods Manufacturing Industry in India	Journal of Advanced Manufacturing Systems	01	2023	Scopus	https://doi.org/10.1142/S0219686723500385

		Solutions for software requirement risks using artificial intelligence techniques	Handbook of Research on Data Science and Cyber security Innovations in Industry 4.0 Technologies	Pages 45 - 64	2023	Scopus	DOI: 10.4018/978-1-6684-8145-5.ch003
		A study on consumers opinion towards acquisition strategies at gearbox and hydraulics manufactures, Thoothukudi	International Journal of Research and analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 99-104	2023	UGC CARE	7.17
		Attitudinal Shift Towards Allied Discipline In Higher Studies	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 90-94	2023	UGC CARE	7.17
		A Study On The Effectiveness Of Sop With Reference To Manufacturing Industries In Chennai	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 105-108	2023	UGC CARE	7.17
		Analyzing The Dimensions Of Customer Satisfaction: A Study Of Payment Methods, Product Variability, Quality Perception, Product Selection, Consumer Shopping Experience, And Their Correlation In A General Customer Base	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 152-161	2023	UGC CARE	7.17
		An empirical study on the impact of Macro economic variables on Asian stock market.	Iranian Journal of accounting, auditing and finance	Volume 6 issu1	2022	UGC CARE	7.17
		Video games impact on cognitive skills - an empirical study	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 205-208	2023	UGC CARE	7.17

8.	Dr. S. Satheesh Kumar	A Productive Model for Secured Data Sharing in Block chain Technology based IoT	Inventive Computation Technologies	PP1426 -1431	2023	Scopus	
		The impact of interest rates on option pricing: moving beyond black-scholes-merton	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 50-56	2023	UGC CARE	7.17
		Influence of blockchain in educational sector	AIP Conference Proceedings	020094	2022	Scopus	-
		The Role Of Brand Perception And Engagement: A Study On The Relationship Between Consumer Engagement And Brand Involvement, Self-Brand Congruence, Social Media Usage, And Brand Moment Congruence	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP162-169	2023	UGC CARE	7.17
		Data analytics and artificial intelligence in the circular economy: Case studies	Intelligent Engineering Applications and Applied Sciences for Sustainability	Pages 40 - 58	2023	Scopus	-
		The impact of interest rates on option pricing: moving beyond black-scholes-merton	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 50-56	2023	UGC CARE	7.17
		Accurate click fraud rapid reduction of AD request for smartphone flat form.	Applied artificial intelligence and computing	PP 989-1002	2023	Scopus	-
9	Dr. I. Yabesh Abraham Durairaj	Healthcare Operational Intellectual Ability in Analyzing the Factors Affecting Employee Churn.	EAI/Springer Innovations in Communication and Computing	PP 363 - 374	2023	Scopus	-
		Innovation comorbidity of compulsive buying and brand addiction among the younger generation.	International Journal of Knowledge-Based Development	Volume 12, Issue 3-4, PP 475 - 493	2022	Scopus	0.9

		Exploring the dimensions of consciousness, sportsmanship, Civic Virtue, Curtsy and altruism among employees of a private venture: a descriptive study	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 47-52	2022	UGC CARE	7.17
		Firms value: CSR as a determinant	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 9-16	2023	UGC CARE	7.17
		Massive marketing in social media: the influence on sentiments and attitude toward the brand.	International Journal of Intellectual Property Management	Vol.13, Issue 3-4, PP 302-319	2023	Scopus	1.2
10.	Mrs. B. Lakshmi	Omni-channel promotions and their effect on consumer purchase decision.	International Journal of Intellectual Property Management	Volume 13, Issue 3-4, PP 333 - 349	2023	Scopus	1.2
		Innovation comorbidity of compulsive buying and brand addiction among the younger generation.	International Journal of Knowledge-Based Development	Volume 12, Issue 3-4, PP 475 - 493	2022	Scopus	0.9
		An investigative study to estimate the connection between organizational commitment and organizational citizenship behavior.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 47-52	2023	UGC CARE	7.17
		Influence of corporate rebranding on SMEs performance.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 50-56	2023	UGC CARE	7.17
		Balancing Work Life among the Employees – An Empirical Study	International Journal Of Novel Research And Development.	Vol 7, Issue 5 PP 805-808	2022	Google Scholar	-

		Influencer marketing effectiveness an empirical study on key dimensions and their impact on consumer attitudes and purchase intention. .	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 120-130	2023	UGC CARE	7.17
		Recruitment and selection practices and their impact on organizational efficiency: a study in the private entity.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 200-204	2023	UGC CARE	7.17
		The role of corporate social responsibility in moderating the association between financial performance and company value	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 1- 8	2023	UGC CARE	7.17
		Firms value: CSR as a determinant	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 9-16	2023	UGC CARE	7.17
		Healthcare Operational Intellectual Ability in Analysing the Factors Affecting Employee Churn.	EAI/Springer Innovations in Communication and Computing	PP 363 - 374	2023	Scopus	-
		Rural entrepreneurship in India: an overview.	Eur.chem.bull	S 4 PP1180-1187	2023	Scopus	-
		Massive marketing in social media: the influence on sentiments and attitude toward the brand.	International Journal of Intellectual Property Management	Volume 13, Issue 3-4, PP 302-319	2023	Scopus	1.2

11.	J.Sofia Vincent	Analyzing the impact of supply chain strategy, network design, information systems, and organizational structure on financial and operational performance: a study with reference to the airline industry	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 142-151	2023	UGC CARE	7.17
		Assessing Internet Addiction Among Indian Business Management Graduates Using Young's IAT.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 61-65	2023	UGC CARE	7.17
		Experimental investigation on minimizing degradation of solar energy generation for photovoltaic module by modified damping systems	Solar Energy	Volume 250, PP 194 - 208	2023	SCOPUS	7.188
		Characterization of PLA-PMMA laminate without resin fabricated by FDM	Academic Journal of Manufacturing Engineering	Volume 21, Issue 3, PP 42 - 52	2023	SCOPUS	0.207
		Investigating mental health of senior secondary students in Chennai using adolescent mental Health literacy questioner.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 70-75	2023	UGC CARE	7.17
		A study on public opinion regarding Layoff	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 79-85	2023	UGC CARE	7.17
12.	Dr.A.sindhiya rebecca	"Financial literacy among youngsters in south India.	International Journal of Research and Analytical Reviews (IJRAR)	Volume.10, Issue 4, pp.67-73,	2023	UGC CARE	7.17
		Application Of Chatgpt For Stock Market Predictions: A Descriptive And Comparative Analysis	International Journal of Research and Analytical Reviews (IJRAR)	Volume.10, Issue 4, pp.180-186	2023	UGC CARE	7.17

13.	Mrs.S.Shireen Fathima	Impact Of Hybrid Work Environment On It Employees – A Study With Reference To Chennai City	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, Pages 200-204	2023	UGC CARE	7.17
		The Role Of Brand Perception And Engagement: A Study On The Relationship Between Consumer Engagement And Brand Involvement, Self-Brand Congruence, Social Media Usage, And Brand Moment Congruence	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP162-169	2023	UGC CARE	7.17
14.	Ms.V.P.Swetha	Recruitment and selection practices and their impact on organizational efficiency: a study in the private entity.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, Pages 200-204	2023	UGC CARE	7.17
		Measuring Youngster's Attitudes And Buying Behaviour Towards Organic Products Concerning Chennai City	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, Pages 86-89	2023	UGC CARE	7.17
15.	Mrs.J.Anisha	The road towards 6g	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, Pages 57-60	2023	UGC CARE	7.17
		Application Of Chatgpt For Stock Market Predictions: A Descriptive And Comparative Analysis	International Journal of Research and Analytical Reviews (IJRAR)	V-10, Issue 4, PP 180-186,	2023	UGC CARE	7.17
		Chatgpt in public health	International Journal of Research and Analytical Reviews (IJRAR)	Volume 10, Issue 4, PP 47-49	2023	UGC CARE	7.17
16	K.Jayasree	A Study on impact of the Covid-19 Pandemic on online consumer buying Behavior with special reference to Chennai city.	Eur.Chem Bull 2023	12 (S2) PP2061-2066	2023	DOI: 10.31838/2cb/2023.12.s2.259	4.10

17	Dr.P.Shalini	An empirical study on Effectiveness of Digital marketing in the modern age.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 9, Issue 4, PP 110-115	2023	UGC CARE	7.17
18	Dr.A.Elaiyaraja	Factors influencing Mutual Funds performance: Managerial skills, fees, Fund size, and Market conditions.	Journal of Propulsion Technology.	Volume: 44 Issue 5	2023	Scopus	1.03