

STUDENT PAPER PUBLICATIONS

YEAR 2022-23					
S.NO	NAME OF THE STUDENT	TITLE OF THE PAPER	CONFERENCE NAME	DATE	ORGANISER
1	PRIYADARSHINI A	A STUDY ON EXPLORING THE POTENTIAL OF QUANTUM COMPUTING IN DIGITAL MARKETING	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
2	CHRISTIANA MISHEAL	INFORMATION AND TECHNOLOGY - AN CUSTOMER LOYALTY IN THE BANKING SECTOR –AN EXPLORATORY ANALYSIS USING STRUCTURAL EQUATION MODEL.	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE-	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
3	VERSHINEE.A	INFORMATION AND TECHNOLOGY - AN CUSTOMER LOYALTY IN THE BANKING SECTOR –AN EXPLORATORY ANALYSIS USING STRUCTURAL EQUATION MODEL.	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE-	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
4	C.R.SNEKA	INFORMATION AND TECHNOLOGY - AN CUSTOMER LOYALTY IN THE BANKING SECTOR –AN EXPLORATORY ANALYSIS USING STRUCTURAL EQUATION MODEL	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE-	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
5	R.SARUNYA	ROLE OF OCTAPASE IN ENHANCING EMPLOYEE ADAPTABILITY TO ENVIRONMENT	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
6	SWETHA B	ROLE OF OCTAPASE IN ENHANCING EMPLOYEE ADAPTABILITY TO ENVIRONMENT	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

			FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE		
7	SWETHA JEBAMALAR	INFORMATION AND TECHNOLOGY - AN CUSTOMER LOYALTY IN THE BANKING SECTOR –AN EXPLORATORY ANALYSIS USING STRUCTURAL EQUATION MODEL.	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
8	VERSHINEE.A	INFORMATION AND TECHNOLOGY - AN CUSTOMER LOYALTY IN THE BANKING SECTOR AN EXPLORATORY ANALYSIS USING STRUCTURAL EQUATION MODEL.	INTERNATIONAL CONFERENCE ON INSPIRING AN EXCLUSIVE FUTURE DEVELOPMENT FOR ALL THE TRUST OF ALL IN BUSIENSS PERSPECTIVE	09.10.2023	SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
9	ASIQASHAREEN.M, DHANUSHYA.V	CHATGPT IN PUBLIC HEALTH	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
10	ASHWINI. K, DHIVY A, DHARSHINI. R, KAVIYA. V	THE ROAD TOWARDS 6G	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
11	SUTHANTHARA RAJA MALAR. J, CHRISTINA MISHAEL. M, J. SWETHA JEBAMALAR	ASSESSING INTERNET ADDICTION AMONG INDIAN BUSINESS MANAGEMENT GRADUATES USING YOUNG’S IAT	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
12	SARUNYA. R, SWETHA. B, VARSHINEE. A, YAMINI KRISHNA	FINANCIAL LITERACY AMONG YOUNGSTERS IN SOUTH INDIA	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
13	M. SOWNDARYA, G.THENMOZHI, A. PRIYADHARSHINI, N. PADMASHRI	A STUDY ON PERCEPTION OF NUTRACEUTICALS AMONG COLLEGE STUDENTS	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
14	DIVEENA G, DIVYA BHARATHI J, GAYATHRI B, GAYATHRI G	A STUDY ON PUBLIC OPINION REGARDING LAYOFF	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
15	T ANUSHA, T ANGEL SHEFRINE, M DEEPIKA, P KRITHIKA	MEASURING OUNGSTER’S ATTITUDES AND BUYING BEHAVIOUR TOWARDS ORGANIC PRODUCTS CONCERNING CHENNAI CITY	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
16	RAMYA K, SWETHA HARINI A S, SHARLI M, SNEHA C R	ATTITUDINAL SHIFT TOWARDS ALLIEDDISCIPLINE IN HIGHER STUDIES	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
17	MERLIN D, DHARSHINI G, KAVIYA K	IMPACT OF HYBRID WORK ENVIRONMENTON IT EMPLOYEES – A STUDY WITHREFERENCE TO CHENNAI CITY	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE

18	SAKTHI HARITHA S , MAHISHA VARTHINI C, SWETHA E	A STUDY ON CONSUMERS OPINION TOWARDS ACQUISITION STRATEGIES AT GEARBOX AND HYDRAULICS MANUFACTURES, THOOTHUKUDI	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
19	BHARATH KUMAR K	A STUDY ON THE EFFECTIVENESS OF SOP WITH REFERENCE TO MANUFACTURING INDUSTRIES IN CHENNAI	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
20	S. ARUN KUMAR, M. ARUN, P. DHANANJAY, K. SANJAY, A. RAHUL	POLITICAL IMPACT ON INDIAN ECONOMY AND HOW INFLATION IS CONTROLLED IN INDIA	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
21	KAMALESH A, DINESH M, HARIHAREN V, HEMANTH KUMAR K, LOKESH P	REVOLUTIONIZING RURAL TRANSPORTATION: "THE ROLE OF BUS TRACKING APP IN IMPROVING MOBILITY AND CONNECTIVITY IN REMOTE COMMUNITIES"	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
22	HARIHARAN E K SC, KEERTHIKA RD, KRISHMA P	INFLUENCER MARKETING EFFECTIVENESS: AN EMPIRICAL STUDY OF KEY DIMENSIONS AND THEIR IMPACT ON CONSUMER ATTITUDES AND PURCHASE INTENTIONS	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
23	HARIHARAN E K S, RAEVANTH JEGATH R V	ASSESSING THE RELATIONSHIPS BETWEEN GREEN HUMAN RESOURCE MANAGEMENT PRACTICES, INDIVIDUAL GREEN VALUES, INNOVATIVE PERFORMANCE AND JOB SATISFACTION: A STRUCTURAL EQUATION MODELING ANALYSIS	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
24	HARIHARAN E K S, MAHVEEN BANU, SRI BHARATHI K	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	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
25	HARIHARAN E K S, KEERTHIKA R, KRISHMA P, MAHVEEN BANU	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	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE

26	HARIHARAN E K S, SRI BHARATHI KD, KRISHMA P	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	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
27	HARIHARAN E K S, RAEVANTH JEGATH R V, KEERTHIKA R	EXPLORING THE DIMENSIONS OF CONSCIENTIOUSNESS, SPORTSMANSHIP, CIVIC VIRTUE, COURTESY, AND ALTRUISM AMONG EMPLOYEES OF A PRIVATE VENTURE: A DESCRIPTIVE STUDY	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
28	HARIHARAN E K S	APPLICATION OF CHATGPT FOR STOCK MARKET PREDICTIONS: A DESCRIPTIVE AND COMPARATIVE ANALYSIS	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
29	HARIHARAN E K S, KEERTHIKA R, KRISHMA P	THE IMPACT OF CEO FINANCIAL LITERACY ON TECHNOLOGICAL INNOVATION IN SMES: A DESCRIPTIVE STUDY USING STRUCTURAL EQUATION MODELLING	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
30	HARIHARAN E K S, RAEVANTH JEGATH R V, KRISHMA P, SRI BHARATHI K	THE IMPACT OF ECONOMIC RECESSION ON THE ADOPTION AND IMPLEMENTATION OF HUMANOID AND ADVANCED ROBOTICS IN INDUSTRIES: A LITERATURE REVIEW AND SEM ANALYSIS	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
31	MS. SWETHA V P, HARIHARAN E K S, RAEVANTH JEGATH R V	RECRUITMENT AND SELECTION PRACTICES AND THEIR IMPACT ON ORGANIZATIONAL EFFICIENCY: A STUDY IN THE PRIVATE ENTITY	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
32	SARANYA M, SUVALAKSHMI B, AKILA A, SNEHA M	VIDEO GAMES IMPACT ON COGNITIVE SKILLS AN EMPIRICAL STUDY	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
33	NOORUL FARHANA M R, SHARADHA S, SANDHIYA R, SAKTHIKUMAR S, RAJESWARI V	EXPLORING THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL, EMPLOYEE ENGAGEMENT, JOB SATISFACTION, EMPLOYEE PERFORMANCE, AND ORGANIZATIONAL PRODUCTIVITY IN THE MANUFACTURING INDUSTRY: A SEM ANALYSIS OF DEMOGRAPHIC DIFFERENCES	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
34	G AISHWARYA A, S JAYASHREE, G MONIKA, J S MEENALOAACHINI	AUTOMATIC METHODS FOR CLASSIFICATION OF PLANT DISEASES USING CONVOLUTIONAL NEURAL NETWORKS	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
35	M. NASEEMA FATHIMA, K. LAKSHMI, S.M. DIVYA	INVESTIGATING MENTAL HEALTH OF SENIOR SECONDARY STUDENTS IN CHENNAI USING ADOLESCENT MENTAL HEALTH LITERACY	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE

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36	PRIYADARSHINI A	A STUDY ON EXPLORING THE POTENTIAL OF QUANTUM COMPUTING IN DIGITAL MARKETING	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
37	CHRISTIANA MISHEAL	INFORMATION AND TECHNOLOGY ON CUSTOMER LOYALTY IN STRUCTURAL EQUATION MODEL .	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
38	VERSHINEE.A	INFORMATION AND TECHNOLOGY ON CUSTOMER LOYALTY IN STRUCTURAL EQUATION MODEL .	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
39	C.R.SNEKA	INFORMATION AND TECHNOLOGY ON CUSTOMER LOYALTY IN STRUCTURAL EQUATION MODEL .	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
40	R.SARUNYA	ROLE OF OCTAPASE IN ENHANCING EMPLOYEE ADAPTABILITY TO ENVIRONMENT	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
41	SWETHA B	ROLE OF OCTAPASE IN ENHANCING EMPLOYEE ADAPTABILITY TO ENVIRONMENT	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE
42	SWETHA JEBAMALAR	INFORMATION AND TECHNOLOGY ON CUSTOMER LOYALTY IN STRUCTURAL EQUATION MODEL .	PECMACT 2023	25.06.2023	PANIMALAR ENGINEERING COLLEGE

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S.NO	NAME OF THE STUDENT	TITLE OF THE PAPER	CONFERENCE NAME	DATE	ORGANISER
1	DHHARINI S, DEVI PRABHAVATHY R & DIVYADHARSHINI S	ANALYSIS ON CHANGE IN CONSUMPTION LEVEL OF BEVERAGES BY SALARIED EMPLOYEES BEFORE AND AFTER COVID '19 PANDEMIC	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE
2	HARIHARAN E K S, BHARATH M & MAGESHWARAN S	FINANCIAL ANALYSIS OF SALARIED EMPLOYEES IN TECHNOVERSE – A STUDY WITH REFERENCE TO CHENNAI CITY	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE
3	HARIHARAN E K S, BHARATH M & MAGESHWARAN S	EFFECTIVENESS AND IMPACT OF ONLINE EDUCATION ON SCHOOL STUDENTS – A STUDY WITH REFERENCE TO CHENNAI CITY	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE

4	SNEHA R, MAHISHA VARTHINI C, RENITHA I, SAKTHI HARITHA S & SHARADHA S	METAVEVERSE IN SPECIALTY STORES – A FUTURE PROJECTION	PECMACT22	05.5.2022	PANIMALAR ENGINEERING COLLEGE
5	DEENA DAYALAN S, YOGESH S, PROMOTH KUMAR U & JAI HARISH S	AN EMPIRICAL ANALYSIS ON INDIAN STOCK MARKETVOLATILITY DURING THE PANDEMIC	PECMACT22	05.5.2022	PANIMALAR ENGINEERING COLLEGE
6.	SUJANA J	WORK LIFE BALANCE OF TEACHERS TOWARDS ONLINE CLASSES DURING COVID – '19 -HIGHER SECONDARY SCHOOLS AT UDUMALPET	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE
7.	MERCY FLARANCE, J. MERLIN ANGEL PERIERA, NISHANTHINI L & THENMOZHI D	CONSUMER BUYING BEHAVIORS OF COMPUTER TABLES DURING COVID – '19	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE
8.	MOHAMED SALMAN KHAN, ROHITH D, NAVEEN E, VENKATESAN S & KISHORE G	EFFECTIVENESS OF METAVEVERSE IN FUTURE WORLD	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE
10	JENIFER SELCIYA.J, KANIMOZHI.R, KEERTHANA.R, HANITHA.R & JAYALAKSHMI.B	IMPACTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR	PECMACT22	05.0520.22	PANIMALAR ENGINEERING COLLEGE
11	POORNIMA V, PAVITHRA G, SREEJA S.R & SNEKA V	A SURVEY ON UNEMPLOYMENT ISSUES AMONG MBA GRADUATES WITH REFERENCE TO CHENNAI CITY	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE
12	BALAMURUGAN P L, BHARATH KUMAR K, BALAMURUGAN B, FELIX GLOSSOM T & AKASH C	EMPLOYEE WELFARE & ITS IMPACT ON JOB SATISFACTION – AN ANALYSIS WITH REFERENCE TO MANUFACTURING COMPANIES	PECMACT22	05.05.2022	PANIMALAR ENGINEERING COLLEGE

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S.NO	NAME OF THE STUDENT	TITLE OF THE PAPER	CONFERENCE NAME	DATE	ORGANISER
1	HARITHA.S DEEPA LAXMI .M DEEPA THARINI.S AISHWARYA.P	IMPACT OF COVID-19 ON TRAVEL AND TOURISM INDUSTRY	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
2	REBEKAH JPREETHI M NAGANANDHINI K	THEORY AND EVOLUTION OF CRYPTOCURRENCY: BITCOINS –HEREUM.	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
3	PRATHIBHA.T SUPRIYA. K SUJANA. J GAYATHRI. S	SOCIAL MEDIA MARKETING AND ITS BENEFITS, SOCIAL MEDIA MARKETING IN INDIA, CONSUMER PERCEPTION ON SOCIAL MEDIA MARKETING AND COVID-19S IMPACT ON MARKETING."	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
4	NARMADHA.N SHANTHI.K NIVEDHA.K	SOCIAL ENTREPRENEURSHIP	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
5	SWETHA B	COVID-19: REVIVAL OF INDIAN ECONOMY THROUGH TAX MEASURES	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
6	MEHALA. L GRACE AGNIS. J MARTINIA REETA. A RUPA. F	ANGER MANAGEMENT ON SOCIAL SKILLS	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
7	P. PRIYA THANUSHA. K VARSHA.Y MONIKASREE A	ONLINE APPS AND MARKETING	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
8	S.KRITHIGA, S.KAVIYA, M.S.LAKSHMI PRIYA, S.LAVANYA	THE IMPACT OF COVID-19 INCONSTRUCTION FIELD	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
9	KAVIYA.B	A STUDY ON DIGITAL MARKETING STRATEGY TOWARDS FOODDELIVERING APPS DURING PANDEMIC	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
10	VIJAY J	A STUDY ON USING SIMULATION BASED TEACHING & TRAININGTO ENHANCE THE EDUCATION SYSTEM IN MANAGEMENT	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
11	S. PALLAVI N. DHANALAXMI S. HARIPRIYA V.M. AKSHAYA	A STUDY ON IMPACT OF GST IN INDIA	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
12	ABINAYA.S JANANI.S.D	IMPACT OF UPI IN CUSTOMER SATISFACTION	PECMACT21	04.04.2021	PANIMALAR

	JEEVITHA.K LAVANYA.B.S				ENGINEERING COLLEGE
13	NIRMAL CLEMENT PRAGASAM.D JEEVITHA.M GOPIKA SHREE.A JEEVITHA.M	PROBLEM FACED BY THE FARMERS IN TODAY TRENDS	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE
14	T.G.JEEVITHA	THE IMPACT OF COVID-19 PANDAMIC ON EDUCATION SYSTEM	PECMACT21	04.04.2021	PANIMALAR ENGINEERING COLLEGE