STUDENT PUBLICATIONS

YEAR 2022-2023				
S.NO	NAME OF THE AUTHOR	TITLE OF THE PAPER	JOURNAL NAME	ISSUE VOLUME YEARAND ISSN
1	ASIQASHAREEN.M, DHANUSHYA.V	CHATGPT IN PUBLIC HEALTH	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
2.	ASHWINI. K, DHIVY A, DHARSHINI. R, KAVIYA. V	THE ROAD TOWARDS 6G	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
3.	SUTHANTHARA RAJA MALAR. J, CHRISTINA MISHAEL. M, J. SWETHA JEBA MALAR	ASSESSING INTERNET ADDICTION AMONG INDIAN BUSINESS MANAGEMENT GRADUATES USING YOUNG'S IAT	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
4.	SARUNYA. R, SWETHA. B, VARSHINEE. A, YAMINI KRISHNA	FINANCIAL LITERACY AMONG YOUNGSTERS IN SOUTH INDIA	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
5.	M. SOWNDARYA, G.THENMOZHI, A. PRIYADHARSHINI, N. PADMASHRI	A STUDY ON PERCEPTION OFNUTRACEUTICALS AMONG COLLEGESTUDENTS	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
6	DIVEENA G, DIVYA BHARATHI J, GAYATHRI B, GAYATHRI G	A STUDY ON PUBLIC OPINION REGARDINGLAYOFF	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
7.	T ANUSHA, T ANGEL SHEFRINE, M DEEPIKA, P KRITHIKA	MEASURING OUNGSTER'S ATTITUDESAND BUYING BEHAVIOUR TOWARDSORGANIC PRODUCTS CONCERNINGCHENNAI CITY	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
8.	RAMYA K,SWETHA HARINI A S, SHARLI M, SNEHA C R	ATTITUDINAL SHIFT TOWARDS ALLIEDDISCIPLINE IN HIGHER STUDIES	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
9	MERLIN D, DHARSHINI G, KAVIYA K	IMPACT OF HYBRID WORK ENVIRONMENTON IT EMPLOYEES – A STUDY WITHREFERENCE TO CHENNAI CITY	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
10.	SAKTHI HARITHA S , MAHISHA VARTHINI C,	A STUDY ON CONSUMERS OPINIONTOWARDS ACQUISITION	INTERNATIONAL JOURNALOF	VOL-10, ISSUE-4 OCTOBER 2023

	SWETHA E	STRATEGIES ATGEARBOX AND HYDRAULICSMANUFACTURES, THOOTHUKUDI	RESEARCH AND ANALYTICAL REVIEWS	P-ISSN 2349-5138
11.	BHARATH KUMAR K	A STUDY ON THE EFFECTIVENESS OF SOPWITH REFERENCE TO MANUFACTURINGINDUSTRIES IN CHENNAI	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
12.	S. ARUN KUMAR, M. ARUN, P. DHANANJAY, K. SANJAY, A. RAHUL	POLITICAL IMPACT ON INDIAN ECONOMYAND HOW INFLATION IS CONTROLLED ININDIA	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
13.	KAMALESH A, DINESH M, HARIHAREN V, HEMANTH KUMAR K,LOKESH P	REVOLUTIONIZING RURAL TRANSPORTATION: "THE ROLE OF BUSTRACKING APP IN IMPROVING MOBILITYAND CONNECTIVITY IN REMOTECOMMUNITIES"	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
14.	HARIHARAN E K SC, KEERTHIKA RD, KRISHMA P	INFLUENCER MARKETING EFFECTIVENESS: AN EMPIRICAL STUDY OFKEY DIMENSIONS AND THEIR IMPACT ONCONSUMER ATTITUDES AND PURCHASE INTENTIONS	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
15.	HARIHARAN E K S, RAEVANTH JEGATH R V	ASSESSING THE RELATIONSHIPS BETWEENGREEN HUMAN RESOURCE MANAGEMENT PRACTICES, INDIVIDUAL GREEN VALUES,INNOVATIVE PERFORMANCE AND JOB SATISFACTION: A STRUCTURAL EQUATIONMODELING ANALYSIS	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
16.	HARIHARAN E K S, MAHVEEN BANU, SRI BHARATHI K	ANALYZING THE IMPACT OF SUPPLYCHAIN STRATEGY, NETWORK DESIGN, INFORMATION SYSTEMS, AND ORGANIZATIONAL STRUCTURE ONFINANCIAL AND OPERATIONAL PERFORMANCE: A STUDY WITH REFERENCE TO THE AIRLINE INDUSTRY	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
17.	HARIHARAN E K S, KEERTHIKA R, KRISHMA P, MAHVEEN BANU	ANALYZING THE DIMENSIONS OF CUSTOMER SATISFACTION: A STUDY OFPAYMENT METHODS, PRODUCTVARIABILITY, QUALITY PERCEPTION, PRODUCT SELECTION, CONSUMERSHOPPING EXPERIENCE, AND THEIRCORRELATION IN A GENERAL CUSTOMERBASE	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
18.	HARIHARAN E K SC, SRI BHARATHI KD, KRISHMA P	THE ROLE OF BRAND PERCEPTIONANDENGAGEMENT: A STUDY ONTHERELATIONSHIPBETWEENCONSUMERENGAGEMENTANDBRAND INVOLVEMENT,SELF-BRANDCONGRUENCE,SOCIALMEDIA USAGE, AND BRANDMOMENTCONGRUENCE	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138

19.	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 PRIVATEVENTURE: A DESCRIPTIVE STUDY	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
20.	HARIHARAN E K S	APPLICATION OF CHATGPT FOR STOCKMARKET PREDICTIONS: A DESCRIPTIVEAND COMPARATIVE ANALYSIS	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
21	HARIHARAN E K S, KEERTHIKA R, KRISHMA P	THE IMPACT OF CEO FINANCIAL LITERACY ON TECHNOLOGICAL INNOVATION IN SMES: A DESCRIPTIVESTUDY USING STRUCTURAL EQUATION MODELLING	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
22.	HARIHARAN E K S, RAEVANTH JEGATH R V, KRISHMA P, SRI BHARATHI K	THE IMPACT OF ECONOMIC RECESSIONSON THE ADOPTION AND IMPLEMENTATION OF HUMANOIDS AND ADVANCED ROBOTICSIN INDUSTRIES: A LITERATURE REVIEW AND SEM ANALYSIS	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
23.	HARIHARAN E K S, RAEVANTH JEGATH R V	RECRUITMENT AND SELECTION PRACTICES AND THEIR IMPACT ONORGANIZATIONAL EFFICIENCY: A STUDY IN THE PRIVATE ENTITY	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
24.	SARANYA M, SUVALAKSHMI B, AKILA A, SNEHA M	VIDEO GAMES IMPACT ON COGNITIVESKILLS - AN EMPRICAL STUDY	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
25.	NOORUL FARHANA M R, SHARADHA S, SANDHIYA R, SAKTHIKUMAR S, RAJESWARI V	EXPLORINGTHERELATIONSHIPBETWEENPSYCHOLOGICALCAPITAL,EMPLOYEEENGAGEMENT, JOB SATISFACTION,EMPLOYEEPERFORMANCE, ANDORGANIZATIONALPRODUCTIVITYINTHEMANUFACTURINGINDUSTRY:ASEMANALYSISOFDEMOGRAPHIC DIFFERENCES	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
26.	G AISHWARYAA, S JAYASHREE, G MONIKA, J S MEENALOAACHINI	AUTOMATIC METHODS FOR CLASSIFICATION OF PLANT DISEASESUSING CONVOLUTIONAL NEURALNETWORKS	INTERNATIONAL JOURNALOF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138
27.	M. NASEEMA FATHIMA, K. LAKSHMI, S.M. DIVYA	INVESTIGATING MENTAL HEALTH OFSENIOR SECONDARY STUDENTS INCHENNAI USING ADOLESCENT MENTAL HEALTHLITERACY QUESTIONNAIRE	INTERNATIONAL JOURNAL [OF RESEARCH AND ANALYTICAL REVIEWS	VOL-10, ISSUE-4 OCTOBER 2023 P-ISSN 2349-5138

YEAR 2021-2022				
S.NO	NAME OF THE AUTHOR	TITLE OF THE PAPER	JOURNAL NAME	ISSUEVOLUME YEARAND ISSN
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	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
2	HARIHARAN E K S, BHARATH M & MAGESHWARAN S	FINANCIAL ANALYSIS OF SALARIED EMPLOYEES IN TECHNOVERSE – A STUDY WITH REFERENCE TO CHENNAI CITY	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
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	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
4	SNEHA R, MAHISHA VARTHINI C, RENITHA I, SAKTHI HARITHA S & SHARADHA S	METAVERSE IN SPECIALTY STORES – A FUTURE PROJECTION	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
5	DEENA DAYALAN S, YOGESH S, PROMOTH KUMAR U & JAI HARISH S	AN EMPIRICAL ANALYSIS ON INDIAN STOCK MARKET VOLATILITY DURING THE PANDEMIC	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
6.	SUJANA J	WORK LIFE BALANCE OF TEACHERS TOWARDS ONLINE CLASSES DURING COVID – '19: HIGHER SECONDARY SCHOOLS AT UDUMALPET	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
7.	MERCY FLARANCE, J. MERLIN ANGEL PERIERA, NISHANTHINI L & THENMOZHI D	CONSUMER BUYING BEHAVIORS OF COMPUTER TABLES DURING COVID – '19	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
8.	MOHAMED SALMAN KHAN, ROHITH D, NAVEEN E, VENKATESAN S & KISHORE G	EFFECTIVENESS OF METAVERSE IN FUTURE WORLD	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
9.	JENIFER SELCIYA.J, KANIMOZHI.R, KEERTHANA.R, HANITHA.R & JAYALAKSHMI.B	IMPACTS OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
10.	POORNIMA V, PAVITHRA G, SREEJA S.R & SNEKA V	A SURVEY ON UNEMPLOYMENT ISSUES AMONG MBA GRADUATES WITH REFERENCE TO CHENNAI CITY	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184

11.	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	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184
12.	ANGEL GEORGIA MARY J, ARCHANA J S, LAVANYA S, MONISHREE B & NIVETHITHA R	CONSUMER BUYING BEHAVIOR IN AUTOMOBILE SECTOR AND HOW IT WILL GET IMPACT AFTER COVID-19	INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT	VOLUME 7, ISSUE 5 MAY 2022 ISSN: 2456-4184

	YEAR 2020-21				
S.NO	NAME OF THE AUTHOR	TITLE OF THE PAPER	JOURNAL NAME	ISSUEVOLUME YEARAND ISSN	
1.	HARITHA.S DEEPA LAXMI .M DEEPA THARINI.S AISHWARYA.P	IMPACT OF COVID-19 ON TRAVEL AND TOURISM INDUSTRY	JOURNALOF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
2.	REBEKAH JPREETHI M NAGANANDHINI K	THEORY AND EVOLUTION OF CRYPTOCURRENCY: BITCOINS – HEREUM.	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
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."	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
4.	NARMADHA.N SHANTHI.K STUDENT NIVEDHA.K THENMOZHI. D. M	SOCIAL ENTREPRENEURSHIP	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
5.	SWETHA B	COVID-19: REVIVAL OF INDIAN ECONOMY THROUGH TAX MEASURES	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
6.	MEHALA. L GRACE AGNIS. J MARTINIA REETA. A RUPA. F	ANGER MANAGEMENT ON SOCIAL SKILLS	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
7.	P. PRIYA THANUSHA. K VARSHA.Y MONIKASREE A	ONLINE APPS AND MARKETING	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	
8.	S.KRITHIGA, S.KAVIYA, M.S.LAKSHMI PRIYA,4 S.LAVANYA	THE IMPACT OF COVID-19 IN CONSTRUCTION FIELD	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162	

			RESEARCH	
9.	KAVIYA.B	A STUDY ON DIGITAL MARKETING STRATEGY TOWARDS FOOD DELIVERING APPS DURING PANDEMIC	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162
10.	VIJAY J	A STUDY ON USING SIMULATION BASED TEACHING & TRAINING TO ENHANCE THE EDUCATION SYSTEM IN MANAGEMET	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162
11.	S. PALLAVI N. DHANALAXMI S. HARIPRIYA V.M. AKSHAYA	A STUDY ON IMPACT OF GST IN INDIA	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162
12.	ABINAYA.S JANANI.S.D JEEVITHA.K LAVANYA.B.S	IMPACT OF UPI IN CUSTOMER SATISFACTION	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162
13.	NIRMAL CLEMENT PRAGASAM.D JEEVITHA.M GOPIKA SHREE.A JEEVITHA.M	PROBLEM FACED BY THE FARMERS IN TODAY TRENDS	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162
14.	T.G.JEEVITHA	THE IMPACT OFCOVID-19 PANDAMIC ON EDUCATION SYSTEM	JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH	VOLUME 8 ISSUE 4 APRIL-2021 ISSN-2349-5162

Students' Publications (International Journal)

