

Faculty Publications CAY m2,2018 -19

1. Dr. S. Jaisankar, C. Julian Gnana Dhas, (2018),Improvement of inbound logistics using quality check trigger (QCT) method, International Journal of Pure and Applied Mathematics,Vol17
2. Dr. Swamynathan.R, Dr. Kannan. V, Dr.Vanathi.R (2018) A study on supply chain collaboration in textile industry, International Journal of Pure and Applied Mathematics,17
3. Gitanjali G, Dr.M.Kirupa Priyadarshini, (2018)Women returners: execs at transition point, International Journal of Pure and Applied Mathematics,17
4. Dr.M.Kirupa Priyadarshini, Preetha Leena .R ,(2018)Smartphone usage & job performance - assistance or interference to work, International Journal of Pure and Applied Mathematics,17
5. Dr. P. Mohanamani,Dr.S.Preethi,(2018)Causality between trade and economic growth: evidence from India International Journal of Pure and Applied Mathematics,17
6. Dr. V. R. Nedunchezian,K. Hemalatha,(2018)Analysis of weak form efficiency of selected sectoral indices and companies with reference to national stock exchange International Journal of Pure and Applied Mathematics,17.
7. Poongodi, B,U Vinoth Kumar,(2018)A study of long term orientation on supplier – retailer relationship in beverages industryInternational Journal of Pure and Applied Mathematics,17
8. Manikandan C,Dr.P.Nalini,(2018)A study on customers perception towards location based marketing International Journal of Pure and Applied Mathematics,17
9. A.Thirunavukkarasu,Dr. V. R. Nedunchezian,(2018)The relationship between service quality and customer satisfaction - a comparative study among Indian and europe passenger International Journal of Pure and Applied Mathematics,17
10. S. Catherine, R.Magesh, Dr.R.Gokilavani(2018)Condescension of supermarket: shopper’s proclivityInternational Journal of Pure and Applied Mathematics,17
11. Poongodi, B,Velmurugan C,Monisha Gangasri G(2018)GROWING AGRIBUSINESS msms IN URBAN COIMBATORE, TAMILNADU International Journal of Pure and Applied Mathematics,17

12. Dr.R. Vinayagasundaram,,(2018)A study on optimization of waiting timefor outpatients at ganga hospital, Coimbatore.International Journal of Pure and Applied Mathematics,17
13. Dr. S. Jaisankar,Dr.P.Nalini,(2018)Application of kaizen methodology for process improvement in textile millInternational Journal of Pure and Applied Mathematics,17
14. Dr.Nanjundaraj Premanand,Dr. Kannan V,Sangeetha. P(2018)A study on implementation of poka – yoke technique in improving the operational performance by reducing the rejection rate in the assembly lineInternational Journal of Pure and Applied Mathematics,17
15. Dr. Kannan V,,(2018)A study on application of lean six sigma techniques to optimise the assembly process for a pump manufacturing unit in CoimbatoreInternational Journal of Pure and Applied Mathematics,17
16. Dr.M.Kirupa Priyadarshini ,Mr.Praveen Kumar,Ms.Jayshree V(2018)Effects of workplace fun on employee behaviors: an emprical studyInternational Journal of Pure and Applied Mathematics,17
17. Hemavathy Ramasubbian,Dr.M.Kirupa Priyadarshini ,(2018)Investment decisions in real estate: a theory of planned behavior (tpb) based approach International Journal of Pure and Applied Mathematics,17.
18. Latha, K.Malar Mathi ,(2018)Does the mooc course improve employable skills? Consumer perspectives in India International Journal of Pure and Applied Mathematics,17
19. Mr.K.A.Pavan, Dr.N.Nirmaladevi,A. Latha(2018)Influence of online marketing stimuli strategy on impulsive buying tendencyInternational Journal of Pure and Applied Mathematics,17
20. Dr.P.Nalini, Dr.S.Jaisankar ,(2018)Awareness, application and performance of smes in b2b e-commerce marketplaceInternational Journal of Pure and Applied Mathematics,17
21. Dr.P.Nalini, Dr.R.Gokilavani,(2018)Beautification: a empirical study on market segments and target groupsInternational Journal of Pure and Applied Mathematics,17
22. Dr.R.Gokilavani, Dr.M.Durgarani, Ms.Lakshmi Subbramani(2018)A content analysis of portrayal of products in Indian, US and Australian family magazine advertisements International Journal of Pure and Applied Mathematics,17

23. Ms.Gandhimathi K,Dr.R.Gokilavani,(2018)A study on usage of technology on k-12 education in India with reference to chennai cityInternational Journal of Pure and Applied Mathematics,17
24. Dr.R. Vinayagasundaram,(2018)Implementation of 5S techniques in majestic machine works, Coimbatore, International Journal of Pure and Applied Mathematics,17
25. Dr.R. Vinayagasundaram,(2018)Implementation of zero defect through poka yoke approaches in the assembly line of compressor manufacturing industry, International Journal of Pure and Applied Mathematics,17
26. Dr.R. Vinayagasundaram, (2018) Analysis and improvement in customer order lead time in wet grinder manufacturing industries, Coimbatore International Journal of Pure and Applied Mathematics,17
27. M. Deepa,Vidhya,(2018)A study on the level of commitment and its impact on performance in a manufacturing industry, Coimbatore International Journal of Pure and Applied Mathematics,17
28. Umalakshmi,Deepa Manickam,(2018)Need for freedom and high career aspiration of gen y students of selected b- schools in Coimbatore district International Journal of Pure and Applied Mathematics,17.
29. Dr. Priya, Kalyanasundaram, Deepa Manickam(2018)A study on relationship between locus of control and occupational stress at spinning mills with special reference to Coimbatore International Journal of Pure and Applied Mathematics,17
30. Hari Prakash. N,Deepa Manickam,(2018)A study on student's perception towards various facilities in kumaraguru college of technology - CoimbatoreInternational Journal of Pure and Applied Mathematics,17
31. Lakshmi Subbramani,Dr. K. Vivekanandan,M. Vennila (2018)A study on emotional labor and its impact on turnover intention among it professionalsInternational Journal of Pure and Applied Mathematics,17
32. Lakshmi Subbramani,B.PRIYANKA,(2018)Analysis on physical health condition of the employees pertaining to an established public sector manufacturing unit in CoimbatoreInternational Journal of Pure and Applied Mathematics,17
33. Infanta Jerline I,Lakshmi Subramaniam,(2018)Workforce planning – a systematic approach for meeting the future demand of manpowerInternational Journal of Pure and Applied Mathematics,17

34. Dr.M.Durgarani,Dr.R.Gokilavani,(2018)Self-help groups a medium for social empowerment of women: a study in Coimbatore districtInternational Journal of Pure and Applied Mathematics,17
35. Dr. V. Kaarthikheyam,M. Anandhi,(2018)Effects and experiences of visual merchandising towards lifestyle retailing- customer experiences at shoppers stop, bengaluruInternational Journal of Pure and Applied Mathematics,17
36. Dr. P. Mohanamani,Dr.S.Preethi,(2018)Dynamic linkage between gold, oil, exchange rate and stock market returns: evidence from IndiaInternational Journal of Pure and Applied Mathematics,17
37. Princey Caroline,Dr. P. Mohanamani,(2018)Study on influence of behavioural factors towards investment in Coimbatore districtInternational Journal of Pure and Applied Mathematics,17
38. Dr. V. R. Nedunchezian,Mahesh Babu,(2018)Analysis of impact of gst with reference to perspective of small business stakeholdersInternational Journal of Pure and Applied Mathematics,17
39. Dr. V. R. Nedunchezian,Sandhya Priya,(2018)Analysis on impacts of human capital in banking industries – a comparative study between private and public sector banks in India International Journal of Pure and Applied Mathematics,17
40. Dr. V. R. Nedunchezian,Sridhar Babu,(2018)Start-up journey manoeuvring International Journal of Pure and Applied Mathematics,17
41. Latha,M. Arun Cholarajan,(2018)Factors driving effective usage of website: consumer perspectivesInternational Journal of Pure and Applied Mathematics,17
42. K.Sri Rithi , N Subarna ,A. Latha(2018)Challenges and issues faced in buying and selling organic products: perspectives of consumers and entrepreneurs International Journal of Pure and Applied Mathematics,17
43. Gokul C,Dr.R.Gokilavani,Sandeep Frank(2018)Product-line extensions by multinational beverage corporation from soft drinks to health drinks: reflection of consumers perception. International Journal of Pure and Applied Mathematics,17
44. Dr.R.Gokilavani,Kaviya M,(2018)A review on factors influencing consumer purchasing behavior in shopping malls in emerging city with reference to Coimbatore districtInternational Journal of Pure and Applied Mathematics,17

45. E. Gopi,Radhika E.F.A,Dr. R. Gokilavani (2018)Public awareness about cashless economy with reference to banking sectors in suburban areaInternational Journal of Pure and Applied Mathematics,17
46. P. Jebah Shanthi,Dr. G. Bhuvaneshwari, Dr.R.Gokilavani (2018) Dhaanya agricultural commodity index – an overviewInternational Journal of Pure and Applied Mathematics,17
47. Dr.R.Gokilavani,Mr.D.Venkatesh kumar,Dr.M.Durgarani(2018)Can India move towards digital soverign currency? A study on perception of consumers towards digital payment International Journal of Pure and Applied Mathematics,17
48. Dr. P.Pon Meenakshi,M.Deepa Manickam,J. Karthikeyan(2018) Banking service on eduational loans in Coimbatore city International Journal of Pure and Applied Mathematics,17
49. Ms. R. Sushmitha, Mr. Anshul Saxena,(2018) Analysis & prediction on traffic volume in Coimbatore bypass road using python & table auInternational Journal of Pure and Applied Mathematics,17.
50. Mr. Anshul Saxena,,(2018)Predicting bitcoin price using lstm and compare its predictability with arima modelInternational Journal of Pure and Applied Mathematics,17
51. Ms.Vishnu Priya.S ,Mr. Anshul Saxena,(2018)Predicting the gender and ethnicity using the first name and last name using machine learningInternational Journal of Pure and Applied Mathematics,17
52. K.S.Hemapriya,Mr. Anshul Saxena,(2018)Technology vertical lead generation International Journal of Pure and Applied Mathematics,17
53. Gauthami.S,Dr.P.Nalini,(2018)Brand equity – a measuring tool for customer expectations and satisfaction on banking services International Journal of Pure and Applied Mathematics,17
54. Ms. Harini B, Dr. P. Mohanamani,(2018)Price forecasting of cardamom(large) using arima modelInternational Journal of Pure and Applied Mathematics,17