

Faculty Publications CAY m3 (2017-18)

1. Smitha, Rajappan, Rohini, S, Nair, Kirupa, Priyadarshini, M., & Sivakumar, V. (2017). Exploring the effect of workplace spirituality on job embeddedness among higher secondary school teachers in Ernakulam district. *Cogent Business & Management* (2017), 4: 1334419
2. Dr., Kannan, V. (2017). A Study on Application of Lean Six Sigma Techniques to Reduce Manufacturing Cycle Time for an Industrial Ceramic Manufacturing Unit'. *Journal of Contemporary Research in Management - Volume 12;No.2*
- June 2017 - pp 23 - 43 with ISSN number 0973- 9785
3. Dr.,Nalini, P., & Subhashree, S. (2017). Understanding the Preference and Course Experience of Online Management Courses among Gen Y Students. *Journal of Contemporary Research in Management*. Vol. 12;No. 1;pp 15-22; Jan-March 2017;ISSN:0973-9785
4. Dr., Poongodi, B. (2017) Role of hand loom industry in enhancing livelihood of weavers – a review. *COLOURAGE*" magazine in Aug 2017 issue.
5. Anshul , Saxena,.(2017). Application of Analytics in Employee Hiring. *Journal of Human Resources & Customer Relationship Management*, Mantech Publication. Vol:1, Issue:1, pp:11-16
6. Dr. Vinayagasundaram, R. (2017). An Analysis on Reducing the Process Time in Manufacturing Industries through SMED. *Journal of Advanced Research in Dynamical & Control Systems (JARDCS)*. Vol: 9. Special Issue, November 2017, Scopus Publication, pp-1138-1150
7. Dr. Jaisankar, S. (2017). Evaluation of Supply Chain Performance for packaged Dairy Products. *Journal of Advanced Research in Dynamical & Control Systems (JARDCS)*. Vol: 9. Special Issue, November 2017, Scopus Publication, pp-1126-1137

8. Dr. Kannan, V. (2017). A Study on Optimization of Master Health Check Up Process at a Multi Specialty Hospital in Coimbatore. Journal of Advanced Research in Dynamical & Control Systems (JARDCS). Vol: 9. Special Issue, November 2017, Scopus Publication, pp-1113-1125
9. Dr.R.Vinayagasundaram, Associate Professor-Centre of Operations published a book titled TQM- Total Quality Management, published by AE Publications, Coimbatore, First Edition, pp-1-94, ISBN 93-87084-02-7. The book consists of recent TQM topics, cases and Question and Answers will be useful for engineering and management students
10. Deepa, Manickam,. (2017). " Millennials why they Quit- From the Perspective of Millennia's" . International Journal of Scientific Research. Volume: 6, Issue: 12. Impact factor 4.179 and IC value: 93.98
11. Deepa, Manickam,. & Kiruthika, Devi,. (2017). " A study on Influence of Grievance Management System in Satisfaction of Employees in IT Sector- Coimbatore" . Mantech Publications - Journal of Human Resource and Customer Relationship Management, Volume 2, Issue 1.
12. Thirunavukkarasu, A,. & Dr. Nedunchezian, V, R,. (2018) Second order Service Quality –Impact on Customer Satisfaction in Airlines . Compendium of Conference Proceeding -13th SGMC, pp-153-157, ISBN: 978-93-81715- 14-7.
13. Divya, Bharathi ,V. & Dr. Mohanamani, P,. (2018). A Study on Volatility of Commodities Traded With Special Reference to MCX. in Global Journal For Research Analysis, Volume-7, Issue-2, February-2018 • ISSN No 2277 - 8160, IF : 5.156.
14. Thirunavukkarasu, & Dr. Nedunchezian ,V, R,. (2018). Validation of Airline Service Quality Scale: Evidence from Indian and European Passengers. Academy of Marketing Studies Journal, ABDC listed journal, Volume: 22, Issue: 1, 2018, 1 1528-2678-22-1-12
15. Dr ., B ,Poongodi,. & Renuka, K,. (2018). A Comparative Study on Online & Offline Apparel Shopping. KVM Journal of Management, Vol;4, Issue ;1, 2018,pp:63-65; ISSN 2395-2156.

16. Dr. Sangeetha, S., Swathi, Ramesh, . & Venkateswaran, B.,(2018). " A Study on Usage Behaviour of RUPay Cards by Rural Customers in India". Syndicate-The Journal of Management, Vol: 18, Mar 2018, pp47-55, ISSN: 2278:8247
17. Dr. Kaarthikheyan, V, & Harish, S,. (2018). "Harvesting Knowledge from Project Retrospect for Organizational Success. International Journal of Pure & Applied Mathematics, Vol: 118, No: 18, 2018, pp: 2553-2560, ISSN: 1311-8080
18. Dr. Gokilavani, R,. & Lakshana, S,. (2018). "Perception, Usage & Awareness of Zoho Applications by TAM (Tech Acceptance Mode). International Journal of Science & Research, Vol: 7, Issue: 5, May 2018, pp: 1-5, ISSN: 2319- 7064.
19. Dr. Gokilavani, R,. & Dr.Durgarani, R,. (2018). "Evolution of Digital Economy in India". International Journal of Marketing & Human Resource Management (IJMHRM), Vol: 9, Issue: 1, Jan-Feb2018,pp: 31-39, ISSN: 0976-6421. Impact factor: 5.5
20. Latha, A,. & Nikhil, Adithya,. (2018).A Study on Service Quality gap in EBO's of Wildcraft India Pvt Ltd. Journal of Business Analytics and Information System Management, Vol:1, Issue:1, pp: 1-5.
21. Dr. Vinayagasundaram, R,. & Jaya, Vishnu, Kumar, B,. (2018). A Study on Energy Conservation at The Chennai Silks. International Journal of Advance Research & Innovative Ideas in Education, Vol:4, Issue: 2, 2018, ISSN:2395-4396
22. Dr. Kirupa, Priyadarsini, M,. Smitha, Rajappan,. Rohini, S, Nair,. & Dr. V,. Sivakumar,.(2018). Workplace Spirituality- An Emerging Template for Breaking Organization Silence. International Journal of Research in Economics & Social Sciences, Vol: 8, Issue:2, Feb2018, pp:461-471, ISSN:2249-7382, Impact Factor : 6.939
23. Dr. Kirupa, Priyadarsini, M & Praveen, Kumar, T,.(2017).Assessing the impact of CSR on Service Performance in Mediating Effect of Brand Equity with Reference to banks in India. Asian Journal of Management, Vol: 8, Issue:4, December 2017, ISSN: 0976-495X
24. Dr. Kirupa, Priyadarsini, M, Nithya, Gowri,., & Praveen, Kumar, T,.(2017). A Study on Antecedents and Consequences of Perceived Support in Schools to retain Human Capital. Journal of Advance Research in Dynamical & Control System. Special Issue: 15, pecial Issue, pp: 665-674, ISSN: 1943-023X, Scopus Publication