

PUBLISHED PAPERS

Faculty Publications CAY, 2020-21

1. Jaisankar, S., Nalini, P., & Rubigha, K. K. (2020, October). A Study on IoT based Low-Cost Smart Kit for Coconut Farm Management. In 2020 Fourth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud)(I-SMAC) (pp. 161-165). IEEE., Scopus Indexed
2. Jaisankar, S., Nalini, P., & Rubigha, K. K. (2020,). Investigation on the Key Performance Indicators on Re-Categorization of Khadi Institutions: A Literature Review, Journal of the Maharaja Sayajirao University of Baroda, 54(3),14—143; ISSN: 0025-0422; UGC Care with Impact factor 4.70
3. Jaisankar, S , Balaji, M, Dinesh,SN & Arun, AP ,(2020), Striving for Supply Chain Integration through Balance Scorecards, International Journal of Management, Vol-11; Issue-12, December 2020;pp-3375-3387;
4. Jaisankar, S & Madhusudhan, B.,(2020), An Insight of 'Relocations Business' & Necessary Documentation In 'Freight Forwarding' Industry,International Journal of Management, Vol-11; Iss0pl700000000000000000ue-12, December 2020;pp-3375-3387; ISSN-0976-6502;DoI - 10.34218/IJM.11.12.2020.315; Scopus Indexed
5. Sangeetha, S & Chitra, K, (2021), Solvency and Survival of Microfinance Institutions: An Indian Scenario-Policy Implication to Improve Endurance, Indian Journal of Finance and Banking, April 2021, 5(2), 130 -140, ISSN: 2574-609X (Online), doi-10.46281/ijfb.v5i2.1097, Indexed ABDC Journal
6. Deepa,N & Latha,A (2021), A study on Emotional Intelligence and its impact on Employee Performance in Service Sectors of Coimbatore District.Turkish Journal of Computer and Mathematics Education, 12, (11), 4636-4646, with e- ISSN number 1309 - 4653 . Scopus indexed Journal.

7. Deepa N (2020), A Career Expectation of Millennial's and their impact on Employee Engagement in Banks, Harshwardhan Publication Pvt Ltd", Edition June 2020 , ISBN : 978-81-945173-9-9, Book Chapter
8. Poongodi, B & Cherian, M., (2020), Digital Interventions and Technology Adoption among Paddy Farmers in Tamil Nadu, Indian Journal of Rural Education and Engagement published by Mahatma Gandhi National Council for Rural Education, Ministry of Higher Education, Volume 7, ISBN 978- 9389431-40-7
9. Poongodi, B , Ramakrishnan, G & Nivedha,R., (2021), Promising way into sustainable Textiles Environment Development of Kenaf-Ctoon Blended Yarn and Fabrics for Sustainable Textiles, International Research Journal of Engineering and Technology (IRJET), 8(4), 5139-5145; e-ISSN: 2395-0056; Impact factor-8
10. Poongodi, B , Ramakrishnan, G & Monissa Tharani, (2021), Entrepreneurial Pursuits of Weavers in Low Resource Handloom Industry, Turkish Online Journal of Qualitative Inquiry, 12(6), , 1166 - 1181
11. Poongodi, B , Entrepreneurial Pursuits of Weavers in Low Resource Handloom Industry, Conference Proceeding- Abstracts-14th Biennial Conference on Entrepreneurship organized by EDII , Ahmedabad. ISBN- 978-93-86578-58-7. Book Chapter
12. Latha, A & Deepa M., (2021), Strategic Market Orientation & Financial Performance: The Study of Insurance Organization in India, Journal of Psychology & Education, Vol. 58(2), ISSN 00333077
13. Nalini, P(2020), Perception Towards Technology-Enabled Learning During Lockdown Periods, Sambodhi Journal, 43(3) with ISSN: 2249-6661 UGC Care Approved, Peer Reviewed and Referred Journal,
14. Susana, D., Sreejith, S., & Kavisamathi, J. K. (2020, December). A Study on Calendar Anomalies in the Cryptocurrency Market. In International Working Conference on Transfer and Diffusion of IT (pp. 166-177). Springer, Cham. Scopus Indexed
15. Susana, D., Kavisamathi, J. K., & Sreejith, S. (2020, December). Does herding behaviour among traders increase during COVID 19 pandemic? Evidence from the cryptocurrency market. In International Working Conference on Transfer and Diffusion of IT (pp. 178-189). Springer, Cham. Scopus Indexed

16. Susana, D & Vandhana Prabhu, (2020), A Study on Adoption of Online Stock Trading with Special Reference to Coimbatore City Based on UTAUT Model., *Inspira- Journal of Commerce, Economics and Computer Science*, 6(8), 43-50, SSN: 2581-7930, Impact Factor:4.964
17. Susana, D & Hariprasad., (2020), A STUDY ON DYNAMIC LINKAGES BETWEEN GLOBAL STOCK MARKETS DURING COVID-19 PANDEMIC, *Inspira- Journal of Commerce, Economics and Computer Science*, 6(8) 57- 67; ISSN: 2581-7930, Impact Factor:4.964
18. Vivekraj, SN & Monissa Tharani.SK, (2020), Predicting Employee Turnover Intention In IT&ITES Industry Using Machine Learning Algorithm. *Proceedings of the Fourth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC)* Published In *IEEE Xplore*, 502, ISBN: 978-1-7281-5463-3 - Indexed In Scopus
19. Kannan, V., (2021), Content Based Image Retrieval (CBIR) for Storing of Products, *The Turkish Journal of Computer and Mathematics Education* ,12 (4), 277 - 281 with e-ISSN number 1309 - 4653. Scopus Indexed
20. Thenmozhi, G., Cherian, M., & Nirmala, M. (2020, October). Impact analysis on change in climatic conditions due to the development of highway roads and other infrastructures at Coimbatore—an evidence. In *IOP Conference Series: Earth and Environmental Science* (Vol. 573, No. 1, p. 012006). IOP Publishing. Scopus Indexed
21. Thenmozhi, G., Cherian, M., Nirmala, M., & Lalitha, R. (2021, February). Effect of destruction of trees on highway roads and its impact on climate change at Coimbatore—a case study. In *IOP Conference Series: Materials Science and Engineering* (Vol. 1070, No. 1, p. 012044). IOP Publishing. Web of Science Publication
22. Thenmozhi, G., Cherian, M., Nirmala, M., & Lalitha, R. (2021, February). An intensive online survey of climate change due to development of roads and bridges on the highway road at Coimbatore—an evidence. In *IOP Conference Series: Materials Science and Engineering* (Vol. 1070, No. 1, p. 012045). IOP Publishing. Web of Science Publication
23. Babu, R. S., & Nedunchezian, D. V. (2020). Digital Distractions: Scaling Up With Technology. *International Journal of Management*, 11(9). Scopus Indexed

24. Elamaran, N., Nedunchezian, V. R., & PK, S. K. (2020). Perception of Employees towards TPM implementation in Foundry Industry with Reference to Coimbatore District. *International Journal of Management, Technology and Social Sciences (IJMTS)*, 5(2), 167-186.
25. Nedunchezian, V. R. (2021), A STUDY ON IMPLICATION OF TECHNOLOGY IN CUSTOMER RETENTION IN E-TAIL, UNLOCKING MANAGEMENT RESEARCH - A ROAD MAP TO FUTURE BUSINESS. ISBN 978-81-949561-0-5. Nirma University . Shamita Chakravarty BOOMERANG B-403, Shivalik Plaza, Panjarapole, Ahmedabad - 380015., Book Chapter
26. Shripria V, Srividya V., & Kanishga. I. (2021) EMOTIONS AND ITS EFFECT ON THE PERFORMANCE OF EMPLOYEES IN THE JOB POSITION AS SOFTWARE DEVELOPERS, IT SUPPORT ENGINEERS, TESTING AND MAINTENANCE OFFICERS. *Turkish Online Journal of Qualitative Inquiry* 12(3) , pp. 300- 321. (Scopus)
27. Vinayagasundaram, R & J. Yashini, (2020), AN ANALYSIS ON MINIMIZATION OF PRODUCT ERROR (POKA-YOKE) AND EXCESS WORK IN PROGRESS (TPM & OEE) IN TEXTILE INDUSTRY, *International Journal of Research in Engineering, Science and Management*, Vol 3
28. Vinayagasundaram, R & Nickith (2021), Implementation of Lean Tools To Improve Productivity In Rubber Parts Manufacturing Process At Unique Industries, *IJARRE*, Vol 7.
29. Mohanamani, P, Susana, D., & Yogitaa . (2021). CORPORATE DEBT MATURITY OF INDIAN FIRMS. *Turkish online Journal of Qualitative Inquiry*, Vol. 12 No. 3 (2021), pp: 287-299.
30. Shripria V & Nivetha Ranganayaki (2020), A STUDY TO IDENTIFY MARKET OPPORTUNITIES AND CUSTOMER PREFERENCES FOR BANANA FIBRE SARIS. *Proceedings on International E-Conference on Innovation in Rural Empowerment, Social Dynamics*, pp 135, ISBN 9789387748361.