

### **Details of Faculty Publication - 2023-24**

1. Sangeetha, S., Latha, A.M., & D, M. (2023). Sentimental Analysis of CBDC Tweets Using Machine Learning and Deep Learning Techniques. 2023 2nd International Conference on Advancements in Electrical, Electronics, Communication, Computing and Automation (ICAECA), 1-6.
2. Dr. Riyaz, Ahmed, Qureshi, Buggavarapu. VSS. Subbarao, Dr Ranit Kishore, Dr. Urvesh Chaudhery, Dr. Monica Chauhan Bhadoriya, Dr Shilpi Kulshrestha, A Market Segmentation Study of Solo Travel Intentions and Constraints with Reference to Uttarakhand, The International Journal of Interdisciplinary Organizational Studies, Volume 18, Issue 2, Page18.
3. Kumar, Buggavarapu VSS Subbarao., & Stella, M. (2023). Empowering Financial Inclusion: Government Schemes And Fintech Innovations. <https://www.researchgate.net/publication/376650545>
4. Subbarao, B. (n.d.). Knowledge Management in Road Accident Detection Based on Developed Deep Learning. <https://doi.org/10.22034/aeis.2023.417960.1135>
5. A. Averineni, Freddy, Chris. M, V. S. Vamsi, A. M. Manikanta, A. Rajasekhar Reddy and K. D. Sravan Reddy, "Strategic Integration of Artificial Intelligence In Customer Relationship Management: A Path To Personalization," 2024 2nd International Conference on Disruptive Technologies (ICDT), Greater Noida, India, 2024, pp. 107-111, doi: 10.1109/ICDT61202.2024.10489346.
6. Dr G Saravana Kumar, D. S. B. B. Dr. P. Thamaraiselvi ., & K Priyanka, D. H. A. Dr. R. R. (2024). Improving Educational Performance through Effective Performance Management Systems. Journal of Informatics Education and Research, 4(1). <https://doi.org/10.52783/jier.v4i1.677>
7. Thamaraiselvi, P., Masih, J., Giri, P., Sridevi, J., Karim Shaikh, I. A., & Prasad, M. V. R. (2024). Analysis of Social Media Marketing Impact on Customer Behaviour using AI & Machine Learning. Proceedings of 9th International Conference on Science, Technology, Engineering and Mathematics: The Role of Emerging Technologies in Digital Transformation, ICONSTEM 2024. <https://doi.org/10.1109/ICONSTEM60960.2024.10568805>

8. P. Mohanamani and A. Latha, "Identifying Emerging Competencies demanded by the Employers from MBA Finance Graduates: Using NLP and TF - IDF Algorithm," 2023 7th International Conference on Computing, Communication, Control And Automation (ICCUBEA), Pune, India, 2023, pp. 1-6, doi: 10.1109/ICCUBEA58933.2023.10392227.
9. Rani, Predicting Cybersecurity Attacks in Internet of Things using CNN LSTM with HABCABO Method: A Systematic Approach, 2024 Sixth International Conference on Electrical, Computer and Communication Technologies IEEE ICECCT 2024.
10. Thamaraiselvi, P., Masih, J., Giri, P., Sridevi, J., Karim Shaikh, I. A., & Prasad, M. V. R. (2024). Analysis of Social Media Marketing Impact on Customer Behaviour using AI & Machine Learning. Proceedings of 9th International Conference on Science, Technology, Engineering and Mathematics: The Role of Emerging Technologies in Digital Transformation, ICONSTEM 2024. <https://doi.org/10.1109/ICONSTEM60960.2024.10568805>
11. Dr. Poongodi. B., and Anandraj. K. (2023). Awareness of Cryptocurrency among general public: Evidences from South India. International Journal For MultidisciplinaryResearch,5(6). <https://doi.org/10.36948/ijfmr.2023.v05i06.10421>
12. Vijayan, R. V., Krishnan, M. M., Parayitam, S., Duraisami, Shalini. Prieya. A., & Saravanaselvan, N. R. (2023). Exploring e-waste recycling behaviour intention among the households: Evidence from India. Cleaner Materials, 7, 100174. <https://doi.org/10.1016/j.clema.2023.100174>
13. Dr.Suraj,E,S, (2024).Technology of advanced Big data Analytics favours growth of contemporary organisation. AIP publication. 2816,110008(2024). <https://doi.org/10.1063/5.01777474>
14. Dr. Suraj,E,S (2023).IOT in monitoring and improving manufacturing process in manufacturing industry. IEEE publication
15. Dr, Suraj.E.S (2024) Machine learning algorithm in Indian stock market for revising and refining the equity valuation models , computataional intelligence for autonomous finance , 221-242, Wiley publication

### **Details of Faculty Publication - 2022-23**

1. Thamaraiselvi,(2023). A Novel Cloud-Assisted IOT Framework for Human Stress Rate Monitoring Using Bayesian Network. European Chemical Bulletin, 2023, Article ID-2023-3181, 2063-5346
- 2.A. Latha and P. Mohanamani.(2022). "Measuring Course Attainment through Competencies and Performance Indicators: A case of Computer Lab Based Course," 2022 International Conference on Recent Trends in Microelectronics, Automation, Computing and Communications Systems (ICMACC), Hyderabad, India, 2022, pp. 494-498, doi: 10.1109/ICMACC54824.2022.10093487.
3. Latha, A., & Priyadarsini, M. K. (2023). The rise and fall of the MOOC's-What's in store? JIMS 8M The Journal Of Indian Management And Strategy, 28(1), 58-62.
4. Latha.A and Deepa.M.(2023). Consumer perspective on mobile wallet payment system, Interdisciplinary Research in Technology and Management, First Edition, 2023, CRC Press, ebook ISBN 9781003358589.
5. Ramya D and Latha A. (2023). Evaluating the parameters and role of bank during COVID 19. Interdisciplinary Research in Technology and Management, First Edition, 2023, CRC Press, ebook ISBN 9781003358589.

### **Details of publication 2021-22**

- 1.Deepa M, K.R.Ragavan (2021) Analysing critical roles in an Organisation, InternationalJournal Of Advance Research And Innovative Ideas In Education, Vol. 7,Issue 5,Pg. 1437-1442
- 2.Deepa M,(2021) A study on awareness, satisfaction and effectiveness towards Labour welfare Measures in NLC India Limited, International Journal Of Advance ResearchAnd Innovative Ideas In Education, Vol. 7,Issue 5,Pg. 1317-1327
- 3.Mr.Nishanth,Dr.Deepa (2021) To study Human Resource Generalist work process with reference to Automobile Industry in Coimbatore, International Journal Of Advance Research And Innovative Ideas In Education, Vol. 7,Issue 6,Pg. 119-124
- 4.Ranjani.T.D, Deepa M (2021) A study on the recruitment process in manufacturing industry,Coimbatore, International Journal Of Advance Research And Innovative Ideas In Education, Vol. 7,Issue 5,Pg. 130-1303

### Details of Books Published

<b>S.No</b>	<b>Faculty_Name</b>	<b>Book_Title</b>	<b>Publisher_Name</b>	<b>Publication_Month_Year</b>
<b>1</b>	Dr.S.Sangeetha	"Microeconomics Unveiled: A Practical Handbook for Economic Understanding"	India Learns	Nov-y23
<b>2</b>	Dr.P.Thamaraiselvi	Marketing Analytics	Prime International Publication	Feb-24

**Details of Papers presented in Conference Presentations for 2023-24**

<b>S.No</b>	<b>Faculty Name</b>	<b>Event_Name</b>	<b>Paper Title</b>	<b>From_Date</b>	<b>To_Date</b>
1	Dr.P.Thamaraiselvi	9th IEEE sponsored International Conference on Science, Technology, Engineering and Management, organized by IEEE-Jeppiaar Engg College	Analysis of Social Media Marketing impact on Customer behaviour using AI and Machine Learning	04/04/2024	05/04/2024
5	Dr.Mohanamani.P	Tropentag 2023., organized by The Leibniz Centre for Agricultural Landscape Research (ZALF), Germany in cooperation with Humboldt-Universität zu Berlin, Germany	Factors Influencing Youth in Family Farming: A Study from Southern India	20/09/2023	21/09/2023
6	Dr.B.Poongodi	Tropentag 2023., organized by The Leibniz Centre for Agricultural Landscape Research (ZALF), Germany in cooperation with Humboldt-Universität zu Berlin, Germany	Factors Influencing Youth in Family Farming: A Study from Southern India	20/09/2023	21/09/2023

7	Dr.A.Latha	International conference on Computing communication control & Automation. , organized by IEEE & Pimpri Chinchwad college of ENg	Identifying Emerging Competencies demanded by the Employers from MBA Finance Graduates: Using NLP and TF - IDF Algorithm	18/08/2023	19/08/2023
8	Dr.Mohanamani.P	59 <sup>th</sup> Annual Meeting of the association for Tropical Biology and Conservation	"Technology Interventions to strengthen women dairy entrepreneurs for improved inclusivity – A case from Kongu region	02/07/2023	03/07/2023
9	Dr.S.Sangeetha	Second International Conference on Advancements in Electrical Electronics Communication Computing and Automation held at KCT	Sentimental Analysis of CBDC Tweets using Machine Learning and Deep learning techniques	16/06/2023	17/06/2023
10	Dr.A.Latha	Second International Conference on Advancements in Electrical Electronics Communication Computing and Automation held at KCT	Sentimental Analysis of CBDC Tweets using Machine Learning and Deep learning techniques	16/06/2023	17/06/2023

**Details of Papers presented in conferences for 2022-23**

S. No.	Faculty Name	Conference Name	Paper Title	From	To
1	Dr. A Latha	IEEE Hyderabad section. VNR Vignana Jyothi institute of Eng & Technology	Measuring course attainments through competencies and performance indicators: A Case of Computer lab-based course	28/12/2022	30/12/2022
2	Dr. P. Mohanamani	IEEE Hyderabad section. VNR Vignana Jyothi institute of Eng & Technology	Measuring course attainments through competencies and performance indicators: A Case of Computer lab-based course	28/12/2022	30/12/2022
3	Dr. S. Sangeetha	Third International Conference on Advancements in Automation, Robotics and Sensing ( ICAARS 2022). PSG College of Technology (Department of Robotics and Automation Engineering)	Exploring Customers' Experience Towards Automation and Digitalization of Fintech Services	09/12/2022	10/12/2022
4	Dr. A Latha	Third International Conference on Advancements in Automation, Robotics and Sensing ( ICAARS 2022). PSG College of Technology (Department of Robotics and Automation Engineering)	Exploring Customers' Experience Towards Automation and Digitalization of Fintech Services	09/12/2022	10/12/2022

5	Dr. P. Thamaraiselvi	Third International Conference on Advancements in Automation, Robotics and Sensing ( ICAARS 2022). PSG College of Technology (Department of Robotics and Automation Engineering)	A study on Management automation task based on implementation of open ERP with reference to selected Engineering Industries	09/12/2022	10/12/2022
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**Details of Papers presented in conferences - Year 2021**

1	Dr.S.Sangeetha	A study on millennials perception on adoption of digital banking services using UTAUT2 model	Metamorphosis Of Modern Management And Research, Bannari Amman Institute Of Technology	29.12.2021	29.12.2021
2	Dr.S.Sangeetha	Customer experience and Satisfaction towards Digital Banking Services	Metamorphosis of Modern Management and Research, Bannari Amman Institute Of Technology	29.12.2021	29.12.2021
3	Dr.S.Sangeetha	Determinants Of FDI Inflow in BRICS And the Covid-19 Impact on The Macroeconomic Variables	International Conference on "Global Financial and Business Environment", 2021. New Delhi Institute of Management	23.12.2021	24.12.2021
4	Dr.S.Sangeetha	Financial Efficiency and Sustainability of Microfinance Institutions in In24dia	International Conference on "Global Financial and Business Environment", 2021 New Delhi Institute of Management	23.12.2021	24.12.2021