

Department of Business Administration

Journal Publications -2014

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ISBN
SCOPUS Indexed							
1	S. Deepa and Dr.P. Chitramani,	Influence of loyalty programmes on satisfaction and retail store loyalty	International Journal of Electronic Marketing and Retailing	2014	16(2):89	1-23	ISSN online: 1741-1033, ISSN print: 1741-1025

Journal Publications - 2015

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ISBN
UGC CARE							
1	S. Deepa and Dr. P. Chitramani	Impact of Relational Bonds on Retailer Equity	Journal of Contemporary Research in Management	2015	Vol 11, Issue 2	33-56	0973-9785
2	S. Deepa and Dr. P. Chitramani	CSR In Retailing Industry- A Case of Three Retail Stores	International Journal of Business and Administration Research Review	2015	Vol. 3, Issue 9	128-135	2348-0653
3	Mathangi Aravind and Dr. K. Ramya	Relationship between EVA (economic Value added) and share prices of select companies in BSE SENSEX- An Empirical	Journal of Commerce and Accounting Research	2015	Vol. 4 Issue 3 & 4	19-26	22772146

		study					
4	Dr. M. Veera Selvam &Dr.T.Amutha	A Study on Customer Satisfaction of Reliance mobile Service in Madurai	Shanalx International Journal of Management	2015	Vol:2, No:3	12-23	232-4643
Other Peer Reviewed Journals							
5	Dr.J.Arthi	Social Networks- Convergence for Small Business Ideas	Research Highlights	2015	Vol. 25,No.3	225-232	2231-2374
6	Dr.J.Arthi	Make in India- Introducing New Brand Baby Skin Care product by Govt. Of India	SIMS International Journal of Management	2015	Vol.2 No.1	1 to 12	2349-5537
7	Dr.J.Arthi	Successful and Inspirational Women Entrepreneurs in India- A conceptual Study	Research Highlights	2015	Vol. 25, No. 2	121- 126	2231-2374
8	Dr.J.Arthi	Linking Cultural diversity and Communication	International Journal of Management and Social Development	2015	Volume 2,No 4	40-45	2348-1919
9	Dr. M. Veeraselvam &Dr.T.Amutha	A Study on Patient care Quality in Christian Mission Hospital in Madurai	Shanalx International Journal of Commerce	2015	Vol:3, No:1,	39-52	2320-4168
10	Mrs. S. Nivethika	Awareness of Financial Services Towards Socio Economic Factors in Rural Areas	International Journal of Creative Research Thoughts,	2015	Vol 1&Issue 8	32-38	2320-2882

Journal Publications -2016

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ISBN
SCOPUS Indexed							
1	S. Deepa and Dr. P. Chitramani	Customer based Retailer Equity of Apparel retail stores	Indian Journal of Marketing	2016	Volume 46, Issue 5		0973-8703
UGC CARE							
2	BL. Lakshmi Meera and P. Chitramani	Relationship Between Lean SCM Practices and Green, SCM Practices - An Exploratory Study in Manufacturing Industries,	Global Journal for Research Analysis	2016	Vol-5, Issue- 5	390-391	2277 – 8160
3	D. Bhuvaneshwari and Dr. K. Ramya	An Integrated Modelling of Traditional and Modern Performance Measures on Share Prices-An Empirical Analysis of Energy Industry in CNX Nifty	International Journal of Marketing, Financial Services and Management Research	2016	Vol. 5, No. 5,	45-59.	2277-3622
4	Dr.K.Ramya	Usage of Online shopping among college students	Imperial Journal of Interdisciplinary Research	2016	Vol. 2, No. 8	574-578.	ISSN: 2454-1362
Other Peer Reviewed Journals							

5	BL. Lakshmi Meera and Dr.P. Chitramani	Causal Effect of Between Lean and Green Supply Chain on Environmental Performance of Manufacturing Firms	International Journal of Management & Business Studies	2016	Vol 6, Issue 2	270-276	2231-2463
6	B. Sugirtha and Dr.J.Arthi	Assessment of Quality of Work Life and Motivation on Employee Engagement Towards Enhancing Employee Retention among Nurses in Private Hospitals, Coimbatore	Primax International Journal of Commerce and Management Research	2016	Spl.issue	20-26	Print: 2321-3604 Online: 2321-3612
7	Dr.J.Arthi	Women who conquered the Glass cliff	Zenith International Journal of Multidisciplinary Research	2016	Vol.6(2) Feb 2016	52-60	2231-5780
8	V.P. Seena and Dr. J.Arthi	Psychological Capital And Its Impact On Academic Performance	South Asian Journal of Marketing & Management Research	2016	Vol 6, Issue 9		2249-7137
9	Dr.J.Arthi , B. Sugirtha	A Study on Motivation Employee engagement and Employee Retention among Private Hospital Nurses in Coimbatore	A Journal of Business and Management	2016	Vol.5, Issue 2		2230-7257

10	Dr.K.Ramya	Psychological Capital and Its Impact on Academic Performance.	South Asian Journal of Marketing & Management Research	2016	Vol.6 Issue 9	54-65	2249-877X
11	Dr.T.Amutha	Performance of Rubber Product Distributors in Madurai District: An Empirical Study	Intercontinental journal of Human Resource Research Review	2016	Vol:5, Issue 5-Spl Edition III	116-123	ISSN No: 2347-1662
12	Dr.T.Amutha	E-Banking for Sustainable Development	International Journal of Hospitality Business And Research	2016	Vol:8, No:2	121-136	ISSN No: 0976-7789
13	Dr.T.Amutha	Opportunities and Prospects for the Rubber Product Distributors: An Empirical Study	Asian Journal of Multidimensional Research	2016	Vol:7, Issue 1	37-46,	ISSN No: 2278-4853
14	Dr.M.A.Vijaya	The Relationship between Big Five Personality factors, Self Perceived Investment Knowledge and Investor Attitudinal Characteristics of Equity Investors	Asian Journal of Research in Social Sciences and Humanities	2016	Vol:6, Issue 10	1427-1440	2249-7315
15	Mrs. S. Nivethika	A study on factors influencing financial inclusion of areas in Coimbatore	Commonwealth Journal of Commerce & Management Research	2016	Vol.4, Iss.8	9- 24.	ISSN: 2393-851X

Journal Publications -2017

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ ISBN
SCOPUS Indexed							
1	D. Bhuvaneshwari & Dr. K. Ramya	Causal Relationship between Stock Prices and Gold Rate- Empirical Evidence from India	Afro-Asian Journal of Finance and Accounting (AAJFA)	2017	Vol. 7, Issue. 4	305-316	1751-6455
UGC CARE							
2	D. Bhuvaneshwari and Dr. K. Ramya	Cointegration and Causality between Stock Prices and Exchange Rate: Empirical Evidence from India	SDMIMD Journal of Management	2017	Vol. 8, Issue. 1,	31-38	0976-0652
3	D. Bhuvaneshwari and Dr. K. Ramya	Long-Run and Short-Run Relationship between Indian Stock Prices and Foreign Direct Investments (FDI) Equity Inflows.	International Journal of Management and Development Studies	2017	Vol. 6 Issue 4	44-49	2321-1423
4	Dr. K. Ramya and D. Bhuvaneshwari	Understanding the risk tolerance level and trading behaviour of individual investors with special reference to demographic profile of investors	Asian Journal of Management	2017	Vol. 8, Issue. 3	901-911	0976495 X
5	Dr.M.Iswarya	Linking Employee engagement, High Performance Work Practices and Leader-member Exchange to Innovative Work	International Journal of Innovative Knowledge Concept	2017	Vol.5, Issue 10	60-66	ISSN: 2454-2415

		Behaviour: An empirical Examination on IT employees					
Other Peer Reviewed Journals							
6	M. Bhushan. Dr.P. Chitramani, S. Deepa	Organisational Excellence through Business ethics and social responsibility practices	, Intercontinental Journal of Human resource research review	2017	Vol 5, Issue 5 – Special Edition III	43-50	ISSN 2347-1662
7	Josephin Remitha and Dr. P. Chitramani	Impact of knowledge management on economic growth	Intercontinental Journal of Human resource research review	2017	Vol 5 . Issue 5–Special Edition III,	86-91	ISSN 2347-1662,
8	V Sashikala, and Dr.P Chitramani	Impact of Investment Bias on Investment Intention, International Journal of Engineering Technology	Management and Applied Sciences	2017	Vol 5, Issue 5	411-418	ISSN 2349-4476
9	V Sashikala, and Dr. P Chitramani	A review on emotional intelligence and investment behaviour		2017	Vol 8, Issue 3	32-41	ISSN Print: 0976-6502 and ISSN Online: 0976-6510
10	A.Pankajam	Digital Currency Need of the Hour	International Management Research Review,	2017	Vol 3, Issue 1	46-50	2231-2501

11	A.Pankajam	Preference towards Investment Avenues by the Individual Investors in Tamilnadu	Intercontinental Journal Of Finance Research Review,	2017	Vol 8, Issue 2	113-116	Online:2321-0354 , Print:2347-1654 -
12	V.P. Seena and Dr. J.Arthi	How Psychological Capital contributes to the development of Intellectual Capital	Intercontinental Journal of Human Resource Research Review	2017	Vol.5 Issue 5	34-42	2347-1662
13	Dr.K.Ramya	Effect of Tax Structure and Tax Knowledge on Tax Compliance Behaviour of Individuals.	Intercontinental Journal of Finance Research Review (IJFRR),	2017	Vol. 5, Issue. 5, Spl. Ed.1	60-66	2321-0354
14	Dr.K.Ramya	Relationship between Personality Related Factors and Individual Investors Trading Behaviour.	Journal of Contemporary Research in Management,	2017	Vol.12, Issue.3,	27-42	0973-9785
15	Dr. T. Amutha	Performance of Rubber Product Distributors in Madurai District – An Empirical Study	Intercontinental journal of Human Resource Research Review	2017	Vol:8, No:2	121-136	2347-1662
16	Dr. T. Amutha	E-Banking for Sustainable Development	International Journal of Hospitality Business And Research	2017	Vol:8, No:2	121-136	0976-7789
17	Dr.M.A.Vijaya	Building Brand Loyalty Through Smart Marketing Strategies- Customers Brand Loyalty Towards Patanjali”	In KVIM Journal of Management	2017		64-71	2395-2156

18	B.Sugirtha	Motivation, Employee Engagement and Employee Retention among Nurses in Private Hospitals, Coimbatore	Intercontinental Journal of Human Resource Research Review	2017		136-142	2347-1662
19	Dr.M.Iswarya	Engagement at work: A Qualitative Analysis from reviews of the relevant Literatures	Research Chronicler	2017	Vol.5, Issue 8	28-48	ISSN-2347-5021(Print) ISSN:2347-503X(Online)
20	Mrs. S. Nivethika	A Conceptual Framework of Financial Inclusion in India	SNS Journal of Finance	2017	Vol.6, Iss.1	1-4	ISSN:0975-1048.
21	Mrs.R.Sharmily	Code Word Graphical Authentication and Sound Signature	International Journal of Scientific Engineering and Technology (IJSET)	2017	Vol.6, Issue.5		

Journal Publications -2018

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ ISBN
SCOPUS Indexed							
1	Dr. K. Ramya & D. Bhuvaneshwari	An Empirical Study on Announcement Effect of Right Issue on Stock Prices of CNX 500 Stocks.	Finance India	2018	Vol.32, Issue. 1	203-214	0970-3772
UGC CARE							
2	Dr.A.Pankajam & Mr.S.R.Sangeeth Raaj	Cloud Computing In Banking And Financial Services – Values And Restrictions	International Journal of Emerging Technologies and Innovative Research	2018	Vol.5, Issue 11	28-30	2349-5162
3	Dr.A.Pankajam & Mr.S.R.Sangeeth Raaj	Consumer Attitude and Adoption towards Digital Currency in Coimbatore	International Journal of Scientific Research in Computer Science Applications and Management Studies	2018	Vol 7 issue 5		2319 – 1953
4	Hemavathy Ramasubbian	Investment Decision in Real Estate: A Theory of Planned Behaviour (TPB)Based Approach”	International Journal of Pure and Applied Mathematics,	2018			ISSN: 2377- 2381
Other Peer Reviewed Journals							

5	V. Sashikala, and Dr.P. Chitramani	The Impact of Behavioural Factors on Investment Intention of Equity Investors	Asian Journal of Management		Vol 9, Issue 1	183-188	Print ISSN: 0976-495X. Online ISSN: 2321- 5763
6	J. Jenica and Dr.P. Chitramani	Online shopping - Attitude, Intention and Behaviour	International journal of theoretical and applied sciences	2018	Vol 10, Index 1	16-21	ISSN Print: 0975-1718, Online: 2249-3247.
7	Dr. A.Pankajam	Digitalisation for Sustainable Development	TRANS Asian Research Journals	2018	Vol7,Issue 1	201-207	2278-4853
8	Dr.A.Pankajam	Emotional Intelligence and Investment Decision Making of Individuals	International Journal of Scientific Research Review	2018	Vol 6, Issue 2	241-247	2279-543X
9	Dr.J.Arthi	Bottom Billion Strategy - Smart Village	Asian Journal of Multidimensional research	2018	Vol.7,Issue 1	63-66	2278-4853
10	V.P. Seena and Dr. J.Arthi	Role Of Perceived Organizational Support In Augmenting Self-Efficacy Of Employees	Journal of Organisation & Human Behaviour	2018	Vol.7 (1)	20-26	2277-3274
11	V.P. Seena and Dr. J.Arthi	Perceived Organisational Support and Work Engagement: Mediation of Psychological Capital – A Research Agenda	Journal of Strategic Human Resource Management	2018	Vol. 7, Issue 1	33-40	2277-2138

12	Dr.J.Arthi	Designing an Integrated Model of Organisational Commitment Among ITES Employees in Coimbatore using MANCOVA	International Journal of Theoretical & Applied Sciences	2018	Vol.10(1)	150-151	2249-3247
13	Dr.J.Arthi	Impact of Perceived Organisational Support on Citizenship Behaviour of ITES employees	Asian Journal of Managerial Science	2018			ISSN: 2249-6300
14	Dr.K.Ramya	Can Select Macroeconomic Variables explain Long-Run Price Movements of Indian Stock Indices?	Indian Journal of Research in Capital Markets	2018	Vol.5, Issue.1	35-53	ISSN: 2394-3459
15	Dr. T. Amutha	Work Life Balance Among Women College Teachers in Coimbatore	Asian Journal of Multidimensional Research	2018	Vol:7,No.8,	211-217	ISSN No: 2278-4853
16	Dr. T. Amutha, Navies Narmatha SP	Employee Empowerment and Engagement in selected Automobile Industry	International Journal of Scientific Research in Computer Science and Management Studies(IJSRCSAMS)	2018	Vol:7, Issue:5		ISSN No: 2319-1953
17	Dr. T. Amutha	Opportunities and Prospects for the Rubber Product Distributors- An Empirical	Asian Journal of Multidimensional research	2018	Vol:7, Issue 1	37-46	2278-4853
18	Dr.M.A.Vijaya	Transforming segment description into product strategy in financial sector for sustainability-investment behaviour of equity investors	Asian Journal of Multidimensional research	2018	Vol:7 Issue:1	141-148	2278-4853

19	Dr.M.A.Vijaya	Demographic Factors, Self-Perceived Knowledge and Attitudinal Characteristics of Equity Investors	Asian Journal of Research in Business Economics and Management	2018	Vol:8,Issue:1	30-43	2249-7307
20	Dr. M.A. Vijaya, ReshmaRavindran	A Study on Green Marketing: Consumer Awareness and Attitude towards Purchase Intention of Eco-Friendly Products with special reference to Coimbatore city.	International Journal of Scientific Research in Computer Science Applications and Management Studies.		Vol:7,Issue:5		ISSN 2319 – 1953
21	B.Sugirtha	Environmental Issues and How it should be developed in India	Asian Journal of Multidimensional research	2018			2278-4853
22	Mrs. S. Nivethika	A Study on Financial Literacy Status in Tamilnadu	SNS Journal of Finance	2018	Vol.6, Iss.1	40-46.	ISSN: 0975-1048

Journal Publications- 2019

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ISBN
UGC CARE							
1	Dr.A.Pankajam	E – commerce in Health care Sector	Journal of Management Research and Analysis	2019		194-196	2249-0191

2	Dr.A.Pankajam	Emotional Intelligence and Investment Decision Making of Individuals	International Journal of Scientific Research Review	2019			2279-543X
Other Peer Reviewed Journals							
3	Dr.P. Chitramani, and V. Sashikala	Personality of individual investors	Research Journal of Social Sciences	2019	Vol 10, Issue 7	186-193	ISSN 0025-1348 (P), 2456-1356 (O).
4	Dr.A.Pankajam	Digital India-A Transformative Technology in Everyday Life	International Journal of Management and Social Sciences	2019	Vol 8, Issue 2.1	200-205	Printed ISSN 2249-0191 Online e-ISSN 2349-9761
5	Dr.A.Pankajam	Innovative Supply Chain Management Practices in Various Industries,	An International Multidisciplinary Quarterly Research Journal AJANTA	2019	Vol VII, Issue 1	53-57	ISSN 2277-5730
6	Dr.A.Pankajam	Social Networking and Entrepreneurial Growth	An International Multidisciplinary Quarterly Research Journal AJANTA	2019	Vol VII, Issue 1	114-117	ISSN 2277-5730
7	Dr.A.Pankajam	Make in India Initiate Progress and Road Map for Future	An International Multidisciplinary Quarterly Research Journal AJANTA	2019	Vol VII, Issue 1	126-131	ISSN 2277-5730,
8	Dr.A.Pankajam	Marketing of Education Services	Journal of Management Research and Analysis (JMRA)''	2019	Vol 6, Issue 1	257-263	ISSN 2394-2770
9	Ms.Mumthaz & Dr.A..Pankajam	A Study on Job Satisfaction of Employees at Meriiboy Ice Creams (Supreme Food Industries)	International Journal for Research in Applied Science & Engineering Technology (IJRASET)	2019	Vol 7 Issue XI	747-749	ISSN: 2321-9653

10	Ms.M. Anitha & Dr.A..Pankajam	Impact of Mobile Phone on Society – A Study on the Pattern of Mobile Phone Usage by the Young Generation in India	International Journal of Multidisciplinary Educational Research	2019	Vol 8, Issue 12(7)	55- 62	ISSN 2277-7881
11	Ms.Mumthaz & Dr.A..Pankajam	A Study on Impact of HR Analytics on the Human Resource Management System in a Competitive Context: A Literature Review.	International Journal of Multidisciplinary Educational Research”	2019	Vol 8, Issue 12(7)	141- 147	ISSN 2277-7881
12	Dr.J.Arthi	Recent trends in CSR in India ,	International Journal of Management and Social Sciences	2019	Vol 8, (2.1)	151-153	Print 2249-0191 e- ISSN 2349-9761
13	Dr.J.Arthi	Approaches to Policy framework on Innovation and incubation at Higher Education Institutions	International Journal of Multidisciplinary Education Research	2019	Vol 8, Issue 12(7)		2277-7881
14	Dr.K.Ramya	Block Chain Technology In Accounting –Disruptive Technology,	Think India Journal	2019	Vol-22- Issue-14-	8279 – 8283	ISSN:0971-1260
15	Dr. T. Amutha	Customer Perception towards Retail Service Quality in Organized Retail Stores in Coimbatore	Journal of Management Research and Analysis (JMRA)	2019	Vol: 6 Issue 1	264-271	ISSN No: 2394-2770
16	Dr. T. Amutha & Navies Narmatha SP	A Study on Health Insurance Services among Policy Holder In Coimbatore	Journal of Management Research and Analysis (JMRA)	2019	Special Issue No.1-Vol.2	91-98	e-ISSN No: 2394-2770/ISSN 2394- 2762
17	Dr. T. Amutha & E. Vishnu Priya	Work Life Balance in Health Care Sector	Journal of Management Research and Analysis (JMRA)	2019		99-101	e-ISSN No: 2394-2770/ISSN 2394- 2762/

18	Dr. T. Amutha, &Ishwarya S	Stress Management in Healthcare Sector	Journal of Management Research and Analysis (JMRA)	2019		102-105	e-ISSN No: 2394- 2770/ISSN 2394- 2762/
19	Hemavathy Ramasubbian, Sindhuja	The Impact of Capital Structure on Profitability of XYZ limited	Journal of Emerging Technologies and Innovative Research	2019			2349-5162
20	Hemavathy Ramasubbian. Sivapriya	A Study on Profitability Analysis of Insurance Company	International Journal of Current Advanced Research	2019			2319-6475
21	Hemavathy Ramasubbian, Priya Deepa M	Measuring the Performance of Multicap Funds: Using Risk and Rolling Return	Journal of Emerging Technologies and Innovative Research	2019			2349-5162
22	Hemavathy Ramasubbian, K.Mohana	Assessment of Cost of Production and Profit (with special reference to XYZ Pvt Ltd Company)	Journal of Emerging Technologies and Innovative Research	2019			ISSN: 2349-5162

Journal Publications – 2020

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ISBN
UGC CARE							
1	Dr.A.Pankajam	Economic Impact of Covid-19 & The Opportunity in Make in India – An Overview	Sambodhi Journal	2020	Vol -43, No - 04 (XXVI),	107-110.	ISSN: 2249-6661
2	M.Munnish Ramya & Dr.J.Arthi	M-Commerce: The Stepping Stones for Growth of Women Entrepreneurs in India	Sambodhi Journal	2020			2249-6661
3	M.Munnish Ramya & Dr.J.Arthi	Rural Startups – Challenges and Initiatives	Sambodhi Journal	2020	Vol.43, Issue 03	438-443	2320-0693
4	Dr.K.Ramya	Employer Branding Techniques for Employee Retention in IT Sector	Sambodhi Journal	2020	Vol.43, No.4 (XXIX),	9-12	2249-6661
Other Peer Reviewed Journals							
5	Dr.A.Pankajam	A Study on the Factors Influencing Women Entrepreneurial Growth in Coimbatore District,	International Journal of Multidisciplinary Educational Research	2020	Vol 9, Issue 3(1)	75- 84	ISSN 2277-7881

6	Dr.A.Pankajam	Influence of Risk Attitude and Behavioural Factors on Investment Decision Making among Investors in Coimbatore	Aut Aut Research Journal	2020	Vol XI, Issue VIII	169-180	ISSN NO: 0005-0601
7	Ms. K. Priyadharshini & Dr.J.Arthi	Work from Home During Covid Lockdown: Psychological Health Backup	Tathapi	2020	Vol.19, Issue 52	321-326	2320-0693
8	Dr.K.Ramya	A Study On Digital Payment System With Reerence To E-Banking In Coimbatore City	Journal of Critical Reviews	2020	Vol 7, Issue 19	3478 – 3483	2394-5125
9	Dr.M.A.Vijaya	Digital Marketing – A Boon for Entrepreneurship	International Journal of Multidisciplinary Education Research	2020	Vol 9, Issue 3(1)	262-267	ISSN:2277-7881
10	Divya C.V, &Dr.M.A.Vijaya	Employee Engagement and Retention Practices and Impact on Turn Over Ratios	Journal of Critical Reviews	2020	Vol 7, Issue 9	3294-3396	ISSN 2394-5125

Journal Publications -2021

S.No	Author(s)	Title of Paper	Name of the conference/ Journal	Publisher/ Year of Publication	Vol.No/Issue no	Page Nos	ISSN/ISBN
------	-----------	----------------	---------------------------------	--------------------------------	-----------------	----------	-----------

1	Dr.A.Pankajam	A Study on Training and Development of Banking Sector Employees through the Use of Sophisticated Online Technologies with reference to Ernakulam District, Kerala	International Journal of Innovative Research in Science, Engineering and Technology	2021	Vol 10, Issue 2	867- 872	e-ISSN 2319-8753, p – ISSN 2320 – 6710
2	Dr.A.Pankajam	Virtual Style Working of Women Employees and Work Life Balance During Covid – 19 Pandemic.	Utkal Historical Research Journal	2021	Vol. 34(XXI): 2021	181-184	ISSN: 0976-2132
3	Dr.M.A.Vijaya & Krishnaveni S	Business Forecasting Using Machine Learning Approaches: Review	A Journal of the History of Ideas and Culture	2021	Vol;38,Issue: 5(1)	137-143	ISSN:0337-743X
4	Dr.M.Iswarya	Impact of Green Human Resource Management Practices on Proenvironmental Behavior of IT employees in Chennai	Journal of Research in Business and Management	2021	Vol 9 ~ Issue 5	1-7	ISSN(Online):2347-3002
5	Mrs. S. Nivethika	Impact of E-Learning After Covid -19 On Educational System In India	The International journal of analytical and experimental modal analysis	2021	Vol XIII Issue X	21-26	ISSN NO:0886-9367.