

## PUBLICATIONS OF FACULTY MEMBERS

NAME	RESEARCH INTEREST	PUBLICATION WORK
Dr.Selvam Jesiah	<ul style="list-style-type: none"> <li>•Marketing</li> <li>•Customer Knowledge Management</li> <li>•Marketing</li> </ul>	<p><b>1.</b> Kumarakanan, <b>Selvam Jesiah</b> &amp; Abhinay Devi (2019). Spill over effects of developed economics on Indian stock market. <i>Unnayan International Bulletin of Management and Economics</i>, Vol.X, Issue.2 (UGC listed No. 644245)</p> <p><b>2.</b> Kumarakannan &amp; <b>Selvam Jesiah</b>. (2019). Co integration of developed economics and Indian stock market after economic reforms. <i>IUP Journal of Financial Risk Management</i>, Vol. IX. (UGC listed No.46858)</p> <p><b>3.</b> Kumarakannan &amp; <b>Selvam Jesiah</b> (2018) “Whether Change in Government in India has any role in the Co-integration of Developed Economies and Indian Stock Market?”, <i>SUMEDHA Journal of Management</i>, Vol.7 No.4, Oct-Dec 2018, (UGC Listed No. 46802) (CMRCT, Hyderabad), pp.145-53.</p> <p><b>4.</b> Kumarakannan &amp; <b>Selvam Jesiah</b> (2018) “Whether any Co-integration exists among four Asian Tiger economies and Indian Stock Market?”, <i>SS International Journal of Economics and Management</i>, Vol.8 No.5, Sep., 2018, Satya Shiv Infrastructure, (Social Science Research International Network), pp.189-98.</p> <p><b>5.</b> C.S. Poornima &amp; <b>Selvam Jesiah</b> (2018) “A Study on Factors Determing Employee Retention and its Impact on Job Satisfaction in Dharani Sugars and Chemicals Ltd at Vasudevanallur”, <i>International Journal of Management Studies</i>, Vol. IV, No. 1(2), Jan., 2018, (ERMP Publication), pp. 139-44.</p> <p><b>6.</b> Annie Rose Nirmala &amp; <b>Selvam Jesiah</b>, “Bill Gates-The Entrepreneurial Leader”, <i>International Journal of Advanced Research in Management, Architecture, Technology and Engineering</i>, Vol. 38, No.4, April, 2017, pp.7-9</p> <p><b>7.</b> Annie Rose Nirmala &amp; <b>Selvam Jesiah</b>, “Challenges of Indian Entrepreneurs”, <i>International Journal of Commerce and Management(B-Digest)</i>, Vol. 8, No.4, March,</p>

		<p>2017, St. Johns College, Tamil Nadu, pp. 233-36.</p> <p><b>8.Selvam Jesiah &amp; Purnima, C.S</b>, “Faculty Retention-A Major Human Resource Issue in Private Engineering Institutions”, International Journal of Commerce and Management(B-Digest), Vol. 8, No.4, March, 2017, St. Johns College, Tamil Nadu, pp. 360-65.</p> <p><b>9. Selvam Jesiah &amp; Umalakshmi, K</b>, “Designing Training Interventions in App-Entrepreneurship for Undergraduate Engineers: A Study in Indian Context", International Journal of Entrepreneurship and Development Studies, Vol.4, No.2, August, 2016, (The Centre for Entrepreneurship, Development and Institutional Studies (CEDIS) &amp; World University of Bangladesh), Dhaka, pp.129-40.</p> <p><b>10. Annie Rose Nirmala &amp; Selvam Jesiah</b>, “Recent Trends and Growth in Entrepreneurship Development in India, (Special Issue on Conscientious Computing Technologies) April, 2018, pp.376-379.</p> <p><b>13. Selvam Jesiah &amp; Purnima, C.S</b>, “Faculty Retention-A Major Human Resource Issue in Private Engineering Institutions”, International Journal of Commerce and Management(B-Digest), Vol. 8, No.4, March, 2017, St. Johns College, Tamil Nadu, pp. 360-65.</p>
<b>Dr.A.Bhooma Devi</b>	<ul style="list-style-type: none"> <li>•Healthcare Quality,</li> <li>•Healthcare Technology</li> <li>•Healthcare Marketing</li> </ul>	<p><b>1.Mr. Sujey Prasath and Ms. Bhooma Devi</b> , (2014). A Study on Utilization of Critical Equipments in a Private Hospital, Chennai.<i>International Journal of Management, IT and Engineering</i>, Vol. 4, Issue 1[74 – 85] ISSN: 2249 – 0558 (National)</p> <p><b>2.Mr. S. Vigneshwaran and Ms. Bhooma Devi</b> , (2014). Study on Turnaround Time of Out Patient Billing Services at Super Specialty Hospital / Ayanambakkam – Chennai. <i>International Journals of Multi-Dimensional Research</i>, Vol. 2, Issue 2 [130 - 139] ISSN:2321 – 1784 (National)</p> <p><b>3.Ms. Bhooma Devi</b> , Dr. M. Ganesh, Dr.</p>

		<p>N. Panchanatham, (2014). Designing a Conceptual Model for Patient-Centered Care - A Patient Perspective. <i>Research Journal of Science &amp; IT Management</i>. Vol.3, No.5 [20-24] ISSN: 2251 – 1563 (Internatinal).</p> <p>4. Nirmala Devi N, Sharanya Paranthaman, and <b>Bhooma Devi</b> (2014),” A study on assessing the awareness on needle stick injury (NSI) with regard to infection control measures among the paramedical and Housekeeping staffs” <i>Asian Journal of Management Research, Volume 4 Issue 3, ISSN 2229 – 3795</i>(Internatinal)</p> <p>5. Mr. K. Vasanth and <b>Ms. Bhooma Devi</b> (2015). A study on assessing and improving the quality assurance practices of community outreach department of a NGO hospital, Madurai. <i>International Journal of Research in Economics and Social Sciences</i>. Vol.5, No.8. ISSN: 2249-7382(Internatinal).</p> <p>6. <b>Bhoomadevi</b>, Ganesh and Panchanatham (2016). Perception study on information, education and communication in a Tertiary care hospital, Chennai. <i>African Journal of Science and Research</i>. Vol. 5, No.4. ISSN: 2306-5877 (International)</p> <p>7. Vinodhini and <b>Bhoomadevi</b> (2016) Study on Infection Control Practices among Healthcare Workers in a Speciality Hospital, Chennai. <i>Pollution Research, EM International</i>. Vol. 35, Issue 3 (549 – 555)ISSN 0257-8050.</p> <p>8. Aathira and <b>Bhoomadevi</b> (2017) Study on awareness and challenges in using English Language among nurses in a multispeciality hospital, Chennai. <i>International Journal on Recent and</i></p>
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		<p>Innovation Trends in Computing and Communication (IJRITCC). Vol.5, Issue 8(150-153) ISSN: 2321-8169</p> <p><b>9. Bhoomadevi, S. Nithya priya and M. Ganesh</b> (2018). Application of lean six-sigma in admission and discharge process in a super specialty hospital, Chennai. <i>International Journal of Mechanical and Production Engineering Research and Development</i>, Vol.8, special issue 3, pg. 1072 – 1080. (Scopus indexed)</p> <p><b>10. A. Bhoomadevi, M. Ganesh &amp; N. Panchanatham</b> (2019). Improving the healthcare using perception of health professional and patients: Need to develop a patients centered structural equation model, <i>International Journal of Healthcare Management</i>, DOI: 10.1080/20479700.2019.1607014 (Scopus indexed)</p> <p><b>11. Bhoomadevi A, Baby T.M ,Catakam Keshika</b> (2019)Factors influencing discharge against medical advice (DAMA) cases at a multispecialty hospital, <i>Journal of Family Medicine and Primary Care</i>, December 11, 2019, Volume-8, issue-12, ISSN 2249-4863, P.No.3861-3864.</p> <p><b>12. S. Kumaresh and Dr. A. Bhooma Devi</b> (2020), An Empirical Investigation of Moonlighting practices and its implications, <i>TEST Engineering &amp; Management</i>, Vol.83, 25446-25454, SSN: 0193-4120, P.No.25446-25453, March –April 2020.</p> <p><b>13. S. Nithya priya, A. Bhooma Devi</b> (2020). Effective Doctor Patient Communication In A Healthcare Service Delivery, <i>Solid State Technology</i>, ISSN No. 0038 – 111X, Vol 63 Issue : 6</p>
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		<p><b>14. S. Kumaresh and Dr. A. Bhooma Devi</b> (2020), A study on the rationale of moonlighting among healthcare professionals in Chennai city, Solid State Technology, Vol.63, Issue:5 Pg.no.01-10</p>
<b>Dr.G.Jabarethina</b>	<ul style="list-style-type: none"> <li>•<b>HumanResource Management</b></li> <li>•<b>Organization Behavior</b></li> <li>•<b>Financial Accounting</b></li> <li>•<b>Financial Management</b></li> </ul>	<ol style="list-style-type: none"> <li>1. Dr.Padma.A and <b>G.Jabarethina</b> (2014), The EEE- Emotion Expression and Experience in Service utility of healthcare, Zenith International Journal of Multidisciplinary Research: Excel International Journal of Multidisciplinary Management Studies (EIJMMS), Vol.4, Issue 1, ISSN 2231-5780, 148-154.</li> <li>2. Ms. M. Kalaiselvi and <b>Ms. G.Jabarethina</b> (2014), Perspectives of balanced scorecard in customer relationship management department of a multi-speciality hospital, Asia Pacific Journal of Marketing &amp; Management Review, Vol.3 , Issue 2, ISSN 2319-2836, 34-44.</li> <li>3. Dr. Agasthiya.A and <b>Jabarethina.G</b> (2014), Continuing professional development in administrative competencies for doctors and nurses, South Asian Journal of Marketing &amp; Management Research, Volume 4, Issue 3, ISSN 2249-877X , 66-80.</li> <li>4. Anuradha and <b>G.Jabarethina</b>, (2014), Competency of nurses towards service quality at a multispecialty hospital, Chennai, EXCEL International Journal of Multidisciplinary Management Studies, Vol.4, Issue 6, ISSN 2249-8834, 126-134.</li> <li>5. <b>G.Jabarethina</b>,(2014), A Study on Effectiveness of Performance Appraisal System among Nurses at a Multi Speciality Hospital Chennai, The International Journal's Research Journal of Social Science &amp; Management, Vol.4, Issue 3, ISSN:2251-1571, 155-16.</li> <li>6. Nirmala Devi.N and <b>Jabarethina.G</b>, (2014), A study on turnaround time of chemo patients from admission to administration of medicine, International Multidisciplinary Research Journal-</li> </ol>

ACADEMICIA, Vol. 4, Issue 12, ISSN:2249-7137, 15-27.

7. **G.Jabarethina**, (2015), Perception on Effectiveness of Performance Appraisal System among Hospital Administrators and Senior Nursing Supervisors at A Multi Speciality Hospital, Chennai, International Research Journal of Business and Management-IRJBM, Vol .VIII, Issue- 10, ISSN:2322 083X, 48-57.
8. **G.Jabarethina** and Dr.A.S.Saranya, (2015), A study about opinion of nurses on opportunities and performance outcomes in high performance work system at a corporate multi speciality hospital, Chennai, International Journal of Business Intelligence & Innovations, Volume2, Issue 2, ISSN 2348 4705, 289 -301.
9. G.Dharani Priya and **G.Jabarethina** (2016), A study on Sustainable Competitive Advantage by Managing Service Quality at a Multi Speciality Corporate Hospital, Chennai, Prabandhan: Indian Journal of Management, Indexed in Google Scholar and Scopus, Volume :9, Issue no. 7, ISSN 0975 2854.
10. **G.Jabarethina** and Dr.A.S.Saranya(2016), A study about impact of motivation factors on human resource performance outcomes at corporate multi specialty hospitals, Chennai, South Asian Journal of Marketing and Management Research, Vol. 6 Issue 6-7, SJIF 2013=5.099 June-July 2016, Indexed in Google Scholar, ISSN:2249-7137, 1-11.
11. **G.Jabarethina** and Dr.A.S.Saranya(2016), The impact of high performance work systems on organisational performance among nurses in Corporate multi speciality hospitals, Chennai, Indian Journal Of Applied Research, Volume : 6, Issue : 12, December : 2016, ISSN - 2249-555X , IF : 3.919, IC Value : 79.96 (UGC Approved journal No.49333).
12. Radhika Krishna and **G.Jabarethina** (2017) A study on the factors affecting the report generation and process of the comprehensive athlete assessment in a sports sciences centre at a multispeciality

		<p>hospital in Chennai, Indian Journal Of Applied Research, Volume – 7, Issue – 6, June - 2017 ISSN - 2249-555X, IF : 4.894 , IC Value : 79.96 (UGC Approved journal No.49333).</p> <p>13. R Anitha and <b>Dr. G.Jabarethina</b>, (2018) Impact of cost reduction strategies on service quality of a single cataract surgery in a specialty hospital, <i>International Journal of Management Studies</i>, Vol.–V, Issue –4(7), 51-63, (UGC Approved journal No.44925).</p> <p>14. Catakam Keshika,<b>Dr.G. Jabarethina</b>(2019) Emotional Touch Points as a Predictor of Service Quality in a Tertiary Care Hospital, Chennai, <i>International Journal of Recent Technology and Engineering (IJRTE)</i>, ISSN: 2277-3878, Volume-8 Issue-4S3, December 2019.PNo.134-138. Retrieval Number: D10171284S319/2019©BEIESP DOI:10.35940/ijrte.D1017.1284S319. (UGC-CARE SCOPUS INDEX – Sr.No.206).</p>
<b>Dr.Srinivasan</b>	<ul style="list-style-type: none"> <li>•Security Analysis &amp; Portfolio Management</li> <li>•Derivatives &amp; Risk Management</li> <li>•Time series analysis</li> </ul>	<p><b>1.S.Srinivasan</b> and M.Babu (2017). “Managing Price Risk using Futures- Evidence from Indian Commodities Market”. <i>Asian Journal of Research in Banking and Finance</i>, Vol.7, Issue.2, pp. 35-44 (UGC Approved “1259”- Old)</p> <p>2.M.Babu, <b>S.Srinivasan</b> and C.Hariharan (2017). “Contagion Effect in Stock Markets- A Study on SAARC Nations”. <i>Asian Journal of Research in Business Economics and Management</i>, Vol.7, Issue.2, pp.35-44. (UGC Approved “1260” Old)</p> <p>3.M.Babu, C.Hariharan and <b>S.Srinivasan</b> (2017) “Inter linkages of Asian Pacific Stock Markets: An Empirical Study”. <i>Amity Journal of Finance</i>, Vol.1, No.1, pp.48-56.</p> <p><b>4.S.Srinivasan</b> and B.B.Santharam (2018) “Exploring the Price Risk Management Strategies in Indian Commodities Futures Market”. <i>International Journal of Business Intelligence and Innovations</i>, Vol.I, pp.216-221.</p>

		<p>5.<b>S.Srinivasan</b>, M.Babu and C.Hariharan (2019) “Impact of GST on Health care Sector: An Empirical Study of BSE and NSE Health Care Indices”. <i>Journal of Management Research and Analysis</i>, January- March 2019, pp. 54-61.</p>
Dr Poornima A S	<ul style="list-style-type: none"> <li>• <b>Digital Marketing</b></li> <li>• <b>Finance</b></li> </ul>	<ol style="list-style-type: none"> <li>1. Published a paper on “Does social media marketing impact Purchase and loyalty intentions in Customers?”in the international journal of management and Social science research review on May 2016 (ISSN-2349-6746)</li> <li>2. Published a paper on “Effect of social media in building trust---An empirical study on face book platform” in the proceedings of the third European conference on Social media research. (ISSN 2055-7213) (ISBN 978-1-911218-00-5)</li> <li>3. Published a paper on “Innovations in Social media marketing and Technology acceptance among different age Groups—An empirical study” in the <sup>nd</sup> journal of management on 2<sup>nd</sup> October 2017 (ISSN 2347 3940)</li> <li>4. Published a paper on “ Gender Differences In Preference Of Participation In Facebook Pages ---A Comparative Study in High Fashion Retail, Jewellery, Mobile Phone and Mutual Fund Segments” at the proceedings of the fifth European conference on Social Media held in Limerick Institute of Technology, Ireland.)-E-Book ISBN: 978-1-911218-84-5 Print version ISBN: 978-1-911218-83-8 (ISSN-2055-7213)</li> </ol>
Ms.K.Rohini	<ul style="list-style-type: none"> <li>• <b>Organization Behavior</b></li> <li>• <b>Human Resource</b></li> </ul>	<p>1.Ms. Ranjani and <b>Ms. K. Rohini</b>, (2018). A study on comprehensive evaluation of electronic medical record (EMR) use and stakeholders satisfaction at a single speciality hospital, Chennai. <i>International Journal of Mechanical and production engineering research and</i></p>

		<p><i>development</i>, Vol.8, special issue3 (Scopus Indexed)</p> <p><b>2.Rohini K.</b> (2014). Exploring the Outcomes of Performance Management System Initiatives. <i>International Journal of Multidisciplinary Research</i>, Volume.II, Issue 5(III), 18-20 (UGC listed)</p> <p>3. Rohini.K &amp; Jakulin Divya Mary P (2020) , “Holistic Transformation of Higher Education Institutions , GIS Science Journal , Volume 7, Issue 8, ISSN : 1869-9391, 99-101 (UGC CARE Group – II and Scopus Indexed)</p>
<b>Ms.K.N.Priya</b>	<ul style="list-style-type: none"> <li>• <b>Healthcare Quality</b></li> <li>• <b>Entrepreneurship</b></li> <li>• <b>Healthcare Insurance</b></li> </ul>	<ol style="list-style-type: none"> <li>1. P.Jakulin Divya Mary and <b>K.N.Priya</b> (2019). Roles and Challenges of HR in Healthcare. <i>International Journal of Recent Technology and Engineering</i>, Volume-7 Issue-5S, Pg: 434-436.</li> <li>2. <b>K.N.Priya</b> (2020) Blue Ocean Strategy in Healthcare, Mukta Shabd Journal, ISSN NO. 2347-3150, Pg: 3832 – 3836 (UGC Care).</li> <li>3. T.Jeyarajasekar and <b>K.N.Priya</b>, Human factors in Healthcare, Solid State Technology, ISSN No. 0038 – 111X, Vol:63, Issue 2s, October 2020, Impact factor 0.3 (Scopus Indexed)</li> </ol>
<b>Ms.T.Bharathi</b>	<ul style="list-style-type: none"> <li>• <b>Patient Rights</b></li> <li>• <b>Medical ethics</b></li> <li>• <b>Healthcare Quality</b></li> </ul>	<p><b>1.Maimoon Hajira Begum and Ms.T.Bharathi</b> (2018). a study on waiting time at the outpatient department of a private secondary care hospital, <i>International Journal of mechanical and production engineering research and development</i>, vol. 8, special issue 3, 1100-1110. (scopus indexed)</p> <p><b>2.T. Bharathi, (2019).</b> A study on cost minimization in operating room through team learning at tertiary care hospital of South India. <i>Indian Journal of Public Health Research &amp; Development</i>, (Scopus Indexed) Sep 2019</p>
<b>Ms.S.Nithya Priya</b>	<ul style="list-style-type: none"> <li>• <b>Healthcare Technology</b></li> <li>• <b>Healthcare Quality</b></li> <li>• <b>Healthcare Marketing</b></li> </ul>	<p><b>1. A. Bhoomadevi, S. Nithya priya and M. Ganesh</b> (2018). Application of lean six-sigma in admission and discharge process in a super specialty hospital, Chennai. <i>International Journal of Mechanical and Production Engineering Research and Development</i>, Vol.8, special issue 3, pg. 1072 – 1080. (Scopus indexed)</p>

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### **Dr.P. Amalanathan**

Sl. No.	Author/Authors	Title of the Research Paper.	Name of the Journal	Date of Publication
1.	Dr N.M.Jaffer & Dr.P. Amalanathan.	“Are Under Developed Countries Under Managed Countries?”	Journal of Management Research and Analysis- Vol.4 (3); Pg .118-122; ISSN No. 2394-2762 –UGC Approved list of Journal.	July-September 2017.
2.	Dr.P. Amalanathan and Dr.Jayaram.	“Effects of Working Capital Management on Selected FMCG Companies in India.”	Acme Intellects International of Research in Management ,Social Science and Technology- Vol.20 (20); Pg. 5.11-17; ISSN No. 2320-2939 (Print) 2320-2793 (on line). UGC Approved list of Journal.	October- 2017.
3.	Dr.P. Amalanathan & Dr. N.M. Jaffer.	“Rethinking of Business Management in the Era of Globalization and Technology Transformation.”	Journal of Research in Management and Social Science- Vol. 6 (VI) ; Pg.74-81; ISSN NO.2322-0899- UGC Approved list of Journal.	March-2018.
4.	Dr.P. Amalanathan.	“Goods and Services Tax Implementation and its impact on the Indian Economy”	Journal of Management and Entrepreneurship (JME)- Volume 12 – No.1. ISSN NO. 2229-5348; Pg. 65-74.	January-March 2018.
5.	Dr.N.M. Jaffer and Dr.P. Amalanathan.	“A Neo-liberal Golden Trap in India- Some insights.”	International Journal of Management, Technology and Engineering.”-Vol. 8 (XII); Pg.2394-2943; ISSN No. 2249-7455- UGC Approved list of Journal.	December-2018.
6.	Dr.P. Amalanathan, Dr.N.M. Jaffer & Ms. Agnes Baby.	“Corporate Social Opportunity in Skill Development Projects- Some Insights.”	IUJ Journal of Management – Volumr-6, No.1, May, 2019.	May 2019.
7.	Dr. N.M. Jaffer, Dr. P. Amalanathan, & Ms. Reshmi	“A Green New Deal- A Race to the Top.”	Journal of Management and Entrepreneurship (JME). ISSN. No. 2229-5348)-	June -2019

	Shetty (Ph.D. Student)			
8.	Dr.P. Amalanathan & Dr.P. Srinivasan.	“ The Impact of Foreign Aid on Economic Growth and Poverty Alleviation in India”	The Empirical Economics letters- A ‘ C ‘ Grade Journal included in the ABDC listed journals.	Sept. 2019.
9.	Dr. P. Amalanathan, Dr.N.M. Jaffer and Ashi Garg.	Indian Labour Market Challenges and The National Education Policy.	IUJ Journal of Management. Volume 7, No.2 Dec.2019.	Dec.2019.

10. Mr. Punit Kumar & Dr.P. Amalanathan, Risk Optimization Analytics-A Case Study on Brown Research Associates India, International Journal of Social Ecology and Sustainable Development (IJSESD), Vol.20 (2), June, 2020, Scopus Indexed Journal, ISSN No. 1947-8402, Impact Factor-0.29.

### Dr Subashree Anantaraman

Authors	Topic	Publication	Publication Details
Subashree Anantaraman and Krishnaraj R	Insiders Triggered Dangers to Data protection -An Empirical Study	Indian Journal of Economics & Business	Volume 16, Issue 2, pp.341-354, 2017.
Subashree A , Krishnaraj R and Sankaramoorthy K	Measuring Security Infrastructure for Effective Architectural design - A case of United Kingdom	International Journal of Civil Engineering and Technology	Volume 9(6), pp.1490-1506, June 2018.
Subashree Anantaraman and Ganesh Subramaniam	A comparative Study of Manpower Planning, Recruitment & Selection Processes in Public Sector Undertaking Companies in India	International Journal of Scientific & Engineering Research	Volume 8, Issue 1,, pp.1340-1346, January 2017.
Udayakumar T, Dr.K.Prabhakar and Subashree A	Investigation of E- Waste generation in Chennai City	International Journal of Science Technology & Engineering	Volume 2 Issue 12, pp. 528-535, June 2016.