

SSN School of Management

Name of the Institution: SSN School of Management

India Ranking Institutional ID: IR-1-M-M-I-1121

Discipline: Management

Research Publication Details

2016-17

- 1. Dr Vani Haridasan** published a research paper titled “A Multi Criteria Approach for Selecting Third Party Logistics Provider using Analytical Hierarchical Processing (AHP) Insights from Edible Oil Industry” has been published in International Journal of Advanced Engineering, Management and Science (IJAEMS) ISSN:2454-1311, Vol 2, Issue 6.,pp 850-856, June 2016 . (Impact Factor: 3.585)
- 2. Dr Vijaya Mani** ,published a research Paper Titled ‘A Cross- Sectional Examination of the Sources contributing to Academic Stress’ in the Asian Journal of Research in Social Sciences and Humanities, Vol. 6, No. 10, October, 2016, pp. 1135-1146. ISSN 2249-7315.
- 3. S Arun Kumar, Sudarshan Jaisingh , Poornima and R Venkaresh** published a research paper titled ‘Assessing the Effect of Service Quality Dimensions on Bank Customers Behavioural Responses: A Structural Equation Model. In the journal titled International Journal of Applied Engineering Research, p no 2802-2807, vol 10(15) ISSN- 1993-5250
- 4. Mr. Sudarshan Jaisingh and R Venkatesh** published a research paper titled ‘Determinants of Customer Brand Engagement in Social Media Sites: A Conceptual Framework ‘ in the journal titled International Business Management, p no 5555 – 5566, vol 11(8) ISSN-0973-4562
- 5. Mr. Sudarshan Jaisingh and R Venkatesh** published a research paper titled ‘A Content Analysis of Online Retailer’s Facebook Brand Pages’ in the journal titled International Journals of Marketing and Technology,2249-1058 August ,2016, volume - 6, issue 8

6. **Mr Asokumar** published a research paper titled” Price Spread Studies for sustainable Farming and Organised Retail management procurement system in MIM Journal of Management Research ISSN : 2394-6997 ,Vol 2, Dec 2016, PP 121-128.
7. **Dr Sampath Kumar & Dr Kavitha M** published a Paper titled ‘Perception of Customers towards E-BANKING Services ‘in the MIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH – Volume 2 – Special Volume 2 – December 2016 – ISSN 2394 6997.
8. **Dr Sampath Kumar & Dr Kavitha M** published a Paper titled ‘Perception of investors towards deployment of Mutual Funds in the Portfolio Management ‘in the Journal of Management and Science – Volume 2 Jan, 2017– – ISSN 2249-1260.
9. **Dr. K. Sampath Kumar and Dr. Kavitha M** published a paper titled ‘Strategies for identifying and reducing the frauds in E-Commerce’ international journal of Business Intelligence & Innovation published by DOMS , University of Madras ,Feb 2017. Issue 4 Vol 3 ISSN 2348-4705
- 10.**Dr T Girija and Prof B Srinivasan** published a research paper titled ‘ Assessing the Readiness to Adopt E-Learning among Industrial Training Institute Students in Tamil Nadu’ in IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 1. Ver. I (Jan. 2017), PP 55-62.
- 11.**Dr Vijaya Mani** ,published a research Paper Titled ‘Analyzing the Impact of functional and dysfunctional Conflict on Organizational Outcomes’ in the in IRACST- International Journal of Research in Management & Technology (IJRMT), ISSN: 2249-9563 Vol. 7, No1, Jan-Feb, 2017 (I Fact: .765)
12. **Dr Vijaya Mani** ,published a research Paper Titled ‘A Identifying the Association between the Personality Dimensions and Job Performance in a Research Institution’ in the IRACST- International Journal of Research in Management & Technology (IJRMT), ISSN: 2249-9563 Vol. 7, No2,March-April, 2017 (I Fact: .765)

Year 2015 -16

1. **T. Thiruvankadam**, Store Patronage and store choice Decision of Shoppers – Vishwakarma Business Review, -2229-6541, Vol-5, No 1, Jan 2015.

2. **Vijaya Mani**, Analysing the Impact of Employee Engagement on Attrition Levels at an IT Firm Intern Continental Journal of human resource research review, ISSN: 2347-1362, Vol - 03, Issue 2, Feb- 2015

3. **Jayasingh S. & Venkatesh R.** (2015). Customer Engagement Factors in Facebook Brand Pages. Asian Social Science. 11(26). pp. 19-29. DOI: 10.5539/ass.v11n26p19 .SCI Journal rank (SJR) 2014 is 0.172
4. **Jaikumar and Jayasingh** (2015). "Evaluation of Social Media Customer Engagement: A Content Analysis of Automobile Brand Pages", Asian Journal of Management Sciences, 03(11), 1-6.

5. **Vijaya Mani** published a research Paper Titled 'A Conceptual Approach to measure and enhance the effectiveness of E-Learning on Employee's Performance. Published in the International Journal of Business and Administration Research Review, Vol. 1, Issue.12, and Oct - Dec, 2015. Page 182-191, Impact Factor: 3.072, ISSN -2348-0653.

6. **Vijaya Mani** published a research paper titled 'A Longitudinal Study to determine the Predictors of Job Satisfaction among Scientists and Engineers in a Research and Development Organization' in the International Journal of Management Sciences and Business Research, Dec-2015 ISSN (2226-8235) Vol-4, Issue 12.(Impact Factor- 3.274)

7. **Dr. Mu. Subrahmanian, Mr. I. Yabesh Abraham Durairaj, Dr. T. Thiruvenkadam**, “Transformational Leadership and organizational Citizenship Behavior: The Role of Employee Engagement” *Aust. J. Basic & Appl. Sci.*, November 2015, 9(35): 147-155, (ISSN:1991-8178).

8. **Dr.Mu.Subrahmanian, S.Chandrasekaran, Dr. T. Thiruvenkadam, S.Loganayagi**, “Shoppers buying behavior towards children toys”, *Journal of Applied Sciences Research*, November, 2015, Vol. 11(22): pp 116-119. (ISSN: 1819-544X, EISSN: 1816-157X).

9. **Dr.Srinivas Gumparthy and Dr.Bhargavi.R** “Credit Risk Management Model Optimization Using Complex Event Processing” in *International Journal “International Journal of Applied Engineering Research (IJAER)”* Vol.10 No.3 (2015).

10 **Dr.Srinivas Gumparthy and Sravanan.D** “Evaluation of Paired Share Prices Ratio Strategy for Investments in Indian Banking Sector” in *IRACST-International Journal of Research in Management & Technology (IJRMT)*, ISSN: 2249-9563 Vol. 5, No5, October 2015

11. **Dr Vijaya Mani** published a paper titled 'Analyzing the impact of employee value proposition on labour turnover’ in *Great Lakes Herald*, March 2016 volume 10 issue no: 1.

Year -2014 -15

1. Kavitha Muthukumaran, Micro Finance and Women Empowerment - An Empirical study with special reference to Ambattur Industrial Estate, - AMET International Journal of Management, ISSN 2231-6779 / Jan - June 2014
2. Vijaya Mani, A Multivariate Approach to Determine the Drivers of Absenteeism Australian International journal of Humanities and Social Studies - Online ISSN: 1737-7912 Print ISSN: 1374-9172, Vol- 01, Issue I, July, 2014
3. Vijaya Mani, Investigating the drivers of Innovative Organizational Climate in an R & D organization, IRJSSM - ISSN: 2251-1571, Vol - 04, Issue I, August, 2014
4. T. Thiruvankadam, Impact of Employee Engagement on Organizational Citizenship Behavior- BVIMSR Journal of Management Research - 0976-4739, Vol-6, No 1 Oct, 2014.