

Department of – AY 2024-25

Department Activities

Guest Lecture / Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic
1	08.07.2024	Dr.Krishnakumar Rangaswamy,Tamilnadu Apex Skill Development Center for Logistics	Career Opportunities and Skill Set Requirements for International Business
2	24.12.2024(FN)	Mr.Saifudhin ,CEO- EXIM Shipping Services	EXIM Logisitics Procedures and Career Prospects

Seminar / Workshop / Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/ Workshop)	Title of the Event	Resource Person
1	30.12.2025 - 31.12.2025 & 02.01.2025	Workshop	Workshop On Power BI	Kevin Rajan,III B.Com IB

Student Development Programme

S. No.	Date	Title	Resource Person
1	18.09.2024 - 19.09.2024	Business Case Conclave & International Case analysis Competition 2024	Mr.Vasukumar, Social Entrepreneur, Ms.Damini Haresh Techchandini , Entrepreneur and Founder, Mr.Adithya Nishanth Balasundaram Managing Partner, Shri Dev, Abrasives, Ms.Sruthi Krishnan. COO,

			Sampuranam Financiers, Mr.Anandaraj Sivasamy, Managing Director, Visakam Poperties
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Alumni Interaction

S. No.	Date	Title	Alumni
1	14.03.2025	Alumni Connect	Antony Justin ,Jayaprakash.K , Manoharan Chinnasamy

Department Achievements

Awards and Prizes for Staff

S.No	Date	Name of the Staff	Name of the Award	Awarded by
1	11-09-2024	Dr.V.Saranya	Best Women Faculty Award	Novel Research Academy

Staff Recognitions

S. No.	Date	Name of the Staff	Nature of Recognition	Organization / Institution
1	06.01.2025	Dr.M.Kowsalya	Workshop in Data analysis using SPSS	Government Arts College, Coimbatore
2	21.01.2025	Dr.M.Manjula	Research Methodology	PPG College of Arts and Science, Coimbatore

Staff Participation

S. No.	Date	Name of the Staff	Event	Organization / Institution
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1	01.06.2024	Dr.M.Manjula	FDP	Indian Institute of Management
2	29-07-2024 - 02-08-2024	Dr.V.Saranya	FDP	Measi Instituite of information Technology
3	29-07-2024 - 02-08-2024	S.Priyanka	FDP	Measi Instituite of information Technology
4	29-07-2024 - 02-08-2024	Dr.E.Dhanasekar	FDP	Measi Instituite of information Technology
5	18.11.2024	Dr.S.Mohanraj	FDP	AICTE Training and Learning (ATAL) Academy
6	18.11.2024	Dr.T.Vasumathi	FDP	AICTE Training and Learning (ATAL) Academy
7	18.11.2024	Dr.E.Dhanasekar	FDP	AICTE Training and Learning (ATAL) Academy
8	18.11.2024	Dr.V.Saranya	FDP	AICTE Training and Learning (ATAL) Academy
9	18.11.2024	Dr.M.Kowsalya	FDP	AICTE Training and Learning (ATAL) Academy
10	18.11.2024	S.Priyanka	FDP	AICTE Training and Learning (ATAL) Academy
11	18.11.2024	Dr.N.Chandrakala	FDP	AICTE Training and Learning (ATAL) Academy
12	18.11.2024	K.Chandra Bose	FDP	AICTE Training and Learning (ATAL) Academy
13	18.11.2024 to 22.11.2024	Dr.M.Kowsalya	FDP	Malaviya Mission Teacher Training Center, Bharathiar University
14	29-11-2024	Dr.M.Kowsalya	FDP	ICSI Coimbatore Chapter
15	29-11-2024	S.Priyanka	FDP	ICSI Coimbatore Chapter
16	29-11-2024	Dr.M.Manjula	FDP	ICSI Coimbatore Chapter
17	29-11-2024	Dr.V.Saranya	FDP	ICSI Coimbatore Chapter

18	29-11-2024	Dr.T.Vasumathi	FDP	ICSI Coimbatore Chapter
19	29-11-2024	S.Priyanka	Webinar	INTEGRAL UNIVERSITY, LUCKNOW
20	11.12.2024	Dr.M.Kowsalya	FDP	PSGR Krishnammal College for women and AMFI
21	11.12.2024	S.Priyanka	FDP	PSGR Krishnammal College for women and AMFI
22	11.12.2024	Dr.V.Saranya	FDP	PSGR Krishnammal College for women and AMFI
23	27.01.2025 - 31.01.2025	S.Priyanka	MDP	University of Hyderabad

Staff Publication

S. No.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS/UGC/SSCI/Scopus
1	Dr.V.Saranya	Refining Talent Management: Navigating Employee Performance Through Organizational Commitment	Springer Nature	ISSN 2198-4182 ISSN 2198-4190 (electronic), ISBN 978-3-031-63401-7 ISBN 978-3-031-63402-4 (eBook) , Sep-2024		Scopus

2	Dr.E.Dhanasekar	Farm to Fork : Pioneering a Sustainable Supply chain Revolution	Springer Nature	ISSN 2198-4182 ISSN 2198-4190 (electronic),ISBN 978-3-031-63401-7 ISBN 978-3-031-63402-4 (eBook) , Sep-2024		Scopus
3	Dr.S.Mohanraj	A study on empolyees retention strategy adapted by garmant exporters with special reference to tiruppur city	International journal science and research	Volume 14 , Issue 3, March 2025		
4	Dr.S.Mohanraj	A study on issues faced by Freight Forwarders	Journal of Emerging Technologies and Inovative Reasearch	Volume 12, Issue 3, March 2025	7.95	
5	Dr.S.Mohanraj	A Study on Challenges and Opportunities in Adoption of AI Garments Industires	International journal science and research	Volume 14, Issue 3, March 2025	7.101	
6	Dr.S.Mohanraj	A Study on Challenges Faced by Warehouses in Coimbatore	International journal science and research	Volume 14, Issue 3, March 2025	7.101	

7	Dr.S.Mohanraj	The Effect of Macroeconomic Factor on Stock Index in Brics : An Empirical Analysis	Analytical Review (IJRAR)	Volume 12, Issue 1, March 2025	7.17	
8	Dr.S.Mohanraj	Supply Chain Challenges on Marine Food Exporters in Tuticorin	Journal of Emerging Technologies and Innovative Research	Volume 12, Issue 3, March 2025		
9	Dr.S.Mohanraj	Navigating Challenges Study on Garment Exporter in Tripura	International journal science and research	Volume 14, Issue 3, March 2025	7.101	
10	Dr.S.Mohanraj	Harnessing ai machine learning and iot for intelligent business	Springer Nature	Volume 1, ISSN 2198-4182, ISSN 2198-4190 (electronic)-pp 1121–1129		Scopus
11	Dr.S.Mohanraj	A Study on Relationship Between Awareness, Attitude and Satisfaction of Sustainable Farmers in Sustainable Farming Through Structural Equation Modelling	Springer Nature	Volume ,ISSN 2730-6038 ISSN 2730-6046 (electronic) - pp 307–318		Scopus

12	Dr.E.Dhanasekar	HARNESSING INTERNET OF THINGS (Iot) FOR OPERATIONAL EFFICIENCY IN RETAIL STORES: INNOVATIONS, BENEFITS, AND CHALLENGES	Springer Nature	ISSN- 2197-6503		Scopus
13	Dr.E.Dhanasekar	LEVERAGING RETAIL BUSINESS OUTCOMES: THE INFLUENCE OF ARTIFICIAL INTELLIGENCE IN ERP SYSTEMS ON END USERS	Springer Nature	ISSN- 2730-6038		Scopus
14	Dr.E.Dhanasekar	Analysing Customer Ideas, Opinions, and Preferences Towards Social Media Platforms: Insights and Implications with special reference to Coimbatore city"	Springer Nature	ISSN- 2197-6503		Scopus
15	Dr.E.Dhanasekar	Influencing Factors of LinkedIn by Job seekers and Professionals in IT Sector	Springer Nature	ISSN - 2198-4182.		Scopus
16	Dr.E.Dhanasekar	A Study on Relationship Between Awareness , Attitude and Satisfaction of Sustainable Farmers in Sustainable Farming Through Structural Equation Modelling	Springer Nature	ISSN- 2730-6038		Scopus
17	Dr.V.Saranya	The Impact of Social Media on Mental Health of Young Adolescent with Special Reference to Coimbatore	International Journal of Scientific Research in Engineering and Management (IJSREM)	ISSN: 2582-3930, Volume: 09 Issue: 03 March - 2025	SJIF Rating: 8.586	
18	Dr.V.Saranya	ENHANCING EXPORT STRATEGIES FOR PUMP MANUFACTURES IN COIMBATORE: A STUDY ON PROMOTION AND GROWTH OPPORTUNITIES	Journal of Emerging Technologies and Innovative Research (JETIR)	March 2025, Volume 12, Issue 3, ISSN-2349-5162	7.95	
19	Dr.V.Saranya	FACTORS AFFECTING THE EXPORT PERFORMANCE OF GARMENTS INDUSTRY IN TIRUPUR	International Journal of Scientific Development and Research (IJS DR)	ISSN:2455-2631, March 2025 IJS DR Volume 10 Issue 3	9.15	

20	Dr.V.Saranya	Exploring the Influence of Consumer Cosmopolitanism on Purchase Intention and Buying Behavior towards Imported Electronic Products in Coimbatore City	International Journal of All Research Education & Scientific Methods	Volume 13 Issue 3, March -2025	8.536	
21	Dr.V.Saranya	A STUDY ON MATERIAL HANDLING AND EQUIPMENT AT DP WORLD MULTIMODAL LOGISTICS, CHENNAI.	International Journal of Research and Analytical Reviews (IJRAR)	Volume 12 Issue 1 March 2025, Date of Publication: 27-March-2025	7.17	
22	Dr.V.Saranya	A study on factors influencing consumer purchase behaviour towards online shopping	International Journal of Research and Analytical Reviews (IJRAR)	Volume 12 Issue 1 March 2025, Date of Publication: 28-March-2025	7.17	
23	Dr.V.Saranya	The Role of E-Commerce in Expanding International Markets for Small Scale Garment Manufacturers in Tirupur	International Journal of All Research Education & Scientific Methods	Volume 13 Issue 3, March.-2025	8.536	
24	Dr.V.Saranya	A Study on impact of Talent Management practices on organizational commitment among IT employees in Coimbatore	JOURNAL OF EMERGING TRENDS AND NOVEL RESEARCH	Volume 3 Issue 3, March-2025,	8.27	
25	Dr.V.Saranya	A STUDY ON ORGANISATIONAL FACTORS INFLUENCING EMPLOYEE RETENTION IN IT SECTOR, COIMBATORE	JOURNAL OF ADVANCE AND FUTURE RESEARCH	Volume 3 Issue 3, March-2025	8.57	
26	Dr.V.Saranya	A Study on Challenges Faced by MSME Exporters in Coimbatore District	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 3, March 2025		
27	S.Priyanka	Evaluating the Operational Supply Chain Performance in Textile Exporters with Special Reference to Tiruppur City	International Journal for Multidisciplinary Research (IJFMR)	E-ISSN: 2582-2160,Volume 7, Issue 2, March-April 2025	9.24	

28	S.Priyanka	A Study on Employee Judgment on Cross-Border Trade Facilitation by Harmonization of Exim Documentation Standards With Reference To DP World Logistics Company, Chennai	International Journal of Business Marketing and Management (IJBMM)	Volume 10 Issue 2 Mar-Apr 2025, P.P. 14-20 ISSN: 2456-4559		
29	S.Priyanka	Assessing Consumer Awareness and Behavior towards E-waste Recycling in Coimbatore	International Journal of Research and Analytical Reviews (IJRAR)	Vol 12, Issue 1 March 2025, E-ISSN :2348 - 1269, P - ISSN : 2349 - 5138	7.17	
30	S.Priyanka	Challenges Faced on Coir Industry During Inventory Management in Pollachi	International Journal of Scientific Research in Engineering and Management (IJSREM)	Vol 09, Issue 03, March 2025, ISSN :2582- 3930	8.586	
31	S.Priyanka	Impact of Cultural Differences on Consumer Buying Behaviour	International Journal of Research and Analytical Reviews (IJRAR)	Vol 12, Issue 2, April 2025, E-ISSN :2348 - 1269, P -ISSN : 2349 - 5138	7.17	
32	S.Priyanka	Analysing the Export Potential of Marine Products from Kanyakumari District : Challenges and Opportunities	International Journal of Advance Research and Innovative Ideas in Education	Vol 11, Issue - 2, 2025 , ISSN(O):2395 - 4396		
33	S.Priyanka	Employee Satisfaction and Retention Strategies for Teaching Fraternity in Arts and Science College with Special reference to Coimbatore City	Journal of Emerging Technologies and Innovative Research (JETIR)	Vol 12, Issue 3, March 2025, ISSN : 2349 - 5162	7.95	
34	S.Priyanka	Technological Advancements and their Adoption in the Pump Export Industry with Special Reference to Coimbatore City	International Journal for Research Trends in Social Science and Humanities	Vol 3, Issue 2, Mar - Apr 2025, ISSN(O) : 2584 - 2455		
35	Dr.M.Kowsalya	From Rituals to Revenue: The Changing Landscape of Toda Culture	International Journal of Research and Analytical Reviews	Vol 12 Issue 1, March 2025, ISSN: 2348 – 1269	7.17	

36	Dr.M.Kowsalya	Strategies For Retaining Top Talent: An HR Perspective	, Journal of Emerging Technologies and Innovative Research	Vol 12 Issue 3, March 2025, ISSN: 2349-5162	7.95	
37	Dr.M.Kowsalya	Exploring Gen'z Influence on Fashion Market Trends	International Journal of Scientific Research in Engineering and Management	Vol 09 Issue 3, March 2025, ISSN: 2582 - 3930	8.58	
38	Dr.M.Kowsalya	Evaluating Cold Supply Chain Practices in Coimbatore's Perishable Food Industry	International Journal of Humanities Social Science and Management	Vol 05 Issue 3, March - April 2025, ISSN: 3048 – 6874	7.52	
39	Dr.M.Kowsalya	Challenges Faced by Gem and Jewellery Export With Special Reference to Coimbatore City	International Journal For Multidisciplinary Research	Vol 07 Issue 2, March - April 2025, ISSN: 2582 - 2160	9.24	
40	Dr.M.Kowsalya	Exploring the Effect of Screen Time on Cognitive Development in Generation Alpha Children	, International Scientific Journal of Engineering and Management	Vol 04 Issue 3, March 2025, ISSN: 2583 - 6129	7.83	
41	Dr.M.Kowsalya	Challenges Faced by Turmeric Exporters with special reference to Erode District	International Journal of Scientific Research and Engineering Trends	Vol 11 Issue 2, March 2025, ISSN: 2395 – 566X	3.24	
42	Dr.M.Kowsalya	From Data to Delivery: How AI is Streamlining Apparel Supply Chains	South India Journal of Social Sciences	Vol 23 Issue 1, March 2025, ISSN: 3048 - 6165	nil	
43	Dr.E.Dhanasekar	Education Sustainability: An Integrated Analysis of Socioeconomic, Technological and Environmental Impacts on Higher Education Students	Prabandhan: Indian Journal of Management (IJM)	Volume 18, Issue 3, March 2025		
44	Dr.T.Vasumathi	A Study on Operational Strategies for Enhancing Efficiency in Freight Forwarding: A focus on customs clearance process	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 3, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).		

45	Dr.T.Vasumathi	Challenges faced by e-commerce logistics in coimbatore city an analysis of barriers and solutions	Journal of Emerging Technologies and Innovative Research (JETIR) March 2025,	Volume 12, Issue 3 ISSN-2349-5162 (Peer Reviewed Journal).		
46	Dr.T.Vasumathi	A Study on the Challenges Faced by Exporting Leather Products in Tirupur City	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 3, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).		
47	Dr.T.Vasumathi	Analysis of Rising Demand for Exotic Vegetables in International Market Cultivated in Tamil Nadu	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 3, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).		
48	Dr.T.Vasumathi	Optimizing Domestic Logistics: A Study on Cost Effective Transportation Strategies with Special Reference to Coimbatore	District International Journal of All Research Education and Scientific Methods (IJARESM)	Volume 13, Issue 3, March-2025.(Peer Reviewed Journal),ISSN: 2455-6211.		
49	Dr.T.Vasumathi	Customer Preference and Satisfaction Level Towards E-Commerce Platform with Special Reference to Coimbatore City	International Journal of Modern Developments in Engineering and Science (Online): 2583-3138 .(Peer Reviewed Journal).	Volume 4, Issue 3, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).		
50	Dr.T.Vasumathi	A Study on Consumer Switching Behavior in Electronic Brands in Coimbatore	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 3, March 2025, ISSN (Online): 2583-3138 .(Peer Reviewed Journal).		
51	Dr.M.Manjula	Sustainable Practices in E-Waste Management Companies in Coimbatore City	International journal of Advance Research and	Volume 11, Issue 2, March 2025	4.06	

			Innovative Ideas in Education			
52	Dr.M.Manjula	Performance Evaluation of Sustainable Recycle Cotton Producers with Reference to Tirupur City	International Journal of Research and Analytical Reviews	Volume 12, Issue 1, March 2025	7.17	
53	Dr.M.Manjula	Learning style preference of Gen Z students	International journal of creative research thoughts	Volume 13, Issue 3 March 2025	7.97	
54	Dr.M.Manjula	A study on customer satisfaction and challenges towards electric two wheeler vehicle in coimbatore	International Journal of advance research and innovative ideas in education	Volume 11, Issue 1, March 2025	4.06	
55	Dr.M.Manjula	A study on triple bottom line approach in export performance of pump industry in Coimbatore	International journal of Modern developments in engineering and science	Volume 4, Issue 3, March 2025	4.34	
56	Dr.M.Manjula	Impact of employee engagement on employee work performance	International journal of Modern developments in engineering and science	Volume 4, Issue 3, March 2025	4.34	
57	Dr.M.Manjula	EMPLOYEES WELLBEING AND MENTAL HEALTH INITIATIVES IN MULTI SPECIALITY HOSPITALS	Journal of the K.R. Cama Oriental Institute			
58	Dr.E.Dhanasekar	The impact of passenger delight on sustainable practices in airline services	International journal of research and review	Volume 12, Issue 3, March 2025		
59	Dr.E.Dhanasekar	Awareness and attitude towards organic clothing with special reference to coimbatore retail outlets	International Journal for modern trends in science and Technology	vOLUME 11, Issue 4, April 2025		
60	Dr.E.Dhanasekar	Consumer awareness and buying behaviourpattern through youtube	International Journal of scientific research in engineering and management	Volume 9, Issue 3, March 2025	8.586	

61	Dr.E.Dhanasekar	A Study on employee engagement and work culture in coimbatore with special reference to Textile Industry	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 4, April 2025	4.344	
62	Dr.E.Dhanasekar	A Study on consistency and recovery in retail supply chain management in kadhi	Journal of emerging technologies and innovative research	Volume 12, Issue 3, March 2025	7.95	
63	Dr.E.Dhanasekar	Analysing the impact of employer and employee value proposition on successful talent acquisition	International Journal of All Research Education & Scientific Methods	Volume 13, Issue 3, March 2025	8.536	
64	Dr.E.Dhanasekar	Promoting sustainability through DGFT Schemes: A Study on green exports	International Journal of Multidisciplinary Research	Volume 7, Issue 2, March 2025	9.24	
65	Dr.E.Dhanasekar	The impact of sustainable practices in organic clothing production by textile industry	International Journal of Business Marketing and Management (IJBMM)	Volume 10, Issue 2, March 2025		
66	Dr.E.Dhanasekar	Factors influencing currency rates in Brics countries	Indian Journal of Applied Research	Volume 15, Issue 4		
67	Dr.E.Dhanasekar	Status of savings pattern among middle class families with special reference to suburban cities in coimbatore	Global Journal for Research Analysis	Volume 14, Issue 04, March 2025		
68	K.Chandra Bose	Awareness on Scope of Export among Agriculture and Farm Equipment Manufacture	International Journal of All Research Education and Scientific Methods	Volume 13, Issue 3		
69	K.Chandra Bose	Evaluating the Effectiveness of Merchandisers in Garment Export Operations,	International Journal of All Research Education and Scientific Methods	Volume 13, Issue,3		
70	K.Chandra Bose	Environmental Impact of Implementing Sustainable Supply Chain Management Practices in Warehousing,	Journal of Emerging Technologies and Innovative Research	Volume 12, Issue 3,		
71	K.Chandra Bose	The impact of mental and physical well-being of employees in the BPO industry,	International Journal of Advance Research and	Volume-11 Issue-2 2025,		

			Innovative Ideas in Education			
72	K.Chandra Bose	Issues encountered by custom brokers in containerized engineering goods trade at ICDS,	International journal of All Research Education scientific Methods	Volume-13 Issue-3		
73	K.Chandra Bose	A study on impact of visual merchandising on consumer buying behaviour of international clothing brands	Indian journal of research	Volume - 14 Issue - 04 April – 2025,		
74	K.Chandra Bose	A study on authenticity and genuineness in influencer marketing on footwear in Coimbatore city	International Journal of Research and Analytical Reviews	Volume 12 Issue 1 March 2025.		
75	K.Chandra Bose	Analysing the different impacts of digital technologies on logistics performance,	Journal of Emerging Technologies and Innovative Research,	Volume 12 Issue 1 March 2025.		
76	K.Chandra Bose	A study on influencer Marketing impact on fashion and apparel consumer behaviour	International Journal of Research and Analytical Reviews	Volume 12 Issue 2 March 2025		
77	K.Chandra Bose	Roadblocks to technological advancement in supply chain management,	Journal of Indian School of Political Economy,	Vol. 35, No. 02,		
78	Dr.N.Chandrakala	Structural Equation Model for Adopting Green Supply Chain Management by Textile Exporters in Textile Exporters in Tiruppur District	Paripex – Indian Journal of Research	Volume - 14 Issue - 04 April – 2025,		
79	Dr.N.Chandrakala	Challenges Faced in Managing Supply Chain Practices in Sea Food Exporters	International Journal of Modern Developments in Engineering and Science	Volume 4, Issue 3, March 2025, ISSN:2583-3138.		

80	Dr.N.Chandrakala	An Evaluation on Interospection of Employees in it Sector Towards Whistle Blowing.	International Journal of Modern Developments in Engineering and Science	Volume 4,Issue 3,March 2025,ISSN:2583-3138.		
81	Dr.N.Chandrakala	Challenges in Managing Cross – Culture Dynamics: An Insight from Indian White- Coller Workforce in Global Work Environment	, Journal of Economics , Finance and Management Studies	Volume 4,Issue 3,March 2025,ISSN:2644-0490.		
82	Dr.N.Chandrakala	A Sector-Wise Analysis of Foreign Direct Investment and its Role in Indian’s Economic Growth	Internation Journal of all Research Education & Scientific Methods	Volume 13,Issue 3,March 2025,ISSN:2455-6211.		
83	Dr.N.Chandrakala	A Study on Street Vending Business and the Influence of Socio-Economic Determinants in the Street Vendors’ Perception Towards the Problems Faced in the Street Vending in Coimbatore District.	International Journal of Research in Engineering Application and Management	Vol 11,Issue 01,April 2025,ISSN 2454 : 9150		
84	Dr.N.Chandrakala	Socio-Economic Determinantes and its Influcence on Circular Economy Practices of Particularly Vulnerable Tribal Group of Nilgiris District: Challenges, Opportunities and pathways to Sustainable Development	Internation Journal of all Research Education & Scientific Methods	Volume 13,Issue 3,March 2025,ISSN:2455-6211.		
85	Dr.N.Chandrakala	Perception Of the Resident on Sustainable Tourism Development Practices Adopted In Selected Palaces In The Nilgiris District	International Journal of Scientific Development and Research (IJS DR)	Volume 10,Issue 3,March 2025,ISSN:2455-2631.		
86	Dr.N.Chandrakala	A Study on the Financial Performance of Select FMCG Companies in India	International Journal of Research and Analytical Reviews	Volume 12,Issue 1,March 2025,ISSN:2348-1269.		

87	Dr.N.Chandrakala	Sustainable Supply Chain Practices in Western Zone of Tamil Nadu: Perceptions and Practices among Eco-Conscious Entrepreneurs	International Journal of Business Marketing and Management (IJBMM)	Volume 10 Issue 2 Mar-Apr 2025, P.P. 00-00 ISSN: 2456-4559		
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Students Participation

S. No.	Date	Name of the Student(s)	Event	Organization / Institution	Prize won
1	26.09.2024	JANANI M	World Maritime Day	Govt Arts College, Coimbatore	-
2	26.09.2024	SIVA RITHU M	World Maritime Day	Govt Arts College, Coimbatore	-
3	26.09.2024	SEWTHA A	World Maritime Day	Govt Arts College, Coimbatore	-
4	26.09.2024	PRAGATHI S	World Maritime Day	Govt Arts College, Coimbatore	First Prize
5	26.09.2024	PRAVEEN V	World Maritime Day	Govt Arts College, Coimbatore	-
6	26.09.2024	NIRESH R,THIRUKARTHIKEYAN S	World Maritime Day	Govt Arts College, Coimbatore	First Prize

Staff Presentation

S. No.	Date	Name of the Staff	Name of the Event	Title of Presentation	Organization / Institution
1	27-06-2024	Dr.N.Chandrakala	Seminar	India's Share in global export arena	St.Josephs college
2	04.07.2024	Dr.S.Mohanraj	Seminar	Arthasastra Principles in Commerce	Dr.NGP ASC
3	08.08.2024	Dr.N.Chandrakala	International Conference	ANALYSING THE BEHAVIOUR OF HIGHER EDUCATION STUDENTS TOWARDS GREEN MARKETING AND CORPORATE SOCIAL RESPONSIBILITY INTENTIONS	EuroMid Acameny of Business Technology,Jordan and

4	08.08.2024	S.Priyanka	International Conference	ANALYSING THE BEHAVIOUR OF HIGHER EDUCATION STUDENTS TOWARDS GREEN MARKETING AND CORPORATE SOCIAL RESPONSIBILITY INTENTIONS	EuroMid Acameny of Business Technology,Jordan and
5	08.08.2024	Dr.E.Dhanasekar	International Conference	HARNESSING INTERNET OF THINGS (Iot) FOR OPERATIONAL EFFICIENCY 6IN RETAIL STORES: I7NNOVATIONS, BENEFITS, AND CHALLENGES	EuroMid Acameny of Business Technology,Jordan and
6	08.08.2024	Dr.E.Dhanasekar	International Conference	LEVERAGING RETAIL BUSINESS OUTCOMES: THE INFLUENCE OF ARTIFICIAL INTELLIGENCE IN ERP SYSTEMS ON END USERS	EuroMid Acameny of Business Technology,Jordan and
7	08.08.2024	Dr.E.Dhanasekar	International Conference	Analysing Customer Ideas, Opinions, and Preferences Towards Social Media Platforms: Insights and Implications with special reference to Coimbatore city"	EuroMid Acameny of Business Technology,Jordan and
8	26.09.2024 – 27.09.2024	Dr.V.Saranya	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College
9	26.09.2024 – 27.09.2024	Dr.T.Vasumathi	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College
10	26.09.2024 – 27.09.2024	Mrs.S.Priyanka	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College
11	26.09.2024 – 27.09.2024	Dr.E.Dhanasekar	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College

12	04.10.2024- 05.10.2024	Mrs.S.Priyanka	International Conference	Emerging Green Technologies : Driving Sustainable innopvation in the modern world	Christ University
13	04.10.2024- 05.10.2024	Dr.N.Chandrakala	International Conference	leveraging smart-city technologies A route map to reach global competitiveness and sustainable growth	Christ University
14	04.10.2024- 05.10.2024	Dr.V.Saranya	International Conference	Green Technology and Sustainable Innovation	Christ University
15	04.10.2024- 05.10.2024	Dr.M.Kowsalya	International Conference	Building a Unified Front: International Strategies for Cyber Security and Digital Resilience	Christ University
16	04.10.2024- 05.10.2024	Dr.M.Kowsalya	National Level Multidisciplinary Young Research Paper Presentation Competition	Unlocking Gen Z's E Commerce Potential; Trends, Strategies and Marketing Innovation” at PINNACLE 2024	Kristu jayanti College
17	14.12.2024 - 15.12.2024	Dr.M.Kowsalya	Conference	Healthcare access and Socio economic implications of PMJAY :Opportunities and Challenges	Poornima University, Jaipur
18	30.01.2025 - 31.01.2025	Dr.S.Mohanraj	Conference	Indias foreign policy in the 21st centuary and upcoming years	Kongu engineering College
19	30.01.2025- 31.01.2025	Dr.V.Saranya	Conference	Indias global trade policy , challenges, opportunities future directions	Kongu engineering College
20	30.01.2025- 31.01.2025	Dr.N.Chandrakala	Conference	Indias global trade policy , challenges, opportunities future directions	Kongu engineering College
21	29-01-2025- 29-01-2025	Dr.M.Kowsalya	Conference	Tech For the Planet: Digital Innovations in Sustainability	PSG College of Arts and Science

Students Presentation

S.No	Date	Name of the Student	Name of the event	Title of Presentation	Organization / Institution
1	23.08.2024	M. Gowthami	International Collaborative Business Analytics Conference	Generative Artificial Intelligence in Analytical Era ICBAC 2024	KPR College of Arts Science and Research
2	23.08.2024	S. Dharshana	International Collaborative Business Analytics Conference	Generative Artificial Intelligence in Analytical Era ICBAC 2024	KPR College of Arts Science and Research
3	23.08.2024	T. Sangeetha	International Collaborative Business Analytics Conference	Generative Artificial Intelligence in Analytical Era ICBAC 2024	KPR College of Arts Science and Research
4	23.08.2024	M. Janani	International Collaborative Business Analytics Conference	Generative Artificial Intelligence in Analytical Era ICBAC 2024	KPR College of Arts Science and Research
5	23.08.2024	M. Sathya	International Collaborative Business Analytics Conference	Generative Artificial Intelligence in Analytical Era ICBAC 2024	KPR College of Arts Science and Research
6	26.09.2024 – 27.09.2024	DHARANIDHARAN A	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College, Bangalore
7	26.09.2024 – 27.09.2024	JEEVASARAVANAN N	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College, Bangalore
8	26.09.2024 – 27.09.2024	KIRUTHIK RAJA M	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College, Bangalore
9	26.09.2024 – 27.09.2024	NAVEEN S	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College, Bangalore
10	26.09.2024 – 27.09.2024	PONHEMANTH RAJ G	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College, Bangalore

11	26.09.2024 – 27.09.2024	SANJEEVI S S	International Conference	Exploring the Future of Work: Adapting to Technological,Social and EconomicTransformations	Kristu Jayanti College, Bangalore
12	03.10.2024	PRAGATHI S	National Conference	Supply Chain strategies for Sustainable Business	National Conference
13	03.10.2024	SRI ARAVINTH R	National Conference	Supply Chain strategies for Sustainable Business	National Conference
14	29.01.2025	Deepac Kumar C	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
15	29.01.2025	Praveen Kumar R	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
16	29.01.2025	Sanjeevi S S	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
17	29.01.2025	Srikanth M	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
18	29.01.2025	Prithiv S K	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
19	29.01.2025	Vinith P	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
20	29.01.2025	Kowsalya G	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
21	29.01.2025	Pavithra S	International Conference	Emerging Trends in Technology and Digital Transformation for Sustainable Business Development	PSG COLLEGE OF ARTS AND SCIENCE
22	30.01.2025	Gowthami M	International Conference	India's Global Trade: Future Directions	KONGU ENGINEERING COLLEGE

23	30.01.2025	Sangeetha T	International Conference	India's Global Trade: Future Directions	KONGU ENGINEERING COLLEGE
24	30.01.2025	Tamilarasan G	International Conference	India's Global Trade: Future Directions	KONGU ENGINEERING COLLEGE
25	30.01.2025	Mythili Raja K	International Conference	India's Global Trade: Future Directions	KONGU ENGINEERING COLLEGE
26	30.01.2025	Pragathi S	International Conference	India's Global Trade: Future Directions	KONGU ENGINEERING COLLEGE
27	21.02.2025 & 22.05.2025	Dharanidharan A	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU
28	21.02.2025 & 22.05.2025	Haari Sankar C P	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU
29	21.02.2025 & 22.05.2025	Hari Krishnaraj T	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU
30	21.02.2025 & 22.05.2025	Kowsikan V	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU
31	21.02.2025 & 22.05.2025	Mohamed Aathil K	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU
32	21.02.2025 & 22.05.2025	PonHemanthraj G	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU
33	21.02.2025 & 22.05.2025	Sanjeevi S. S	International Conference	Resilience and Progress: Pioneering Transformative Pathways to Sustainability	KRISTU JAYANTI COLLEGE, BENGALURU

Book / Book Chapters Publications

S.No	Date	Name of the Staff	Name of the Book	Name of the Publisher	Year of publication	ISBN
1	Dec-24	S.Priyanka	AWARENESS LEVEL TOWARDS CENTRAL GOVERNMENT SUPPORT SCHEMES FOR WOMEN ENTREPRENEURSHIP	Avitaa Publications	Dec-24	Volume I, ISBN 978-93-96634-96-0
2	Dec-24	Dr.T.Vasumathi	HUMAN RESOURCES MANAGEMENT - AN OVERVIEW	Avitaa Publications	Dec-24	Volume I, ISBN 978-93-96634-96-0
3	Jan-25	Dr.M.Kowsalya	Tech For the Planet: Digital Innovations in Sustainability	Multi Spectrum Publication	Jan-25	Volume I, ISBN 978-81-984393-2-1