

## Department of Commerce – AY 2025-26

### Department Activities Department of Commerce

#### Guest Lectur / Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic
1	JAN - 16.02.2026	Mr. Aravind Prem Krishnan , Director of customer Success , Diligent Corporation , Bangaluru	Cyber Security and threats
2	AUG- 30.08.2025	Mr.K.Kalyanasundaram, Proprietor, Shri Vignesh Food Products Pvt Ltd, Coimbatore - 48	CEO Talk on Aspire to Inspire

#### Seminar / Workshop / Conferences organized

S. No.	Date	Nature of the Event (Conference/ Seminar/ Workshop)	Title of the Event	Resource Person
1	DEC - 30.12.2025 & 31.12.2025	Workshop	POWER BI	Mr. Tharunbalaaje, Christ University, Delhi.
2	FEB- 20.02.2026	ICSSR Sponsored One Day National Level Seminar	Catalyzing Inclusive Growth Through Innovation: Strengthening The Startup Ecosystem For AI-Driven And Sustainable Development	1. Dr. K. Nandeesh Kumar, AI Strategist and COO of Navigate Labs, Bengaluru. 2. Dr. Kaushik Hatti, Chief Data Scientist and Chief Information, Security officer, Pinochle, AI, Rezilyens Groups, Coimbatore, 3. Dr. Pradeep Kumar Singh, Associate Professor,

				Department of Commerce, Bharathidasan Government College for Women, <b>Pondicherry</b> ,  4.Dr. Minimol M C, Associate Professor, Department of Commerce & International Business, Central University of Kerala, Kasaragod, Kerala.
<b>3</b>	FEB- 23.02.2026 & 24.02.2026	Workshop	Python And Data Analytics	K.N. Raghul Krishna, Data Analyst, Accent Techno Soft, Coimbatore

#### **Awariness Programme**

<b>S. No.</b>	<b>Date</b>	<b>Title</b>	<b>Resource Person</b>
1	JAN - 22.01.2026	National Security Depository Limited - Financial Planning for Female Students"	Mr. C.K Arivazhagan, Empaneled and Appointed by National Security depository Limited
2	FEB- 13.02.2026	Investment Banking	Mr. Gaurav Badhwar, General Manager, Times pro, New Delhi
3	MAR- 05.03.2026	Fit Wallet Fit Life - Financial Wellness	Dr. Sharan Kumar Shetty, Adjunct Professor, GlobalNXT University Malaysia
4	Jul 19.07.2025	Orientation and career guidance program – Company Secretary – A Preferred Professional.	CS YUVARAJ S, Company Secretary and Compliance Officer, Hannah Joseph Hospital Limited, Madurai.
5	SEP- 19.09.2025	Virtual Interaction Program – “ AI in shaping Consumer Journeys.	Dr. Durgansh Sharma, Professor – Christ University, Delhi.

**Faculty Professional Development Programme**

<b>S. No.</b>	<b>Date</b>	<b>Title</b>	<b>Name of the Faculty</b>
1	DEC- 12.12.2025	Advanced Teaching and Learning Skills in the Digital Era	Dr. P. Vimal Kumar and Dr. N. Chandru
2	DEC- 13.12.2025	Global Business Foundation Skills	Dr. M. R. Chandrasekar and Mr. K. Chandrabose

**Alumni Interaction**

<b>S. No.</b>	<b>Date</b>	<b>Title</b>	<b>Alumni</b>
1.	FEB- 14.02.2026	Building careers in Finance	S. Nitish Batch (2022-2025) Financial Consultant Geojit Fiancial Services Ltd Coimbatore.
2	JAN- 12.01.2026	Marketing Skill for Career Development	Mr. Amarnath Regional Sales manager McNROE Pvt Ltd, Coimbatore.
3	SEP 17.09.2025	Innovation to Incubation	R.Raja Batch (2005-2008), CEO – DN LASERCUT, Group og Radha Engineering Works, Coimbatore-48
4	Dec 30.12.2025 & 31.12.2025	Workshop -POWER BI	Mr. Tharunbalaaje, Christ University, Delhi.

**Visiting Faculty**

<b>S. No.</b>	<b>Date</b>	<b>Nature of the extension</b>	<b>Venue</b>	<b>Name of the Visting Faculty</b>
1	JAN 12.02.2026 ,13.02.2026 & 14.02.2026	Management Accounting	Seminar hall - 4	Dr.R.Maheswaran , Chairman Chapter of the Institute of cost accountants of India , Coimbatore.
2	JUL 17.07.2025 to 19.07.2025	Company Law	Seminar hall - 2	CS YUVARAJ S, Company Secretary and Compliance Officer, Hannah Joseph Hospital Limited, Madurai

**Other Activities**

<b>S. No.</b>	<b>Date</b>	<b>Title</b>	<b>Resource Person</b>
1.	DEC 05.12.2025	Webinar, on Stock Market and Financial Awareness	Empaneled and Appointed by National Security Depository ltd
2	JAN 24.02.2026	Auditors Conclave: ASSUBD 2030 : AIIDIING IN AI WORLD	CA. Survajith S Krishnan , Coimbatore, CA. Gopalakrishna Mahesh Coimbatore, 3.CA. Vishal Jain A Coimbatore,
3	SEP 13.09.2025	One day National Conclave - Work 2030: Entrepreneurs Hearts & Minds	Shri Krishnamoorthy Nagarathinam, Regional Manager, Oracle, Chennai. Shri Rahul Kamath, Founder R. Blenders inc., Coimbatore. Ms. Maruthi, Deputy Manager, Spintech Equipment Pvt Ltd, Coimbatore.

			Mr. Parthiban, Managing Partner, LEO Taps and Fittings, Coimbatore.
4	AUG 23.08.2025	Commerce Day Celebration in tie up with ICMA Coimbatore Chapter	Dr.Maheshwaran, ICMA Director, Coimbatore Chapter, Coimbatore.
5	SEP 12.09.2025	Luca Pacioli Endowment Lecture – Serving Success: The Recipe For Entrepreneurial Growth	Mr.R.Balachandar, Managing Director, Haribhavanam Hotels, Coimbatore.
6	SEP 12.09.2025	Spark Session – Igniting ideas, Inspiring Future	Ms .Anusha Ashok, Head of Strategy – Director’s Office, Kaleeswari Group – Tamil Nadu
7	SEP 20.09.2025	Alumni Meet – Virtual mode	Commerce Alumni

### 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.D.Parasakthi	Corporate Social Responsibility on Kamyab Fabs On International Business Operations	International Journal of Creative Research Thoughts	2320-2882 01-06-2025, Vol 13, Issue 6	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
2	Dr.D.Parasakthi	Employee Perception on Pricing in Snqs Internationals Private Ltd	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed

3	Dr.D.Parasakthi	Succesful Brand Extension Strategy and Their Impact on Bran Loyalty and Consumer Behaviour	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
4	Dr.D.Parasakthi	Financial Performance Analysis of Hepztech Control Systems	International Journal of Research and Analytical Reviews	2349-5138	Jun-25, Vol 12, Issue 2	7.17	Peer Reviewed
5	Dr.S.Dharchana	A study on problem and challenges faced in exporting raw materials by metal dowel manufacturing companies sri palani andavar industries	International Journal of Creative Research thoughts	2320-2882	Jun-25, Vol 13, Issue 6	7.97	Peer Reviewed
6	Dr.S.Dharchana	A study on consumer preference towards smackoz products	International Journal of Creative Research thoughts	2320-2882	Jun-25, Vol 13, Issue 6	7.97	Peer Reviewed
7	Dr.S.Dharchana	A study on gen alpha kid's parents buying behaviour towards toys with special reference to coimbatore city - flyi store	International Journal of Creative Research thoughts	2320-2882	May-25, Vol 13, Issue 5	7.97	Peer Reviewed
8	Dr.S.Dharchana	Virtual reality as a tool for enhanced industrial product demonstration: a study on pump selection	International Journal of Creative Research thoughts	2320-2882	May-25, Vol 13, Issue 5	7.97	Peer Reviewed

9	Dr.S.Dharchana	An analysis of job satisfaction among employees in investment casting firm	International Journal of Creative Research thoughts	2320-2882	May-25, Vol 13, Issue 5	7.97	Peer Reviewed
10	Dr.S.Dharchana	A Study on challenges faced by dairy products manufacturers in coimbatore city	International Journal of Creative Research thoughts	2320-2882	Jul-25 Vol 13, Issue 6	7.97	Peer Reviewed
11	Dr.S.Dharchana	A Study on Customer Satisfaction Towards Ganapathy Mart	International Journal of Emerging Technologies and Innovative Research	2349-5126	Aug-25, Vol 12, Issue 8	8.3	Peer Reviewed
12	Dr.S.Dharchana	A Study Financial Performance of Primary Agricultural Credit Societies	International Journal of Research and Analytical Reviews	2349-5138	Jun-25, Vol 12, Issue 2	7.17	Peer Reviewed
13	Dr.S.Dharchana	An Overview of Study on Client Performances Between LIC Vs Other Private Insurance Companies	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
14	Dr.S.Dharchana	Consumer Buying Behaviour for Gifts and Crafts In Coimbatore City	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
15	Dr.S.Dharchana	Behavioral Finance and Parental Decision-Making in Children's Investment	International Journal for research in Applied Science & Engineering Technology	2321-9653	Jul-25 Vol 13, Issue 7	7.89	Peer Reviewed

16	Dr.S.Gandhmathi	A study on employee perception on sustainable employee practices and brand loyalty in textile industries-tirupur	International Journal of Creative Research thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
17	Dr.S.Gandhmathi	A study on customer expectation techniques and challenges of quality control in yarn production.ennar spinning mill, coimbatore.	International Journal of Creative Research thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
18	Dr.S.Gandhmathi	Study on Export Strategies and Problem Faced By Zen Tech Engineering	International Journal of Emerging Technologies and Innovative Research	2349-5126	Jun-25 Vol 12 Issue 6	8.3	Peer Reviewed
19	Dr.S.Gandhmathi	Marketing Penetration Strategies in Dynamic Engineers	International Journal of Emerging Technologies and Innovative Research	2349-5126	Jun-25 Vol 12 Issue 6	8.3	Peer Reviewed
20	Dr.S.Gandhimathi	A Study on Analysis of the Packaging Quality on Fourrts India Pvt Ltd	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
21	Dr.S.Gandhimathi	Impact on Diversification Decisions in Portfolio Management	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed

22	M.Banurekha	An overview of customer satisfaction with photo studio services with special reference to glo colour labs private limited	International Journal of Creative Research thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
23	M.Banurekha	A study on supply chain management in water distribution with reference to coimbatore city	International Journal of Creative Research thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
24	M.Banurekha	Comparative Study on The US FORM 1120, 1120S and ITR6	International Journal of Emerging Technologies and Innovative Research	2349-5126	May-25 Vol 12 Issue 5	8.3	Peer Reviewed
25	M.Banurekha	An Overview of Consumer Satisfaction of Jewellery Sales Through the Impact of Social Media in Natraj Jewels	International Journal of Innovative Research In Technology	2349-6002	Jun-25 Vol 12, Issue 1		Peer Reviewed
26	M.Banurekha	A Study on Customer Perception and Satisfaction Towards Hyper Market with Special Reference to Dennis Hypermarket	International Journal of Innovative Research In Technology	2349-6002	Jun-25 Vol 12, Issue 1		Peer Reviewed
27	M.Banurekha	Customer Perception and Satisfaction on Grocery Products at Thalir	International Journal of Innovative Research In Technology	2349-6002	Jun-25 Vol 12, Issue 1		Peer Reviewed

28	M.Banurekha	A Study On Human Resource In Crisis Management At Smart Turn Automation	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2		Peer Reviewed
29	M.Banurekha	A Study On Work-Life Balance And It's Role In Employee Retention	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12, Issue 3		Peer Reviewed
30	M.Banurekha	A Study on User Preference Towards Loans and Advances of Co-Operative Bank (With Special Reference to A.A.315 Kungumampalayam Branch)	International Journal of Creative Research thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
31	M.Banurekha	A Study On Financial Analysis Of Southern Petrochemical Industries Corporation Limited	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
32	Dr.D.Shanmugavadivel	Transformation And Evolution From Traditional Marketing To Digital Marketing At Spangles Infotech, Nagercoil	International Journal of Creative Research thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
33	Dr.D.Shanmugavadivel	A study on analysing the purchasing behavior of customers in kongu engineers company	International Journal of Emerging Technologies and Innovative Research	2349-5126	Jun-25 Vol 12 Issue 8	8.3	Peer Reviewed

34	Dr.D.Shanmugavadivel	A Study on Employee Compensation and Benefits in Digital Marketing Sector	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
35	Dr.D.Shanmugavadivel	Potential Application of Artificial Intelligence in Human Resource Functions in Sahana Clothing Company	Journal of Emerging Technologies and Innovative Research	2349-5162	Jun-25 Vol 12, Issue 6	7.95	Peer Reviewed
36	Dr.D.Shanmugavadivel	Analysis of Customer Feedback on Food and Beverages Services in R.P. Lakshmi Hotels	International Journal of Advance Research and Innovative Ideas in Education	2395-4396	Jun-25 Vol 11, Issue 3		Peer Reviewed
37	Dr.D.Shanmugavadivel	Evaluating the Consumer Preference and Behaviour Towards Cloud Kitchen Services	International Journal of Advance Research and Innovative Ideas in Education	2395-4396	Jun-25 Vol 11, Issue 3		Peer Reviewed
38	Dr.D.Shanmugavadivel	Financial Performance Analysis of Deepak Ind Hydraulics	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12 Issue 2	7.17	Peer Reviewed
39	Dr.D.Shanmugavadivel	Influence of Online Ratings and Reviews on Pre Purchase Behavior of Consumers in Durable Products with Reference to Coimbatore City	International Journal of Creative Research Thoughts	2320-2882	Jul-25 Vol 13 Issue 7	7.97	Peer Reviewed
40	Dr.M.R.Chandrasekar	An Empirical Study on Women Consumer Attitude Towards Buying Clothes In Coimbatore City With Special Reference To "Sri Ganapathy Mart	International Journal of Emerging Technologies and Innovative Research	2349-5126	Jun-25 Vol 12 Issue 6	8.3	Peer Reviewed

41	Dr.M.R.Chandrasekar	Role of Big Data Analytics in Developing Customer – Centric Marketing Strategies in Screencart Marketing Ltd in Coimbatore City	International Journal of Innovative Research In Technology	2349-6002	Aug-25 Vol 12, Issue 3		Peer Reviewed
42	Dr.M.R.Chandrasekar	Modernization of Human Resource Practices in Coimbatore's Textile Industry: A Study	International Journal of Advance Research and Innovative Ideas in Education	2395-4396	May-25 Vol 11, Issue 3		Peer Reviewed
43	Dr.M.R.Chandrasekar	Customer Impact of Monitoring the Service Industry's Performance with Special Reference to Government Hospital in Coimbatore City	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
44	Dr.M.R.Chandrasekar	A Study On Risk Management Strategies for E-Commerce Technology in Business Special Preference Within Tamilnadu	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
45	Dr.M.R.Chandrasekar	Challenges and Oppurtunities of Implementing HR Technology in SMEs	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
46	Dr.M.R.Chandrasekar	Study on Labour Migration and Its Impact on Human Resource Management in Mahendra Pumps Pvt Ltd in Coimbatore	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed

47	Dr.M.R.Chandrasekar	A Study on Strategic Approach on Work Efficiency in Textile Industry	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
48	Dr.M.R.Chandrasekar	The Impact Of Artificial Intelligence on MSME Business Operations in Coimbatore District - An Emperical Study	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
49	Dr.M.R.Chandrasekar	A Study on the Risk in Micro-Influencer: A Cost- Effective Marketing Strategy on Electronic Product	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
50	Dr.M.R.Chandrasekar	Impact of Digital Marketing Services in Manufacturing of Electronic Wet Grinder in Ponmani Industry Coimbatore City	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
51	N.Chandru	Work life balance in VEE AAR garments	International Journal of Emerging Technologies and Innovative Research	2349-5126	Jun-25 Vol 12 Issue 6	8.3	Peer Reviewed
52	N.Chandru	HR Policies in Employee Satisfaction In Deccan Industries	International Journal of Emerging Technologies and Innovative Research	2349-5126	Jun-25 Vol 12 Issue 6	8.3	Peer Reviewed
53	N.Chandru	Impact of Wrokplace Diversity on Business Performance in Nishwanth Exports Private Limited	Journal of Emerging Technologies and Innovative Research	2349-5162	Jun-25 Vol 12, Issue 6	7.95	Peer Reviewed

54	N.Chandru	A Study on Role of Influencer Marketing in Promoting Bajaj Automobiles	Journal of Emerging Technologies and Innovative Research	2349-5162	Jun-25 Vol 12, Issue 6	7.95	Peer Reviewed
55	N.Chandru	Impact of Digital Marketing Strategies of Arbi Technologies and Consumer Post-Purchase Behaviour	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12 Issue 2	7.17	Peer Reviewed
56	N.Chandru	A Study on Impact of Training and Development for Employees	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12 Issue 3	7.17	Peer Reviewed
57	N.Chandru	Labour Welfare and its Measures in Hepztech Pvt Ltd	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12 Issue 3	7.17	Peer Reviewed
58	Dr.M.P.Kumaran	An Effective Advertising Startegies From Print to Outdoor Promotions In Cloudynest Pvt.Ltd, Coimbatore	The International Journal of Analytical and Experimental Modal Analysis	0886-9367	May-25 Vol 17, Issue 5		Peer Reviewed
59	Dr.M.P.Kumaran	A Study on Purchase Behaviour and Customer Perception Towards Digital Marketing	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
60	Dr.M.P.Kumaran	A Study on Effectiveness of Compensation and Benefit on Employee Loyalty	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed

61	Dr.M.P.Kumaran	Evaluation of Customer Feedback to Enhance our Products in Simta Clear Coats Private Limited	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
62	Dr.M.P.Kumaran	An Analysis of Export Competitiveness With Special Reference To Machine Exports	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
63	Dr.M.P.Kumaran	Analysing the Influences of Leadership Development Programes on Managerial Effectiveness and Organizational Outcomes	International Journal of Innovative Research in Technology	2349-6002	Jul-25 Vol 12, Issue 2	8.017	Peer Reviewed
64	Dr.M.P.Kumaran	A Study on Employee Perception of Health and Safety Practices in Knitting Industries	International Journal for research in Applied Science & Engineering Technology	2321-9653	Jul-25 Vol 13, Issue VII	7.89	Peer Reviewed
65	Dr.M.P.Kumaran	Employee Skill Intensity Impact on Skill Development in Catchers Overseas	International Journal for research in Applied Science & Engineering Technology	2321-9653	Jul-25 Vol 13, Issue VII	7.894	Peer Reviewed
66	Dr.M.P.Kumaran	An Investigative Study on the Relationship Between Performance Appraisal and Employee Engagement in N.P. ENTERPRISES	International Journal for research in Applied Science & Engineering Technology	2321-9653	Jul-25 Vol 13, Issue VII	7.894	Peer Reviewed

67	Dr.P.Vimal Kumar	A Study on GST Council's Recommendations on GST Rates and Slabs for Small Scale Industries and SSI's Views on Rates and Slabs	International Journal of Creative Research Thoughts	2320-2882	May-25 Vol 13, Issue 5	7.97	Peer Reviewed
68	Dr.P.Vimal Kumar	Job Satisfaction of Employees in VPG Buildwell India Pvt Ltd	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
69	Dr.P.Vimal Kumar	A Study on Farmers Satisfaction Towards E-Commerce Platform with Reference to Annur Taluk	International Journal of Advance Research and Innovative Ideas in Education	2395-4396	Jun-25 Vol 11, Issue 3		Peer Reviewed
70	Dr.P.Vimal Kumar	A Study on Human Resource Management for Managing Seasonal Labour in Ghee Production	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
71	Dr.P.Vimal Kumar	Optimizing Product Listings for Enhanced Visibility and Sales on E-Commerce Platforms	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
72	Dr.P.Vimal Kumar	To Study the Impact of Health and Safety Practices in Honey Manufacturing on Employee Productivity	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed

73	Dr.P.Vimal Kumar	The Role Of Marketing Strategy in Determining Consumer Purchasing Behaviour in Social Media Advertisement	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed
74	Dr.P.Vimal Kumar	Analysis on Digital Marketing Strategies Used by Selvas Kids Wear India Pvt Ltd	International Journal of Creative Research Thoughts	2320-2882	Jul-25 Vol 13, Issue 7	7.97	Peer Reviewed
75	Dr.P.Vimal Kumar	A Study on Analysis of Consumer Attitudes and Satisfaction Towards Ola EV Vehicles	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12, Issue 3	7.17	Peer Reviewed
76	Dr.P.Vimal Kumar	A Study on Human Resource Management and Payroll Management at Oscar Infrastructure	International Journal of Creative Research Thoughts	2320-2882	Jul-25 Vol 13, Issue 7	7.97	Peer Reviewed
77	Dr.S.S.Muruganandam	A Study on The Performance of HR Policies and Its Implemetation in Balakrishna Engineering	International Journal of Creative Research Thoughts	2320-2882	May-25 Vol 13, Issue 5	7.97	Peer Reviewed
78	Dr.S.S.Muruganandam	A Comprehensive Study on Retail Distribution of Doms Goods by Pranav Marketing	International Journal of Creative Research Thoughts	2320-2882	May-25 Vol 13, Issue 5	7.97	Peer Reviewed
79	Dr.S.S.Muruganandam	The Gig Economy and Its Impact on Traditional Employment	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13, Issue 6	7.97	Peer Reviewed

80	Dr.S.S.Muruganandam	Marketing Strategies of Sri Selva Nayaki Amman Earth Movers and Building Materials	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
81	Dr.S.S.Muruganandam	A Study on Sectoral Diversification: Growth and Stability in Investment Portfolios at Cut & Freshmart	International Journal of Research and Analytical Reviews	2349-5138	Jun-25 Vol 12, Issue 2	7.17	Peer Reviewed
82	Dr.S.S.Muruganandam	Labour Welfare and Safety Ensuring Fair Labour Practices in Selaikall Tea Industry	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
83	Dr.S.S.Muruganandam	Study on HRM in Ensuring Equal Carrer Development Oppurtunities for Women Employees In Narayanan Industries Coimbatore	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12, Issue 3	7.17	Peer Reviewed
84	Dr.S.S.Muruganandam	A Study on Enhancing the Workers Participating in Sales	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12, Issue 3	7.17	Peer Reviewed
85	Dr.S.S.Muruganandam	An Analysis Of Consumer Satisfaction And Loyalty From A Crm Perspective On Mgb Supreme	International Journal of Creative Research Thoughts (IJCRT)	2320-2882	October 2025 Volume 13, Issue 10		Peer Reviewed

86	Dr.Vennila Gopal	Customer Relationship Management at Arakurussi Vanitha Sahakarana Sangham Bank, Mannarkkad, Kerala	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
87	Dr.Vennila Gopal	Impact of Influencer Marketing on Tourist Preferences in Coimbatore City	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12, Issue 1	8.017	Peer Reviewed
88	K. Ponnumani	Examining the Impact of Employee Development Strategies on Organizational Culture and Employee Morale	Journal of Emerging Technologies and Innovative Research	2349-5162	Jun-25 Vol 12 Issue 6	7.95	Peer Reviewed
89	K. Ponnumani	A Study on Occupational Health and Safety Standards in Labour-Intensive in Industries	International Journal for Research in Applied Science & Engineering Technology	2321-9653	Jun-25 Vol 1 Issue VI	7.89	Peer Reviewed
90	K. Ponnumani	Competitive Analysis on Ellen Pumps	International Journal of Creative Research Thoughts	2320-2882	Jun-25 Vol 13 Issue 6	7.97	Peer Reviewed
91	K. Ponnumani	Factors Influencing Employee Motivation in Architect Industry with Special Reference to Sri Ganesh Engineering	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12 Issue 1	8.017	Peer Reviewed
92	K. Ponnumani	Human Resources Management Practices in Friends Labels	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12 Issue 1	8.017	Peer Reviewed

93	K. Ponnumani	The Impact of Mentorship on Employee Career Development	International Journal of Innovative Research in Technology	2349-6002	Jun-25 Vol 12 Issue 1	8.017	Peer Reviewed
94	K. Ponnumani	A Study on HRM in Reducing Gender Stereotypes in Traditional Male Dominated Industries	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12 Issue 3	7.17	Peer Reviewed
95	K. Ponnumani	A Study of Recruiting Tools on Hiring Process and Employee Retention	International Journal of Research and Analytical Reviews	2349-5138	Jul-25 Vol 12 Issue 3	7.17	Peer Reviewed
96	Dr.D.Shanmugavadivel	AI Driven Security systems and intelligent threat response using autonomous cyber defence	IGI Global Scientific Publishing	979-8-3373-0954-5	2025 Vol 10		Scopus
97	Dr.C.Kandasamy	A Impact of Green Marketing on the Global Marketing in Coimbatore City- A Descriptive Approach	International Journal of Recent Development in Engineering and Technology	2347-6435	Dec-25 Issue 12, Volume 14		Peer Reviewed
98	Dr.D.Shanmugavadivel	A Impact of UPI Based Micro- Transaction on Consumer Buying Behaviour In semi Urban India	Jounal of Techniques - Sciences- Methods	2997258	Dec-25 Issue 12, Volume 9		UGC care Group II
99	Dr.S.Dharchana	Understanding Consumer Behaviour in Quick Commerce: Insights From Artificial Neural Network Analysis	Empowering Business Through Technology:Innovations Shaping our Future,Studies in Systems,Decision and Control	2347-6435	<b>Jan 2026,</b>		Springer

## Department Achievements

### Staff Presentation

S. No.	Date	Name of the Staff	Name of the Event	Title of Presentation	Organization / Institution
1	16-07-2025	Dr.D.Parasakthi	International Conference-AI Driven Digital Transformation in Business-Strategies for Success	AI in Agriculture and Agri-Business	Vellalar College for Women
2	16-07-2025	Dr.M.R.Chandrasekar	International Conference-AI Driven Digital Transformation in Business-Strategies for Success	AI in Business Process Automotion	Vellalar College for Women
3	08-09-2025	Dr.S.Dharchana	Intenational Conference- Artificical intelligence and its Social Economic Implications on employment in emerging Economics	Economic transformation through Artificial intelligence	Sri Ramakrishna College of Arts and Science
4	19-09-2025	Dr.N.Chandru	Recent Trends in multi Disciplinary Research and Innovation	Social Media Marketing and Influence: Trends,Strategies and Impacts	AVP College of Arts and Science
5	10-10-2025	Dr.C.Kandasamy	Global Congress on Sustainable Growth & Development	Digital Transformation for Sustainable Business Models	INTI International University
6	27-02-2026	Dr.D.Shanmugavadivel	Global Sustainability : Business Innovation & Policy Initiatives towards Vikas Bharat	Ethical Advertising & Responsible Communication: A study on Building Consumer Trust and Sustainable brand equity in digital era.	St. Joseph's College of Commerce

**Book / Book Chapters Publications**

S.No	Name of the Staff	Name of the Book	Name of the Publisher	Year of publication	ISBN
1	Dr.C.Kandhasamy	Digital Financial Transformation in Indian Economy	Inam Publication	Jul-25	978-81-94509-1-7-6
2	Dr.D.Parasakthi	FinTech in Business	Priyam Publications	Dec-25	978-93-49833-94-5
3	Dr.D.Shanmugavadivel	Commerce and Management: A Modern Perspective	Priyam Publications	Dec-25	978-93-49833-94-4
4	M.Banurekha	Business Finance: Theory and Practice	Priyam Publications	Dec-25	978-93-49833-94-3
5	Dr.S.Dharchana	Strategic Fit Analysis	Priyam Publications	Dec-25	978-93-49833-94-7
6	Dr.S.Valluvan	Fundamentals of Financial Management	Priyam Publications	Dec-25	978-93-49833-94-6

**Book Chapter Publications**

S.No	Name of the Staff	Name of the Book Chapter	Name of the Publisher	Year of publication	ISBN
1	Dr.D.Shanmugavadivel	Next Generation Computing Trends and Innovation	SJ Publications	Jul-25	978-81-986573-6-7
2	M.Banurekha	Cognitive Fintech: Enhancing financial Inclusion and Credit Scoring using Explainable AI and Behavioural Analytics	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-94-5
3	Dr.M.P.Kumaran	Digital Supply Chain Optimization using AI and IOT	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-94-5
4	Dr.D.Parasakthi	Social Commerce and influencer Marketing Strategies Innovative Experience	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-94-5

5	Dr.S.Dharchana	Emotional Intelligence and Mindful Leadership in modern Organziation	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-94-5
6	Dr.D.Parasakthi	Voice Commerce and Conversational AI in Revolutionizing the future of Digital Buying Behaviour	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-94-5
7	Dr.S.Dharchana	Insure tech : Digital Innvoation in insurance Sector	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-94-5
8	M.Banurekha	Converging AI and Digital Twins for Perdictive Accuracy and Consumer Insights in smart Commerce Environments	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-44-0
9	Dr.M.P.Kumaran	Emotionally Smart Devices: Affective Computing meets the Internet of Things	Innovation Online Training Academy (IOTA) Publishers	Aug-25	978-93-48990-44-0
10	Dr.M.P.Kumaran	Strengthening Global Partnerships: A Multidimensional Approach to cooperation and development	CiiT Publications	Aug-25	978-93-6126-546-4
11	Dr.S.Gandhimathi	Internet of Things (IoT) Revolutionizing the Digital World Through Smart Applications	SJ PUBLICATION	Sep-25	978-81-986573-6-7
12	M.Banurekha	Blockchain and IOT Integration: Prospects and Obstacles	Springer [indexed in scopus,zbMATH]	Jan-26	ISSN 1860-4862 ISSN 1860-4870 (electronic) ISBN 978-3-032-07681-6 ISBN 978-3-032-07682-3 (eBook) <a href="https://doi.org/10.1007/978-3-032-07682-3">https://doi.org/10.1007/978-3-032-07682-3</a>