

RESEARCH JOURNALS & BOOKS DESCRIPTION

Journal Articles:

A journal article is a peer-reviewed publication that presents original research, reviews, or theoretical analyses in a particular field. When writing a journal article, the author(s) should follow a structured format that includes an abstract, introduction, methods, results, discussion, and conclusion. The abstract should be a brief summary of the paper's main findings, while the introduction should provide background information on the topic and a clear research question or hypothesis. The methods section should describe the research design, participants, and procedures used, while the results section should present the data and findings. The discussion should interpret the results and provide implications and recommendations for future research. When submitting a journal article, the author(s) should carefully choose a relevant and reputable journal that aligns with their research topic and methodology. They should also carefully follow the journal's submission guidelines and formatting requirements, including word count limits, citation style, and referencing format. After submission, the article will undergo a peer-review process, where experts in the field will evaluate the article's quality, validity, and contribution to the field. The author(s) will receive feedback, which they should address before final publication.

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
A Study on service Quality in public Hospitals and its effects on patients satisfaction in Tiruchirappalli District	A.Kanimozhi	MBA Department	JCSE- International Journal of Computer Sciences and Engineering	2018	2347-2693
Impact of TV on Children Behavioural Changes in Villupuram, District	R.Karthika	MBA Department	International Journal of Research Culture Society	2018	2456-6683
A study on Pre Purchase Behaviour of Consumers Towards White goods in Namakkal District	R.Karthika	MBA Department	International Journal of Pure and Applied Mathematics	2018	1314-3395
Factors Influencing Consumers Buying Behaviour Towards Selected White goods in Tiruchirappalli, District	R.Karthika	MBA Department	International Journal of Research Culture Society	2018	2456-6683

A Study on Consumer Buying Behaviour Towards Selected white goods with special reference to Tiruchirappalli, District	R.Karthika	MBA Department	International Journal of Current Engineering and Scientific Research	2017	2393-8374
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Books:

A book is a more extensive and in-depth publication that can cover a broad range of topics or focus on a specific area of research. When writing a book, the author(s) should develop a clear and coherent argument or narrative that presents original research, theories, or perspectives. They should also provide detailed evidence, examples, and illustrations to support their argument or narrative. A book can have different structures and formats, such as chapters, sections, and subheadings. When submitting a book, the author(s) should carefully choose a relevant and reputable publisher that aligns with their research topic and target audience. They should also follow the publisher's submission guidelines and formatting requirements, including word count limits, citation style, and referencing format. After submission, the book will undergo a review process, where experts in the field will evaluate the book's quality, validity, and contribution to the field. The author(s) will receive feedback, which they should address before final publication.

Name of the teacher	Title of the book/chapters published	Year of publication	ISBN number of the proceeding
Dr. M.Hemalatha	Managerial Economics	2022	978-93-5480-114-3
Dr. M.Hemalatha	Strategic Management	2022	978-93-5480-498-4
Dr.R.Karthika	Statistics For Management	2022	978-93-5480-122-8
Dr.A.Kanimozhi	Legal Aspects of Business	2022	978-93-5480-106-8
Prof. S.Senthilkumar	Security Analysis and Portfolio Management	2022	978-93-5480-532-5

Conferences:

Conferences are large-scale events that bring together experts, researchers, and innovators from various fields to share knowledge and ideas. Conferences can foster collaborations and partnerships, leading to new innovations and breakthroughs in various fields. Innovations in conference design, such as incorporating new technologies or virtual elements, can increase accessibility and broaden the reach of the conference.

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Overall, innovations in workshops, seminars, conferences, and patents can foster collaboration, encourage idea-sharing, and drive progress in various fields.

S. No.	Name of the Author	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication
1	Dr. M.Hemalatha Ms. N. Kayalvizhi Ms. M.Akila D. Infantinaa	Modelling Women Entrepreneur s Business Success Using Business Intelligence Tools	Modelling Women Entrepreneur s Business Success Using Business Intelligence Tools	International Conference on Newer Engineering Concepts and Technology 2K22	AICTE SPONSORED International Conference on Newer Concepts in Engineering and Technology (ICONNECT 2K22) K Ramakrishnan College of Technology	2022
9	Dr. M.Hemalatha Ms. M.Akila Ms. N. Kayalvizhi D. Infantinaa	Business Intelligence Modelling for Measuring the Women Entrepreneur s Business Success	Business Intelligence Modelling for Measuring the Women Entrepreneur s Business Success	International Study on EDGE COMPUTING	AICTE SPONSORED International Conference on EDGE COMPUTING - MAM College Of Engineering	2022
10	Dr. M.Hemalatha , Meha Jabeen Syed Mohammad Basha, R.Nagajothi S.Surya	Business Intelligence Conceptual Model for customer perspective on SWIGGY	Business Intelligence Conceptual Model for customer perspective on SWIGGY	International Conference on Newer Engineering Concepts and Technology 2K22	AICTE SPONSORED International Conference on Newer Concepts in Engineering and Technology (ICONNECT 2K22) K Ramakrishnan College of Technology	2022
13	Prof.M.Surya Dr.R.Karthika	A Panoramic Study On Neuro Marketing	A Panoramic Study On Neuro Marketing	Entrepreneurship, Innovations and Startups ICEIS-22 on Periyar University	International Conference on Entrepreneurship, Innovations and Startups ICEIS-22	2022

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15	Dr.R.Karthika Prof.S.Senthilkumar Prof.M.Surya	A Panoramic Study On Neuro Marketing	A Panoramic Study On Neuro Marketing	International Study on EDGE COMPUTING	AICTE SPONSORED International Conference on Edge computing – MAM College Of Engineering	2022
16	Dr. R.Jeevarekha Prof. S.Kiruthika M. Meenakshi	Scheduling & Resource Management for EDGE Infrastructure	Scheduling & Resource Management for EDGE Infrastructure	International Study on EDGE COMPUTING	AICTE SPONSORED International Conference on EDGE Computing - MAM College Of Engineering	2022