



PANIMALAR ENGINEERING COLLEGE

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Bangalore Trunk Road, Varadharajapuram, Poonamallee, Chennai- 600 12

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

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SL · N O	AUTHOR NAME	PAPER TITLE	PUBLISHER	DOI	INDEX
1	Dr.V.Mahalakshmi	Effect of Visual merchandising techniques on the impulsive buying behaviour of apparel customers in the Tiruchirapalli city.	AIP Conference proceedings	https://www.scopus.com/authid/detail.uri?authorId=58785824700	Scopus
2	Dr.V.Mahalakshmi	The Role of implementing Artificial Intelligence and Machine Learning Technologies in the financial services Industry for creating Competitive Intelligence.	Materials Today: Proceedings	https://www.scopus.com/authid/detail.uri?authorId=58785824700	Scopus
3	Dr.P.Raman	Optimal Analysis for Enterprise Financial Management Based on Artificial Intelligence and Parallel Computing Method.	Proceedings of 5th International Conference on Contemporary Computing and Informatics, IC3I 2022.	https://www.scopus.com/authid/detail.uri?authorId=58065574200	Scopus

4	Dr.K.Suresh Kumar	Block chain Technology with Applications to Distributed Control Applications to Distributed Control and Cooperative Robotics	Proceedings of 5th International Computing and Informatics	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
5	Dr.K.Suresh Kumar	Critically Analysing the Concept of Deep Learning and How it Impacts Organizational Performance	2nd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE.	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
6	Dr.K.Suresh Kumar	Analyzing Robotics and Computer Integrated Manufacturing of Key Areas Using Cloud Computing.	Proceedings of 5th International Conference on Contemporary	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
7	Dr.K.Suresh Kumar	The Role of Smart Grid Data Analytics in Enhancing the Paradigm of Energy Management for Sustainable Development	2nd International Conference on Advanced Computing and Innovative Technologies in Engineering, ICACITE 2022,	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
8	Dr.K.Suresh Kumar	The Role of implementing Artificial Intelligence and Machine Learning Technologies in the financial services Industry for creating Competitive Intelligence	Materials Proceedings	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
9	Dr.K.Suresh Kumar	Empirical Analysis of Deep learning Techniques for Enhancing Patient Treatment Facilities in Healthcare Sector	2022 2nd International Conference on Advance Computing and Innovative Technologies in Engineering, ICACITE	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
10	Dr.K.Suresh Kumar	The Role of Artificial Intelligence on Organizational support Programmes to Enhance work outcome and Employees Behaviour.	Materials Today: Proceedings	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus

11	Dr.K.Suresh Kumar	Comparing the impact of Internet of Things and cloud computing on organisational behavior: A survey	Materials Today: Proceedings	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
12	Dr. S. Satheesh Kumar	Influence of blockchain in educational sector	AIP Conference Proceedings	https://www.scopus.com/authid/detail.uri?authorId=58648686300	Scopus

