



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution

[JAISAKTHI EDUCATIONAL TRUST]

Approved by AICTE | Affiliated to Anna University | Recognized by UGC

All Eligible UG Programs are Accredited by NBA

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

DEPARTMENT OF MASTER OF BUSINESS

ADMINISTRATION

FACULTY JOURNAL PUBLICATIONS

ACADEMIC YEAR 2021-2022

SL. NO	AUTHOR NAME	PAPER TITLE	JOURNAL TITLE	DOI	INDEX
1	Dr. V.Mahalakshmi	Innovation comorbidity of compulsive buying and brand addiction among the younger generation.	International Journal of Knowledge-Based Development	https://www.scopus.com/authid/detail.uri?authorId=59349255200	Scopus
2	Dr. N.Venkateswaran	A Process-Based Framework For B-To-B Service Quality: A Practitioner Note Of Management Consulting Service	Journal of Business-to-Business Marketing	https://www.scopus.com/authid/detail.uri?authorId=57211921104	Scopus
3	Dr. N.Venkateswaran	Deep Convolutional Neural Network Mechanism Assessment Of Covid-19 Severity	BioMed Research International	https://www.scopus.com/authid/detail.uri?authorId=57211921104	Scopus
4	Dr.P.Raman	Cuckoo Search Support Vector Machine For Supply Chain Risk Management.	Journal of Theoretical and Applied Information Technology	https://www.scopus.com/authid/detail.uri?authorId=58065574200	Scopus

5	Dr. D.Chitra	Innovation comorbidity of compulsive buying and brand addiction among the younger generation	International Journal of Knowledge-Based Development	https://www.scopus.com/authid/detail.uri?authorId=58113797200	Scopus
6	Dr. I. Yabesh Abraham Durairaj	Innovation comorbidity of compulsive buying and brand addiction among the younger generation.	International Journal of Knowledge-Based Development	https://www.scopus.com/authid/detail.uri?authorId=58196632000	Scopus
7	Mrs. B. Lakshmi	Balancing Work Life among the Employees – An Empirical Study	International Journal of Novel Research And Development	https://ijnrd.org/papers/IJNRD/A001114.pdf	Scopus
8	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
9	Dr. K.Suresh Kumar	Comparing the impact of Internet of Things and cloud computing on organizational behavior: A survey	Materials Today: Proceedings	https://www.scopus.com/authid/detail.uri?authorId=57210554396	Scopus
10	Dr. H. Mickle Aancy	An empirical study on the impact of Macroeconomic variables on Asian stock market.	Iranian Journal of accounting, auditing and finance	https://ijaaf.um.ac.ir/article_41456_5d392df20b07916e52cca7238090c1e6.pdf	Scopus