



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution
[JAISAKTHI EDUCATIONAL TRUST]

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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 2022-2023

S.NO	AUTHORNAME	PAPERTITLE	JOURNALNAME	DOI	INDEXING
1.	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
2.	Dr.D. Chitra	Innovation com morbidity 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
3.	Mrs.J.Sofia Vincent	Experimental investigation on minimizing degradation of solar energy generation for photovoltaic module by modified damping systems	Solar Energy	https://www.scopus.com/authid/detail.uri?authorId=57466150700	Scopus