



PANIMALAR ENGINEERING COLLEGE

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION FACULTY JOURNAL PUBLICATIONS ACADEMIC YEAR 2023-2024

Sl.No	Authors	Paper title	Journal name	Publisher name	DOI link	Indexing (Scopus/WOS)
1.	N.Venkateswaran,	Optimizing IoT Data Aggregation: Hybrid Firefly - Artificial Bee Colony Algorithm for Enhanced Efficiency in Agriculture	Agris On-Line Papers in Economics and Informatics	International Peer Reviewed Scientific Journal	https://www.scopus.com/authid/detail.uri?authorId=57211921104	Scopus
2.	D.Chitra,	Omni-channel promotions and their effect on consumer purchase decision	International Journal of Intellectual Property Management	Inderscience	https://www.scopus.com/authid/detail.uri?authorId=58113797200	Scopus

3	D.Chitra,	Massive marketing insocial media: the influenceon sentiments and attitude toward the brand	International Journal of Intellectual Property Management	Inderscience	https://www.scopus.com/authid/detail.uri?authorId=58113797200	Scopus
4	Dr. M. Beulah VijiChristiana ,	An Innovation development of deep-sea bacterial monitoring and classification based on artificial intelligence microbiological model	Automatika Journal for Control, Measurement, Electronics ,Computing and Communications	Taylor &Francis	https://www.scopus.com/authid/detail.uri?authorId=58409529400	Scopus
5	Dr. M. Beulah VijiChristiana ,	Techno stress and users of emerging technologies in knowledge-based professions – an Indian outlook	International Journal of Electronic Business	Inderscience Publishers	https://www.scopus.com/authid/detail.uri?authorId=58409529400	Scopus
6	Dr. H. MickleAancy,	An Innovation development of deep-sea bacterial monitoring and classification based on artificial intelligence	Automatika Journal for Control, Measurement, Electronics,	Taylor &Francis	https://www.scopus.com/authid/detail.uri?authorId=58409529400	Scopus

		microbiological model	Computing and Communications.		d=58507112300	
7	Dr. H. MickleAancy ,	Analyzing the FinancialRiskFactors Impacting the Economic Benefits of the Consumer Electronic Goods Manufacturing Industry in India	Journal of Advanced ManufacturingS ystems	WorldSci entific	https://www.scopus.com/authid/detail.uri?authorId=58507112300	Scopus
8	Dr. H. MickleAan cy,	Identifying the factors influencing digital marketing and brand-consumer relationship	Risk and Decision Analysis	IOSPress	https://www.scopus.com/authid/detail.uri?authorId=58507112300	Scopus
9	Mrs.B.Lakshmi,	Omni-channel promotions andtheir effect on consumer purchase decision	International Journal of Intellectual Property Management	Indersci ence Publis hers	https://www.scopus.com/authid/detail.uri?authorId=57715327100	Scopus

10	Mrs.B.Lakshmi,	Massive marketing insocial media: the influence on sentiments and attitude towardthe brand	International Journal of Intellectual Property Management	Inderscience Publishers	https://www.scopus.com/authid/detail.uri?authorId=57715327100	Scopus
11	Swetha,V.P.	Analyzing large scale business data to predict company's growth using an integrated hybrid approach of data reduction unit and convolutional neural networks	Journal of Theoretical and Applied Information technology	Little lionScientific	https://www.scopus.com/authid/detail.uri?authorId=58944210400	Scopus