

## Department of Commerce

2016

| Sl. no | Title of Paper                                                                                                           | Name of the Author/s                  | Name of Journal                                                        | ISSN Number                         | Link to website of the Journal |
|--------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------------------------------------|-------------------------------------|--------------------------------|
| 1      | Emotional Marketing : Consumer Perception And Effectiveness Towards Fmcg With Reference To Chennai City                  | S. Syed Rafiq Ahmed & A. Shahin       | International Journal Of Management And Social Science Research Review | ISSN 2348 4705                      |                                |
| 2      | A Study On Work Stress Among Women Police Personnel In The South Zone Of Tamil Nadu Police                               | S. Syed Rafiq Ahmed & E Angelina Asha | Kaveripakkam College Journal Of Management Research                    | E- ISSN 2349-6746<br>ISSN 2349-6738 |                                |
| 3      | The Effectiveness Of Team Work In The It And Ites Section                                                                | S. Thothadri & M. Priya Ram           | International Journal Of Management And Social Science Research Review |                                     |                                |
| 4      | A Relationship Between Brand Image And Brand Loyalty (A Study With Reference To Fmcg Consumers In Kancheepuram District) | J. Sulaiman & E.Muthalif              | Jamal Academic Research Journal                                        |                                     |                                |
| 5      | Impact Of Gst On Education Sector                                                                                        | A. Mohamed Yunus & Shaffana Yasmin    | Emperor International Journal Of Finance And Management Research       | ISSN 0973 - 0303                    |                                |

**2017**

| <b>Sl. no</b> | <b>Title of Paper</b>                                                                                               | <b>Name of the Author/s</b>   | <b>Name of Journal</b>                                       | <b>ISSN Number</b> | <b>Link to website of the Journal</b> |
|---------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------------|--------------------|---------------------------------------|
| 1             | Glass Ceiling And Its Impact On Corporate Sector In Chennai City                                                    | S. Syed Rafiq Ahmed & Umadevi | Indian Journal Of Applied Research                           | 2395-5929          |                                       |
| 2             | Leadership Competency Snaps The Glass Ceiling (A Special Reference To Women Employees On It Sector In Chennai City) | S. Syed Rafiq Ahmed & Umadevi | Indian Journal Of Research                                   | 2249-555X          |                                       |
| 3             | Attrition And Its Attributes In It And Ites Sector In Karnataka                                                     | S. Thothadri & M. Priya Ram   | International Journal Of Exclusive Management Research       | 2320-2882          |                                       |
| 4             | Awareness Of Gst Among Rural Customers                                                                              | J.Sulaiman & Rayees Ahmed     | International Journal Of Business Intelligence & Innovations | ISSN 2249-8672     |                                       |

**2018**

| <b>Sl. no</b> | <b>Title of Paper</b>                                                                                      | <b>Name of the Author/s</b>       | <b>Name of Journal</b>                                   | <b>ISSN Number</b> | <b>Link to website of the Journal</b> |
|---------------|------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------------------------------------------------|--------------------|---------------------------------------|
| 1             | Hr'S Role In Embedding Corporate Social Responsibility In Information Technology Companies – Chennai City. | Syed Rafiq Ahmed & Ms.M. Menaka   | Journal Of Emerging Technologies And Innovative Research | 2347-6648          |                                       |
| 2             | A Study On Employee Relations With Reference To Ites Sector In Chennai City                                | S. Syed Rafiq Ahmed & M.R. Vidhya | International Journal Of Creative Research Thoughts      | 2250-1991          |                                       |

**2019**

| <b>Sl. no</b> | <b>Title of Paper</b>                                                                                         | <b>Name of the Author/s</b>             | <b>Name of Journal</b>                                                | <b>ISSN Number</b> | <b>Link to website of the Journal</b> |
|---------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------|--------------------|---------------------------------------|
| 1             | A Study On Consumer Preference With Reference To Selected Retailer'S Brand In Chennai                         | Syed rafiq ahmed & Ms.A.Shahin          | Journal Of Emerging Technology And Innovative Research                | ISSN: 2347-7180    |                                       |
| 2             | Emotional Intelligence And Its Effectiveness On Work Outcome Of Women Employees In Public Setor.              | Syedrafiahmed& Ms. D.Naeeraparvin       | Journal Of Emerging Technology And Innovative Research                | 2345-5102          |                                       |
| 3             | A Study On Brand Loyalty Of Consumers Towards Color Television In Chennai                                     | Syedrafiahmed& Ms. K.A Parveen Begum    | International Journal Of Analytical & Experimental And Modal Analysis |                    |                                       |
| 4             | Customer Retention In Organized Sector: A Study With Special Reference To Chennai City                        | Syedrafiahmed&Ms. M.Sumaiya             |                                                                       |                    |                                       |
| 5             | Public Awareness And Perception Towards Goods And Service Tax –A Study With Special Reference To Chennai City | Syedrafiahmed& Ms. Annapoorni           | International Journal Of Analytical & Experimental And Modal Analysis |                    |                                       |
| 6             | Techno Stress- A Barrier Technology Adoption : A Study With Special Reference To Hpo In Chennai City.         | Syedrafiahmed&Ms.S, Shanthiselvanagayam | International Journal Of Analytical & Experimental And Modal Analysis | 0886-              |                                       |
| 7             | A Comparative Study Of Customersatisfaction Between Swiggy&Uber Eats In Chennai City.                         | J. Sulaiman& A. Rahimabanu              | International Journal Of Analytical & Experimental And Modal Analysis | 2347-6648          |                                       |
| 8             | A Study On Customer Relationship Management With Aavin Milk Products In Chennai City                          | J. Sulaiman& A. Arshiya Afrin           | A Journal Of Composition Theory                                       |                    |                                       |

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| 9  | Cashless Economy India – Public Attitude And Perception In India                                                                   | J Sulaiman &Sreeakshramithran      | International Journal Of Recent Technology And Engineering       | 0731-6755 |  |
| 10 | Role Of User Generated Contents On Online Purchase Intention Of Women Consumers                                                    | Syed Rafiq Ahmed & B.Afroz Ahmed   | International Journal Of Recent Technology And Engineering       | 2277-3878 |  |
| 11 | A Study On Jio Mobile Net Customers To Gain Consumers Insights , Grow Usage And Revenue.                                           | Kadhar Lal                         | Journal Of Advance Research In Dynamical &Control System         | 2277-3878 |  |
| 12 | A Study On Effectiveness Of Working Environment In Hyundai Motor India Limited, Chennai                                            | Kadhar Lal                         |                                                                  | 1943-023X |  |
| 13 | Study On Awareness And Attitude Towards Mutual Fund Investment In Chennai City                                                     | J. Sulaiman & Sree Akshara Mithran | Emperor International Journal Of Finance And Management Research | 2349-5162 |  |
| 14 | A Study On Traditional Ads Vs Social Media Ad Practices Impact In Chennai Among Arts & Science College Students.                   | J. Sulaiman &Dr. D Leelavathi      | Emperor International Journal Of Finance And Management Research | 2395-5929 |  |
| 15 | A Comparative Study Of Customer'S Perception And Satisfaction Of Call Taxi; Special Reference With Ola & Uber Cabs In Chennai City | J. Sulaiman & A.Rahima Banu        | Emperor International Journal Of Finance And Management Research | 2395-5929 |  |

**2020**

| <b>Sl. no</b> | <b>Title of Paper</b>                                                                                              | <b>Name of the Author/s</b>         | <b>Name of Journal</b>                                               | <b>ISSN Number</b>       | <b>Link to website of the Journal</b> |
|---------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------------------------------------------------------|--------------------------|---------------------------------------|
| 1             | Women Consumer'S Online Purchase Intention On Fashion Products In Chennai City                                     | S.Syed Rafiq Ahmed & Afroz Ahmed    | Zeichan Journal                                                      | 0932-4747                |                                       |
| 2             | Consumer Percepation Towards Goods And Service Tax – A Study With Special Reference To Restaurants In Chennai City | N.O.Ameen                           | European Journal Of Moelcular & Clinical Medicine                    | 2515-8260                |                                       |
| 3             | A Study On Customer Satisfaction Towards Mahindra Scorpio In Cai Industries Ltd., Coimbatore                       | N.O.Ameen                           | Wesleyn Journal Of Research                                          | ISSN:0975-1386           |                                       |
| 4             | A Study Of Accountng And Reporting Of Capital And Operating Lease                                                  | N.O.Ameen                           | Paidueuma                                                            | ISSN 0090-5674           |                                       |
| 5             | Influence Of Electronic Word Of Mouth On Consumer Buying Beaviour With Refernce To Clothing In Chennai City        | A. Kadhar Lal & V.Dakshinamoorthy   | Palarch'S Journal Of Archeology (Scopus Indexed )                    |                          |                                       |
| 6             | A Study On Safety And Security Measures Of Women Employees In "It" Sector                                          | A. Kadhar Lal & Abdul Hareez        | European Journal Of Molecular & Clinical Medicine                    | ISSN:2515-8260           |                                       |
| 7             | A Study On The Efectiveness Of Working Environment In Hyundai Motors India Limited ,Chennai                        | A. Kadhar Lal                       | Indian Journal Of Public Health Research And Development             | ISSN: 09765506, 09760245 |                                       |
| 8             | A Study On Employee Motivation In L& T Ecc Division , Chennai                                                      | M. Alaguthankamani & Dr. A. Kavitha | Wesleyan Journal Of Research                                         | ISSN: 0090-5674          |                                       |
| 9             | A Study On Workers Participation In Kcp Limited In Chennai                                                         | M. Alaguthankamani                  | Palarch'S Journal Mof Archaeology Of Egypt/Egyptology Scopus Indexed | ISSN: 0975-1386          |                                       |
| 10            | A Study On Industrial Relation In Siruvani Clothing , Coimbatore                                                   | M. Alaguthankamani                  | Palarch'S Journal Mof Archaeology Of                                 | ISSN: 1567-214X          |                                       |

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| 11 | Consumer Perception Towards Online Shopping With Special Reference To Chennai City                                          | Syedrafiqahmed&Ms.K mehurron              | International Journal Of Analytical & Experimental And Modal Analysis |           |  |
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| 13 | Online Buying Behavior Of Consumers In North Chennai                                                                        | Syedrafiqahmed&Ms.K mehurron              | Parishodh Journal                                                     | 2347-6648 |  |
| 14 | Overview On Union Budget And An Analysis On The New Tax Regime-2020                                                         | Syedrafiqahmed                            | Parishodh Journal                                                     | 2347-6648 |  |
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| 16 | Artificial Intelligence : A Study With Special Reference To E-Banking In Chennai City.                                      | Syedrafiqahmed&Ms. M. Sathya              | Parishodh Journal                                                     | 2347-6648 |  |
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| 18 | Digital Marketing: A Study With Special Reference To Search Engine Optimization In Chennai City                             | S. Syed Rafiq Ahmed, G. Dharini;          | Parishodh Journal                                                     | 2347-6648 |  |
| 19 | Hr Analytics: A Study On Performance Management Of It Employees With Special Reference To Chennai City                      | S. Syed Rafiq Ahmed, S. Jabeen Sultana    | Parishodh Journal                                                     | 2347-6648 |  |
| 20 | Humor As A Management Tool: A Study On Techers' Perception Withspecial Reference To Chennai City.                           | S. Syed Rafiq Ahmed,&A. Muqtadirah Begum, | Parishodh Journal                                                     | 2347-6648 |  |

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| 21 | Impact Of Corporate Social Responsibility Activities On Companies Financial Performance In It Industry      | Ms. Abirami .D&Dr. S Thothadri           | Parishodh Journal                                                   | 2347-6648 |  |
| 22 | A Study On Organizational Culture In Software Industries In Chennai                                         | Kadhar Lal & M.S. Safa                   | Parisodh Journal                                                    | 1943-023X |  |
| 23 | A Study On Stress Management Of Employees In Lanson Ventures , Chennai                                      | Kadhar Lal & M.S. Safa                   | Parisodh Journal                                                    | 2347-6648 |  |
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| 25 | A Study On Organizational Culture & Its Impact On Employee Behaviour                                        | M. Alaguthankamani                       | Parisodh Journal                                                    | 2347-6648 |  |
| 26 | A Study On Training And Development For Employees In Pvt Companies With Special Reference To Chennai City . | Thayub Sheriff & Mr. A. Mohamed Sulaiman | Parisodh Journal                                                    | 2347-6648 |  |
| 27 | A Study On Green Marketing And Its Impact Towards The Society                                               | A. Mohamed Sulaiman & S.U Mohamed Rizwan | Parisodh Journal                                                    | 2347-6648 |  |
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| 29 | An Examination To Advance /Develop Organization Citizenship Behavior                                        | J. Jaffar Sadiq                          | International Journal Of Analytical And Experimental Modal Analysis | 0886-9367 |  |
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**2021**

| <b>Sl. no</b> | <b>Title of Paper</b>                                                                                                                                                  | <b>Name of the Author/s</b>              | <b>Name of Journal</b>                                                 | <b>ISSN Number</b>                   | <b>Link to website of the Journal</b>                         |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------|
| 1             | HR Analytics: A Study on Training and Growth of Employees in Automotive Industry with Special Reference to Chennai City                                                | S. Syed Rafiq Ahmed                      | International Journal of All Research Education and Scientific Methods | 2455-6211                            | <a href="http://www.ijaresm.com/">http://www.ijaresm.com/</a> |
| 2             | Innovative Entrepreneurship In The Midst of Pandemic with Special Reference to Chennai City                                                                            | S. Syed Rafiq Ahmed, M. Jagatheswari     | International Journal of All Research Education and Scientific Methods | 2455-6211                            | <a href="http://www.ijaresm.com/">http://www.ijaresm.com/</a> |
| 3             | Digital Transformation Of India'S Banking Industry'S Perceived Threats Related To Phishing And Artificial Intelligence: A Study With Special Reference To Chennai City | S. Syed Rafiq Ahmed & M.Sathya           | International Journal Of All Research Education And Scientific Methods | 2455-6211                            |                                                               |
| 4             | Gen Y Customer Perception Towards Serch Engine Marketing In Chennai City                                                                                               | S. Syed Rafiq Ahmed & Z. Mohammed Yahiya | Palarch'S Journal Mof Archaeology Of Egypt/Egyptology Scopus Indexed   | 2455-6211                            |                                                               |
| 5             | Blockchain In Digital Marketing: A Study On Role Of Cryptocurrenct In Marketing With Special Reference To Chennai City                                                 | S.Syed Rafiq Ahmed                       | International Journal Of All Research Education And Scientific Methods | 2455-6211                            |                                                               |
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| 7             | Gender Diversity In Corporate Board Rooms                                                                                                                              | S. Thothadri & S. Janani                 | Dogo Ransang Ressearch Journal                                         | 2347-7180                            |                                                               |
| 8             | An Analysis Of Effective Span Of Control For Managers Of Vegetarian Restaurants                                                                                        | J. Sulaiman & Mohamed Taher Khan         | Journal Of The Asiatic Society Of Mumbai, Vol. Xciv, No.8, 2021        | 0972-0766                            |                                                               |



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|    | During The Digital Transition Phase With Special Reference To Chennai City                                                 |                                   |                                                                                             |                 |  |
| 9  | Performance Appraisal System And Its Effectiveness Towards Employee Development                                            | A. Mohamed Yunus                  | Dogo Ransang                                                                                | 2347-7180       |  |
| 10 | A Study On Work Life Synergy Among Women Employees In Chennai City                                                         | A. Kadhar Lal & V.Dakshinamoorthy | Ilkogretim Online - Elementary Education Online, Year; Vol 20 (Issue 4):Scopus Indexed      | ISSN: 1305-3515 |  |
| 11 | A Study On Consumer Awareness On Green Marketing And Their Buying Behavior Towards Green Products In Chennai City.,        | A. Kadhar Lal & N. Abdul Hareez   | Palarch'S Journal Mof Archaeology Of Egypt/Egyptology Vol.18 No.4 Scopus Indexed            | ISSN:1567-214X  |  |
| 12 | A Study On Customer Relationship Management In Shell Petrol Bunk With Special Reference To (Padi)Chennai City”             | A. Kadhar Lal & N. Abdul Hareez   | Annals Of The Romanian Society For Cell Biology, Vol.25, Issue6., (Scopus)                  | ISSN:1583-6258  |  |
| 13 | “Impact Of Goods And Service Tax(Gst) On Small Business In Chennai City” -                                                 | A. Kadhar Lal                     | Niu International Journal Of Human Rights Vol.8 (Xxii) - Ugc Care Journal                   | ISSN            |  |
| 14 | A Study On Consumer Behavior Of Digital Marketing With Special Reference To Chennai City”                                  | A. Kadhar Lal                     | Turkish Online Journal Of Qualitative Inquiry (Tojq) Volume.12., Issue.6.5091-5097 (Scopus) |                 |  |
| 15 | An Analytical Study On Investor’S Financial Planning And Asset Allocation Tendency With Special Reference To Chennai City” | A. Kadhar Lal                     | Journal Of Education :Rabindra Bharati University Vol.Xxiii., No.10 Ugc Care                |                 |  |

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| 16 | Recent Development And Implementation Of Employee Performance Management System                                                              | A.M Abid Basha                                   | Turkish Online Journal Of Qualitative Inquiry Scopus Indexed                                  | E<br>ISSN:1309-6591 |  |
| 17 | An Exploratory Study On Employees Attitudes And Job Satisfaction                                                                             | A.M Abid Basha                                   | International Journal For Research In Engineering Application & Management                    | ISSN: 2454-9150     |  |
| 18 | Green Hrm: Awareness And Preception Of It Employees In Chennai City                                                                          | N.O Aarif                                        | Wesleyan Journal Of Research                                                                  | ISSN: 2347-7180     |  |
| 19 | Work Stress Management Bpo Employees – A Critical Analysis                                                                                   | N.O Aarif                                        | Paideuma Journal                                                                              | ISSN: 0975-1386     |  |
| 20 | An Exploratory Study On Emotional Intelligence , And Its Inferences For Individual , Social, Scholaistic And Working Environment Achievement | Mr. M. Jaffar Saddiq                             | International Journal For Research In Engineering Application & Management Volume 07 Issue 04 | ISSN: 1567-214X     |  |
| 21 | Engagement Issue Address Through Artificial Intelligence With Special Reference To Selected Pvt Abnks In Chennai                             | S. Raja, Dr.<br>R.Bhaglakshmi &<br>E.Felix Maria | Otkal Historical Research Journal                                                             | ISSN: 2545-9150     |  |
| 22 | The Impact Of Covid-19 On Customer Trust In The Life Insurance Industry In India                                                             | Thangamuniyandi.S                                | Dogo Rangasang Research Journal                                                               | ISSN: 0976-2132     |  |