

THE NEW COLLEGE (AUTONOMOUS), CHENNAI -600104
PG & RESEARCH DEPARTMENT OF COMMERCE

PUBLICATION DETAILS

2016 - 2017

S.No	Name of the Staff	Title of the Article	Name of the Journal	ISBN / ISSN / Impact Factor
1	Dr. S Tameem Sharief	Innovation and Sustainability Go Hand in Hand	Strategies for Frontiers Global Business Issues and Challenges of Emerging Economies	
2	Dr.S Tameem Sharief	Redefining Supply Chain Management through Industrial Ecology	Reforms in Globalized Era : New Vistas	
3	Dr. S. Thothadri	Succession Planning Practices in Indian Oil Corporation Limited	Kaveripakkam College Journal of Management and Research	ISSN: 2249.6459 Impact Factor: 6.7231
4	Dr. S. Thothadri	Succession Planning – An Indian perspective	International Research Journal of Business and Management,	ISSN: 2322-083x Volume- 8, Issue- 9
5	Dr. S. Thothadri	Succession Planning and Retention Strategy	International Journal of Management and Social Science Research Review (IJMSRR)	Volume.1, Issue 24, pp.194-199, ISSN print:2349-6738, ISSN Online:2349 – 6746 Impact Factor: 5.646
6	Dr. S. Thothadri	A Study on the Barriers to E-Commerce Adoption Among Small and Medium		Volume.1, ISSN: 2319-4766

		Enterprises in Chennai.		
7	Dr.J.Sulaiman	Customer's Satisfaction Level And Purchase Intention On Millets As A Diabetic Food Products In Chennai Region - An Empirical Study.	International Journal Of Business Intelligence & Innovation	ISSN 2348 4705, Volume.1, Issue 4.
8	Dr.J.Sulaiman	“A Study On Marketing Challenges And Opportunities Of Women Entrepreneurs Through Self Help Groups In Chennai City.	International Journal Of Advances Research, Ideas And Innovation In Technology.	Volume 3, Issue – 1
9	Dr. J. Sulaiman	“A Study Stress Management Among Students in Chennai City”	BIZAD - 2K16	ISSN 0952 4957, Volume.2
10	Dr. A.M. Abid Basha	Human Capital Management: A Promising Human Resource Management Practice		ISBN:978-93-80530-48-7
11	Dr. A.M. Abid Basha	Succession Planning	IJBRR:	E-ISSN-2347-56X ISSN: 2348-0653 Impact Factor:3.853
12	Dr. A.M. Abid Basha	Conflict Management	PJ	Vol:5, No.3, ISSN(P):2279-0918 ISSN(O):2279-0926 Impact Factor:6.782
13	Dr. A.M. Abid Basha	Mobile Banking		ISBN:978-93-80757-52-0
14	Dr. A.M. Abid Basha	Leadership		ISBN:978-81-8209-473-4
15	Dr. A.M. Abid Basha	Barriers in Implementing Succession Planning in Telecommunication Industry	IJBII, QI.4	ISSN: 2348-4705

16	Dr. A.M. Abid Basha	Succession Planning Practices in Indian Oil Corporation Limited	KPCJMR	Vol:6, No.21 ISSN:2249-6459
17	Dr. M. Mohamed Hasheem	Customer Satisfaction On E Banking Services - A Comparative Study With Reference To Sbi And Icici Bank In Chennai City	IJBARRE	ISSN -2347-856X ISSN -2348-0653 Impact Factor: 3.072
18	Dr.M.Alaguthankamani	A Study Stress Management among Student in Chennai, City.	Managing Global Business: Challenges and Strategies,	Volume No.1 ISSN 0952-4957
19	Dr. Thangamuniyandi. S	Perception on Technology Deception- A Study with Special Reference to Banking Industry	SUMEDHA Journal of Management	Volume: 5 ISSN (Print): 2277-6753, ISSN (Online): 2322-0449 Impact Factor: 4.018
20	Abdul Rahman	A Study on Entrepreneur's Insight in to Labour issues and the Profile of Small Scale Readymade Garments Manufacturing units in Madurai District.		Volume: 2, ISSN: 2454-2938

2017 - 2018

S.No	Name of the Staff	Title of the Article	Name of the Journal	ISBN / ISSN / Impact Factor
1	Dr.S.Syed Rafiq Ahmed	Glass Ceiling And Its Impact On Corporate Sector In Chennai City.	Indian Journal of Applied Research.	ISSN NO: 2249-555X Volume: 07, Issue 11, Impact Factor: 4.894
2	Dr.S.Syed Rafiq Ahmed	Leadership Competency Snaps The Glass Ceiling (A Special Reference To Women Employees On It Sector In Chennai City.	Indian Journal of Applied Research.	ISSN NO: 2250-1991 Volume: 06, Issue 12 Impact Factor: 5.761
3	Dr.S.Syed Rafiq Ahmed	Mapping The Leadership Competencies Of Teaching Faculty In Arts And Science Colleges In Chennai City.	Indian Journal Of Applied Research.	ISSN NO: 2249-555X Volume 08 Issue 02 Impact Factor: 5.397
4	Dr.S.Syed Rafiq Ahmed	Supervisor's Relationship And Its Impact On Employees' Commitment And Involvement: A Study With Reference To ITES Sector In Chennai City.	IJCRT.	ISSN NO: 2249-555X Volume 6 Issue 1 Impact Factor: 5.97
5	Dr.S.Syed Rafiq Ahmed	Employee's Perception Towards Corporate Social Responsibility With Special Reference To Information Technology Companies In Chennai City.	IJCRT.	ISSN: 2320-2882 Volume 6 Issue 2 Impact Factor: 5.97
6	Dr.S.Syed Rafiq Ahmed	A Study On Employee Relations With Reference To ITES Sector In Chennai City.	IJCRT.	ISSN: 2320-2882 Volume 6 Issue 2 Impact Factor: 5.97

7	Dr. S. Thothadri	Digital Payments in India – a Tec Tonic Shift in Cashless Economy.	International Research Journal of Business and Management.	Volume- 10, Issue- 9, ISSN: 2322-083x
8	Dr. S. Thothadri	A Study on the Impact of Corporate Social Responsibility on Service Organisations With Special Reference To Branding and Brand Value.	International Journal of Creative Research Thoughts (IJCRT).	Volume.5, Issue 4, pp.875-888, ISSN:2320-2882, Impact Factor: 5.97
9	Dr. S. Thothadri	Corporate Social Responsibility Initiatives of IT Companies with Focus on Education.	International Journal of Business and Administration Research Review (IJBARR) peer reviewed and refereed journal.	Volume- 2, Issue- 17, pp. 96-99. Print ISSN: 2348-0653 Online ISSN: 2347-856X Impact Factor: 5.471
10	Dr.J.Sulaiman	“Awareness of Gst Among Rural Customers”	International Journal Of Business Intelligence & Innovation,	ISSN 2348 4705, Volume.4
11	Dr.J.Sulaiman	“Issues and Challenges of Milk Industry”	International Journal Of Business Intelligence & Innovation	ISSN 2348 4705, Special Issue Volume 4.
12	Dr.J.Sulaiman	The Dynamic of CRM – Tool as a tangible benefits in Indian Banking Sector	JCJRC National Journal of Commerce and Management Research.	ISSN 0972 106X, Volume V, Issue 20.
13	Dr.A.Mohamed Yunus	Application of E-Commerce in Kumaran systems Chennai City	Indian Journal of Applied Research	Volume:7, Issue:9, ISSN No:2249-555X

				Impact Factor: 4.894
14	Dr. KADHAR LAL A	A Study On Training Need Analysis In Business Firms With Special Reference To HCL Technologies India Private Limited, Chennai”	Intercontinental Journal Of Human Resource Research Review	ISSN: 2320-9704 – Online Issn:2347-1662 – Print Impact Factor:5.351 Volume 6, Issue 3
15	Dr. KADHAR LAL A	A Study on The Effectiveness of Budget And Budgetary Control With Special Reference To Larsen and Toubro Limited, Chennai	Intercontinental Journal Of Finance Research Review	ISSN:2321-0354 – Online Issn:2347-1654 – Print – Impact Factor:5.414 Volume 6, Issue 3, March 2018.
16	Dr. Thangamuniyandi. S	Determinants of Life Insurance Policy Purchase –A Study To Explore New Marketing Strategies For Private Life Insurance Products	Osmania Journal of International Business Studies (OJIBS)	Volume No: XII Issue No:1 ISSN 00973-5372
17	Dr. Thangamuniyandi. S	Factors Influencing the Need of Seed Capital to Start Enterprise by the First Generation Entrepreneurs in Madurai- Tamil Nadu	COLLEGE SADHANA- Journal for Bloomers of Research	Volume: 10 Impact Factor: 0.8215 ISSN: 0974 -6838

2018 - 2019

S.No	Name of the Staff	Title of the Article	Name of the Journal	ISBN / ISSN / Impact Factor
1	Dr. S.Syed Rafiq Ahmed	A Study On Artificial Intelligence Influencing Purchase Decision In Online Shopping With Special Reference To Chennai City.	Charulatha Publication	ISBN NO: 978-89736-25-0
2	Dr.S.Syed Rafiq Ahmed	Artificial Intelligence In IT Companies- A Study With Special Reference To Chennai City.	Charulatha Publication	ISBN NO: 978-89736-25-0
3	Dr.S.Syed Rafiq Ahmed	Role In Embedding Corporate Social Responsibility In Information Technology Companies- Chennai City	JETIR	Volume: 6, Issue:1 ISSN NO:2349-5162
4	B. Afroz Ahmed	Online Shopping Among The Women Consumers With Special Reference To Household Women In Chennai City.	International Journal of Applied Management Research	Volume 11 ISSN No.0974-8709
5	B. Afroz Ahmed	Role Of User Generated Content In Online Purchase Intention Of Women Consumers.	International Journal of Applied Management Research	Volume 11 ISSN No.0974-8709
6	Mohamed Abubacker	A Study on Effectiveness of HRD Practices In Software Industry with Special Reference To Chennai City.		Volume No: 10
7	Mohamed Abubacker	Types of HR Development Practices to Employees in IT Sector.		Volume No: 10
8	S. Raja	A study on factors influencing the leisure time activities of the male pensioners in Chennai.	International Multilingual Research Journal,	Volume: 01(38), ISSN: 2394-5303 Impact Factor: 4.002

9	S. Raja	Perception of pensioners about benefits of volunteering activities.	Shanlax International Journal of Management,	Volume: 05(2), ISSN: 2321-4643 Impact Factor: 2.082
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2019 - 2020

S.No	Name of the Staff	Title of the Article	Name of the Journal	ISBN / ISSN / Impact Factor
1	Dr.S.Syed Rafiq Ahmed	“Public Awareness and Perception Towards Goods And Service Tax- A Study With Special Reference to Chennai City”	IJAEMA	Volume:11, Issue: 10, ISSN NO: 0886-9367
2	Dr.S.Syed Rafiq Ahmed	Customer Retention In Organized Sector: A Study With Special Reference to Chennai City.	IJAEMA	Volume:11, Issue: 10, ISSN NO: 0886-9367
3	Dr.S.Syed Rafiq Ahmed	Emotional Intelligence And Its Effectiveness on Work Outcome of Women Employees in Public Sector.	JETIR	Volume:6, Issue: 6, ISSN NO:2349-5162
4	Dr.S.Syed Rafiq Ahmed	Store Brands and Its Repurchase Intention: A Study on Consumer Preference With Reference to Selected Retailer’s Brands in Chennai.	JETIR	Volume:6, Issue: 6, ISSN NO:2349-5162
5	Dr.S.Syed Rafiq Ahmed	Humour In Hrm: A Study on Perception of Students’ about Humorous Teaching With Special Reference to Chennai City.	IJAST	Volume NO: 29, Issue: 3s ISSN NO: 2005-4238
6	Dr.S.Syed Rafiq Ahmed	Artificial Intelligence: A Study With Reference to Banking Industry in Chennai City	IJAST	Volume NO: 29, Issue: 3s ISSN NO: 2005-4238
7	Dr.S.Syed Rafiq Ahmed	A Study On Entrepreneurship Attitude Among College Students With Reference to Chennai City	IJAST	Volume NO: 29, Issue: 3s ISSN NO: 2005-4238
8	Dr.S.Syed Rafiq Ahmed	Humor As a Management Tool: A Study on Teacher’s Perception With Special Reference to Chennai City.	Parishodh Journal	Volume: XI, Issue: III ISSN NO.-2347-6648

9	Dr.S.Syed Rafiq Ahmed	Artificial Intelligence: A Study With Special Reference to E-Banking in Chennai City	Parishodh Journal	Volume: XI, Issue: III ISSN NO: 2347-6648
10	Dr.S.Syed Rafiq Ahmed	Creativity In Entrepreneurial Intention: A Study With Special Reference to College Students Chennai City	Parishodh Journal	Volume: XI, Issue: III ISSN NO: 2347-6648
11	Dr.S.Syed Rafiq Ahmed	Hr Analytics: A Study on Performance Management of It Employees With Special Reference to Chennai City	Parishodh Journal	Volume: XI, Issue: III ISSN NO: 2347-6648
12	Dr.S.Syed Rafiq Ahmed	Digital Marketing: A Study With Special Reference to Search Engine Optimization in Chennai City	Parishodh Journal	Volume: XI, Issue: III ISSN NO: 2347-6648
13	Dr. S. Thothadri	Impact of Corporate Social Responsibility Activities on Companies Financial performance in IT Industry	Parishodh Journal	Volume IX, Issue III, ISSN: 2347-6648. Impact Factor: 6.3
14	Dr.J.Sulaiman	“Study on Awareness And Attitude Towards Mutual Funds Investments in Chennai City”	Emperor International Journal of Finance and Management Research	ISSN 2395 5929, Volume 5, Special Issue 1, Impact Factor 5.48.
15	Dr .J. Sulaiman	A Comparative Study Of Customer's Perception And Satisfaction Of Call Taxi: Special Reference With Ola And Uber Cabs In Chennai City”,	Emperor International Journal of Finance and Management Research	ISSN 2395 5929, Volume 5, Special Issue 1, Impact Factor 5.48.
16	Dr. J. Sulaiman	“A Study On Traditional Ads Vs Social Media Ads Practices Impact in Chennai Among Arts and Science College Students”	Emperor International Journal of Finance and Management Research	ISSN 2395 5929, Volume 5, Special Issue 1, Impact Factor 5.48.
17	Dr. J. Sulaiman	“A Study On Consumer Relationship Management With Aavin Milk Products in Chennai City”	A Journal of Composition Theory Journal &	Volume XII, Issue IX

18	Dr. J. Sulaiman	“A Comparative Study of Customer Satisfaction Between Swiggy and Uber Eats in Chennai City”	The International Journal of Analytical and Experimental Model Analysis Journal	Volume: XI, Issue: IX
19	Dr.J.Sulaiman	“Cashless Economy in India - Public Attitude and Perception in Chennai”	International Journal Of Recent Technology And Engineering (IJRTE)	ISSN: 2277-3878, VOLUME-8 ISSUE-4S3
20	B. Afroz Ahmed	Goods And Service Tax (Gst) in India – A Look Back From the Scratch to Present	Parishodh Journal	Volume IX, Issue III, ISSN No. 2347-664, Impact Factor: 6.3
21	B. Afroz Ahmed	A Study on Consumer Awareness Towards Organic Food Products in Chennai City	Parishodh Journal	Volume IX, Issue III, ISSN No. 2347-6648, Impact Factor: 6.3
22	B. Afroz Ahmed	Consumer Behavior in Online Shopping: A Study With Special Reference to Working Women in Chennai City	Parishodh Journal	Volume IX, Issue III, ISSN No. 2347-6648, Impact Factor: 6.3
23	B. Afroz Ahmed	A Study On Consumer Online Ratings and Its Impact on Consumer Purchasing Behaviour	TEST Engineering & Management Journal	Volume: 82, ISSN No: 0193 – 4120
24	Dr. N. O. Ameen	A Study on Employee Retention with Special Reference at Allied Investments & Housing Pvt. Limited, Chennai.	TEST Engineering & Management.	Volume – 83, ISSN: 0193-4120
25	Dr. N. O. Ameen	A Study on Emotional Marketing and its impact on Consumer Behaviour	Parishodh Journal	Volume IX, ISSN 2347 – 6648 Impact Factor 6.3
26	Dr. N. O. Ameen	Causes of Recession and its impact in MSMEs’	Parishodh Journal	Volume IX, ISSN 2347 – 6648 Impact Factor 6.3

27	Dr. Kadhar Lal	A Study on Jio Mobile Net Customers to Gain consumer insights, Grow usage and Revenue” (SCOPUS) - USA	Journal of Advanced Research in dynamical & Control Systems	Volume 11., September Special issue.,2019
28	Dr. Kadhar Lal A	“A Study on Effectiveness of Working environment in HMIL., Chennai” (SCOPUS)	Indian Journal of Public Health Research & Development (Scopus Indexed)	
29	Dr. Kadhar Lal A	“A study on organisational Culture in software industries in Chennai”	UGC CARE Journal	VolumeIX., Issue II. Parishodh
30	Dr. Kadhar Lal A	A Study on Stress Management of Employees in Lanson Ventures.,Chennai	UGC CARE Journal	VolumeIX., Issue III. Parishodh
31	R.B. Syed Ahammed Jalalutheen	Factors for Employee Engagement in Automobile Industry in Chennai	International Journal of Applied Management Research	ISSN 097408709
32	Dr. N.O. Aarif	Analysis of effectiveness of human resource training needs and its relation to employee efficiency	Parishodh Journal,	Volume IX, ISSN 2347 – 6648 Impact Factor: 6.3
33	A.R. Mohammed Sulaiman	A study on Green Marketing and its impact towards the society	Parishodh Journal	Volume IX, Issue III ISSN No: 2347-6648 Impact Factor: 6.3
34	A.R. Mohammed Sulaiman	A study on training and development for employees in pvt. Companies with special reference to Chennai city	Parishodh Journal	Volume IX, Issue III ISSN No: 2347-6648 Impact Factor: 6.3
35	Thayub Sheriff . I	A study on training and development for employees in pvt. Companies with special reference to Chennai city.	Parishodh Journal	Volume IX, issue III ISSN No: 2347-6648 Impact Factor: 6.3

36	S. U. Mohamed Rizwan.	A study on Green Marketing and its impact towards the society.	Parishodh Journal	Volume IX, issue III ISSN No: 2347-6648 Impact Factor: 6.3
37	J.M.Jaffar Sadiq	Hypothetical Idea of Occupation Fulfillment - An Investigation.	Pramana Research Journal	Volume 9 Issue 3, Page No- 279-286, ISSN NO: 2249-2976 Impact Factor: 6.200
38	J.M.Jaffar Sadiq	A Survey Paper on Web based business.	IJBAR	Volume 9 Issue 4, P-ISSN-2249-3352 E-ISSN 2278-0505 Impact Factor: 5.960
39	J.M.Jaffar Sadiq	Worker disposition and occupation fulfillment.	IJBAR	Volume 9 Issue 4, P -ISSN-22493352 E-ISSN 2278-0505 Impact Factor: 5.960
40	J.M.Jaffar Sadiq	An Investigation on HR Technology & Latest Recruitment Trends.	IJRAR	Volume -6 E-ISSN 2348 –1269, ISSN 2349-5138
41	J.M.Jaffar Sadiq	An Investigation of Employee's Job Contentment and its effect on their execution.	Cape Research Forum	Volume -4 , ISBN. 978-9387756-71-7
42	J.M.Jaffar Sadiq	Indian Education System In 2020.	IJBII	Volume: 6 Page No- 219-225, ISSN: 2348-4705
43	J.M.Jaffar Sadiq	Emerging Trends In Intelligent Information Technologies & Applied Mathematics-Review on Security and Privacy Management.	ICETIIT	Volume 1 ISBN 978-93-5351-428-0
44	J.M.Jaffar Sadiq	Challenges of Entrepreneurship in an Globalized Economy- UGC FUNDED.	IJSH-ICEGE19 CONFERENCE PROCEEDINGS	ISBN : 853-92-0100-400-6
45	J.M.Jaffar Sadiq	Smart Paper Innovation a Survey Dependent on Ideas of E-Paper Innovation.	Contemporary Engineering & Technology	ISBN : 978-93-89107-10-4

46	J.M.Jaffar Sadiq	Strategic Global Innovation-Emerging Market Perspective.	IJAEMA	Volume XI, Issue VIII, ISSN NO: 0886-9367 Impact Factor:6.200
47	J.M.Jaffar Sadiq	An Investigation to advance / develop organization Citizenship behavior	IJRTE	Volume-8 Issue-4S3, ISSN: 2277-3878,
48	J.M.Jaffar Sadiq	Status, Difficulties and It's Working In Indian Economy under Agricultural Division	Cape Research	Volume I ISBN: 978-81-942871-0-0
49	J.M.Jaffar Sadiq	A Descriptive Study On Workplace Conflict And Conflict Management In Current Scenario	Parisodh Journal	Volume IX, Issue III, ISSN NO:2347-6648 Impact Factor: 6.200
50	Dr. K. Madhu	The Impact of Soft Skills Training among Arts and Science College in Chennai City		ISSN:2394-3114 Impact Factor:6.3
51	S. Raja	Teaching Effectiveness of English Language in Selected Private Schools in Greater Chennai	TEST Engineering and Management	ISSN No: 0193- 4120

BOOK PUBLICATIONS

S.No	Name of the Staff	Name of the Book	Publishers	ISBN Number and Year
1	Dr.S.Syed Rafiq Ahmed	Soft Skills Training – A Tool for Human Resource Planning.	Sri Venkateswara Publications.	ISBN: 978-81-921865-3-5, 2016
2	Dr. S. Thothadri	Company Law (As Per Companies Act 2013)	Vijay Nicole Imprints Pvt Ltd.	ISBN: 978 – 81 – 8209 – 422 – 2, 2016
3	Dr. S. Thothadri	Company Law & Secretarial Practice	Vijay Nicole Imprints Pvt Ltd.	ISBN: 978 – 81 – 8209 – 514 – 4, 2017
4	Dr. S. Thothadri	Financial Accounting	McGraw Hill Education.	13: 978 – 93 – 5316 – 071 – 5 10: 93 – 5316 – 071 – 5, 2018
5	Dr.S Tameem Sharief	Principles of Management (Co Author)	Excellent Publication, Chennai.	2019
6	Dr. S. Thothadri	Cost Accounting	McGraw Hill Education.	13: 978 – 93 – 5316 - 692 – 2 10: 93 – 5316 – 692 – 6, 2019
7	Dr. S. Thothadri	Industrial and Labour Laws	Wiley Publication.	978 – 93 – 89520 – 37 – 8, 2019
8	Dr.S Tameem Sharief	Financial Services (Co Author)	Excellent Publication, Chennai.	2020

9	Dr.S Tameem Sharief	Marketing Research (Co Author)	ESN Publication, Chennai.	2020
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