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**FACULTY OF MANAGEMENT STUDIES,  
COMMERCE AND HUMAN RESOURCES**



**COMPENDIUM OF RESEARCH ARTICLES PUBLISHED  
BY FACULTY  
2014-2015**

S.No	Publication Details
1	<i>Prof.Dr.K.P.V.Ramanakumar (2014), "Quality Waves and its Impact in Educational Quality for Attaining and Sustaining Institutional Excellence", International Journal of Business Management and Innovation (ISSN.No: 2319-801X), Vol.3, Issue.51, May 2014, pp.33-38</i>
2	<i>Dr.V.Ramanathan (2014), "Location Influence on User Preference of Service Selection – A Study with special reference to Automated Telling Banking Services preferred by Users at Kanchipuram Town", EPRA International Journal of Economic and Business Review (ISSN NO: 2349-0187)impact factor:0.998, Vol.2, Issue.11, November 2014, Pp.34-42.</i>
3	<i>Dr.V.Ramanathan (2014), "Consumer Patronization through Effective Category Management in Silk Saree Retailing at Kanchipuram Town", International Journal of Management and Social Science Research Review (ISSN NO: 2349-6738), Vol.1, Issue.2, August 2014, pp.136-144.</i>
4	<i>Dr.B.Balaji Srinivasan (2015), "Measuring the Performance of Technology Management through Technology Audit", International Journal of Functional Management (ISSN NO: 2319-1406), Vol.3, Issue.1, April 2015, pp.136-144.</i>
5	<i>M.S.Ramaratnam and R.Jayaraman (2014), "Risk Takers Vs Risk Averters – A Study with special Reference to Investors' Behaviour", International Journal of Marketing &amp; Financial Management (ISSN NO: 2348 – 3954 (Online) , 2349 –2546 (Print), Volume 2, Issue 7, Aug - 2014, pp 115 – 122</i>
6	<i>M.S.Ramaratnam and R.Jayaraman (2014), "A Study on Influence of Demographic Factors on the Behavior of Individual Investors with special reference to Investment in Equity" GE- International Journal of Management Research (ISSN NO: 2321-1709) Impact Factor: 3.142 , Volume 2, Issue 9, Sep - 2014, pp 115 – 122</i>
7	<i>M.S.Ramaratnam and R.Jayaraman (2014), "A Study on Influence of psychological Factors on Investor Behaviour in Equity Investment", Journal of Business Management &amp; Social Sciences Research (JBM&amp;SSR) (ISSN No: 2319 -5614), Volume 3, No.10, October 2014, pp 58-65</i>
8	<i>M.S.Ramaratnam and R.Jayaraman (2014), " A Study on Investors' Behavior towards Equity and Mutual Funds, Global Journal of Commerce and Management Perspective (ISSN NO: 2319 – 7285)", Vol.3(4), (July-August, 2014), pp 132-136</i>
9	<i>Dr.K.Latha (2014), "Employee Attitude towards Reforms in the Insurance Sector: Gender Perspective", AJMS (ISSN NO:2249-6300), Volume 3, No.2, July - December 2014, pp 12-16</i>
10	<i>Dr.K.Latha (2014), "Balancing Work Life – Women Employees in Academics", International Journal of Emerging Research in Management &amp; Technology (ISSN NO: 2278-9359), Vol.3, Issue .9, Sep 2014, pp 32-34</i>
11	<i>Dr.K.Latha (2015), "Impact of Stress on Students Academic Performance", EPRA (ISSN NO: 2347-7431), Volume 2, Dec – Nov 2014-2015, pp 101-105</i>
12	<i>Dr.K.Latha (2015), "Impact of Work-Life Conflict on the Life Satisfaction of Working Women: A Case Study of Higher Education Sector in Chennai City", EPRA (ISSN NO: 2347-7431), Volume 2, Dec – Nov 2014-2015, pp 101-105</i>
13	<i>Dr.K.Latha and Dr.A.Vanitha (2015), "An Identification of Employees Engagement Distribution in Job Related Avenues in Education and Manufacturing Sectors", International Journal of Management and Social Development (ISSN NO: 2348-191), Impact Factor 0.745, Vol.2, Issue 3, 2015, pp – 115-121</i>

<b>S.NO</b>	<b>Publication Details</b>
14	<i>Dr.T.Thirumaleswari (2015), "Employee Engagement – A Mediator for Managing Occupational Stress among Women Nurses – A Study with special reference to selected Hospitals in Kanchipuram District", ICTACT Journal on Management Studies (ISSN NO: 2395 – 1664 (Online)), Volume: 01, Issue: 02, May 2015, pp 103-108</i>
15	<i>Dr.T.Thirumaleswari (2015), "Association of Individual Related aspects towards Occupational stress among Women Nurses in Select Hospitals", IRJBM (ISSN NO: 2322 – 083X), Volume No – VIII, March – 2015, Issue – 4, pp 55-61</i>
16	<i>Dr.T.Thirumaleswari (2014), "Quality work life pattern of women nurses and its influence on Patient Care Management – A study with reference to selected hospital in Chennai", International Journal of Management and Social Science Research Review (ISSN NO: 2349-6738), Volume No. 1, Issue No. 02, August 2014, pp.180-189</i>
17	<i>Dr.A.Vanitha (2015), "Consumption Pattern of Junk Foods among Young Generation – Preference and Reasons - A Study with Special Reference to Kanchipuram Town", International Journal of Engineering and Management Research (ISSN NO: (Online): 2250 – 0758, (Print):2394 – 6962), Volume - 5, Issue - 3, June – 2015, pp 577-585</i>
18	<i>Dr.A.Vanitha (2014), "Influence of Modern Recruitment Sources among Prospective – A Study with reference to selected Industries", EPRA International Journal of Economic and Business Review (e-ISSN NO: 2347 – 9671, p-ISSN NO: 2349-0187 Impact Factor – 0.998), Volume - 2, Issue - 10, Oct – 2014, pp 48-54</i>
19	<i>Dr.A.Vanitha (2014), "The Attribute Mapping of Women in Their Personal View about the Perception of Society", International Journal of Social Science &amp; Interdisciplinary Research (ISSN NO 2277 – 3630), Vol. 3 (10), OCTOBER (2014), pp. 47 - 63</i>



“Reality can be experienced only with an eye of understanding, not just by being a scholar. What the moon is like must be seen with one’s own eyes. How can others do it for you?”

- Shri Adi Sankara

