

Publications

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. Prabha D	Digital Finance Inclusion Through Literacy in Next Normal	Studies in Systems, Decision and Control	2025	ISSN: 21984182, Vol. 555, pp. 887-899
2	Dr. M. A. Raajarajeswari	Analyzing Youth Consumer Behavior Through Social Media Advertising in Bangalore: A Focus on Facebook's Role in the Digital Fashion Age	Studies in Systems, Decision and Control	2025	ISSN: 21984182, Vol. 555, pp. 945-955
3	Dr. Prabha D	Evaluating the Efficiency of E-Recruitment from HR Recruiters' Perspectives	Proceedings of the 3rd ICRBSS 2023, Atlantis Press	2024	pp. 660-668
4	Dr. M. A. Raajarajeswari	Significance of Workplace Well-Being on Teaching Effectiveness in Arts and Science Colleges in Coimbatore District	Technical and Vocational Education and Training	2024	ISSN: 18713041, Vol. 39, pp. 575-583
5	Dr. Prabha D	Exploring Sustainable Green HRM Practices: An Investigation of Employee Perspectives and Organizational Challenges	Technical and Vocational Education and Training	2024	ISSN: 18713041, Vol. 39, pp. 299-308
6	Dr. M. A. Raajarajeswari	Impact of Chat GPT on College Professors: A Comprehensive Study	Naturalista Campano	-	Vol. 28, Issue 1, pp. 01-06
7	Dr. M. A. Raajarajeswari	AI-Enabled Health Intelligence and Risk Forecasting Framework for Community Wellbeing: A Management Perspective	TPM - Testing, Psychometrics, Methodology in Applied Psychology	2025	Vol. 32, Issue S3, pp. 2121-2123
8	Dr. M. A. Raajarajeswari	Digital Engagement and Sustainability: Analyzing the Impact of Social Media Dependency on Academic Performance, Network Choices, and Influential Factors	Proceedings of the 3rd ICRBSS 2023, Atlantis Press	2024	pp. 869-879

Conferences

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	-	International Conference on Sustainable Business Practices and Innovations in Commerce and Management (ICSBPICM'25)	-	2025	Conducted on 21.02.2025

Patents

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. D. Prabha	Data Analytics in Business – Lab Manual	-	-	Copyright Study Material
2	Dr. K. Vishnupriya	The Joy of Starting a Food Business with Minimal Investment: A Strategic Approach for Success	-	-	Copyright Study Material
3	Dr. M. A. Raajarajeswari	Business Correspondence	-	-	Copyright Study Material
4	Dr. S. Malini	Market Structure in Economics	-	-	Copyright Study Material
5	Dr. S. Poornima	Business Law	-	-	Copyright Study Material