

Publications

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. J.K. Bharath	Consumer Awareness of Organic Food Products with reference to Coimbatore – A Study	IPE Journal of Management (UGC Care Listed)	2025	ISSN: 2249-9040
2	Dr. J.K. Bharath	The Ethics of AI Generated Fake Memories: Psychological and Physical Implication	Nanotechnology (Scopus Indexed)	2024	ISSN: 1660-6795
3	Mr. V. Jeyakumar	A Comprehensive Analysis on Cyber Security System: An Intrusion Detection System	Fuzzy Systems and Soft Computing	2024	Vol. 19, pp. 47–55, ISSN: 1819-4362
4	Mrs. M. Radha	Consumer Awareness of Organic Food Products with reference to Coimbatore – A Study	IPE Journal of Management (UGC Care Listed)	2025	ISSN: 2249-9040
5	Dr. D. Sathya Santhy	The Impact of Digital Payment on Consumer Behaviour: Insights from empirical research	International Journal of Cultural Studies and Social Sciences	2024	ISSN: 2347-4777

Books

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. J. K. Bharath; Ms. R. Menaka; Mr. N. Devaram	Cyber Law	Double 9 Books, New Delhi	2024	ISBN: 978-93-67146-25-5
2	Mrs. M. Radha	Human Resource Management	Charulatha Publications	2025	ISBN: 978-93-6260-359-3

Book Chapters

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. J.K. Bharath	Artificial Intelligence in Counterfeit Detection: A Consumer Centric Approach	Emerging Trends in Advanced AI for Multidisciplinary Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
2	R. Menaka	Brainpower Unleashed: Agentic AI and Beyond Bots	Emerging Trends in Advanced AI for Multidisciplinary AI Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
3	R. Menaka	Impact of AI Conversational Agents on Purchase Decision Making in Omnichannel Retail in Coimbatore City	Emerging Trends in Advanced AI for Multidisciplinary AI Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
4	Mr. V. Jeyakumar	Survey on Challenges and Techniques in IDS	Kongu Nadu Arts and Science College	2024	National Conference on Emerging Issues and Challenges in Commerce and IT
5	Mr. V. Jeyakumar	Cyber Attacks, Challenges & Techniques in IDS	Rathinam College	2024	International Conference on Harmonising SDGs

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
6	Dr. Evangelin Irish, T.	Brainpower Unleashed: Agentic AI and Beyond	Emerging Trends in Advanced AI for Multidisciplinary Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
7	Dr. Evangelin Irish, T.	Impact of AI Conversational Agents on Purchase Decision-Making in Omnichannel Retail in Coimbatore City	Emerging Trends in Advanced AI for Multidisciplinary Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
8	Dr. S. Selvi	Artificial Intelligence in Counterfeit Detection: A Consumer Centric Approach	Emerging Trends in Advanced AI for Multidisciplinary Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
9	Mrs. Jenifer, V.	A Framework for Internet of Things (IoT)	Emerging Trends in Advanced AI for Multidisciplinary Research and Innovation, Priyam Publications	2025	ISBN: 978-93-49833-21-0
10	Dr. D. Sathya Santhy	A study and Review of Pradhan Mantri Jan Dhan Yagna with special reference to Tamilnadu state	STC with ICSSR	2024	ISBN: 978-93-6163-729

Conference Proceedings

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. J.K. Bharath	AI and Entrepreneurship in Emerging Market	Stanzaleaf Publication	2025	ISBN: 978-81-991002-9-9
2	Dr. J.K. Bharath	Managing Cyber Risks in Insurance	Sri Ramakrishna College of Arts and Science, Coimbatore	2024	ISBN: 978-81-964453-8-6
3	R. Menaka	AI and Entrepreneurship in Emerging Market	Stanzaleaf Publication	2025	ISBN: 978-81-991002-9-9
4	Mr. V. Jeyakumar	Survey on Challenges and Techniques in IDS	Kongu Nadu Arts and Science College, Coimbatore	2024	27-Sep-2024
5	Mrs. M. Radha	Artificial Intelligence: Transforming the Future of Digital Marketing	Aditya Institute of Management Studies & Research, Bangalore	–	ISBN: 978-81-982419-9-3, p. 39
6	Dr. S. Selvi	Examining the Role of Academia and Research Institutions in Advancing Sustainable Finance: Evidence from Higher Education Institutions	PSGR Krishnammal College for Women	2026	ISBN: 978-81-996376-0-3

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S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Dr. D. Sathya Santhy	Innovating a Sustainable Lifestyle: Rethinking Consumption and Production through Resource Recycling	–	–	ISBN: 978-93-49036-91-8
2	Dr. D. Sathya Santhy	CHI-SQUARE	–	2025–2026	Copyright Certificate

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
3	Mrs. Jenifer, V.	Constructor and Destructor	–	2025	Registration No: 13305/2025-CO/L
4	Dr. M. Arunprasad	Franchise Longevity Model	–	2025	Registration No: L-163528/2025
5	Dr. D. Sathya Santhy	Innovating a Sustainable Lifestyle: Rethinking Consumption and Production through Resource Recycling	–	2025	ISBN: 978-93-49036-91-8
6	Dr. D. Sathya Santhy	CHI-SQUARE	–	2025	Registration No: 13305/2025-CO/L