

**DETAILS OF THE STAFF PUBLICATIONS****2016-2017**

<b>SNo.</b>	<b>Department</b>	<b>Name Of The Staff</b>	<b>Topic</b>	<b>Journal</b>	<b>ISSN/ISBN</b>
1	Food Science	Dr.Simmi Jain	Formulation and quality Analysis of Detox drink.	International Journal of Home Science, 2(3); 153-155	ISSN.NO 2395-7476
2		Ms.A.Haripriya	Quality Characteristics of indigenous organic Indian rice variety: Kouni nel	International Journal of Home Science, 2017; 3(1): 75-81 Impact Factor 5.3	ISSN.NO 2395-7476
3	Commerce	Dr. Shakila.P	Strategic Human Resources Practices	HUMAN RESOURCE JOURNAL	
4	Food Science	Dr. Savitha	Medical Nutrition Therapy in Gestational Diabetes Mellitus	Chapter 8	ISBN: 9789351523727, 1 <sup>ST</sup> EDITION
5	Commerce	Dr. Nisha U	ITM Business Journal	ITM Business Journal	
6.	Computer Science	Ms. D. Radha	A Novel Text Extraction Technique Using Rough Sets	International Journal of Digital Content Technology and its Applications	May 2016 2233-9310

	Computer Science	Ms. D. Radha			
7			A Novel Approach Using Data Mining on Predicting Walk-In Malls	International Journal of Advances in Engineering and Technology	May 2016 2231-1963
8			A Modernistic Approach Using Data Mining In Predicting Humanistic Behaviour	International Journal of Advances in Engineering and Technology	May 2016 2231-1963
9			A Novel Approach To Analyze Students' Expectation From Colleges Using Data Mining Technique	International Journal of Computer Applications	May 2016 0975-8887
10			Study on Mobile Learning in College	International Journal of Computer Applications	May 2016 0975-8887
11			Data Mining in DHCP Security	International Journal of Computer Applications	May 2016 0975-8887
12			Analysis on Insurance Policy and Related Customer Behavior using Data Mining Technique	International Journal of Computer Applications	May 2016 0975-8887
13			A Modernistic Approach Using Data Mining In Predicting Humanistic Behaviour	International Journal of Advances in Engineering & Technology	May 2016 2231-1963
14			A Novel Approach to Assist Faculties In Question Paper	International Journal of Computer Applications	May 2016 0975-8887

15			The Potential Role of Women in Pharmacy by Proposing a Model using Data Mining	International Journal of Computer Applications	May 2016 0975-8887
16			Analysis on Increasing Customer Sales by the Use of Restaurant Recommender System Mining	International Journal for Computer Applications	May 2016 0975-8887
17			Analysis on Social Media Addiction using Data Mining Technique	International Journal of Computer Applications	May 2016 0975-8887

**2015-2016**

<b>SNo.</b>	<b>Department</b>	<b>Name Of The Staff</b>	<b>Topic</b>	<b>Journal</b>	<b>ISSN/ISBN</b>
1	Commerce	Ms. Srividya Prathiba	Talent Management Strategies in Private Sector Banks	AMET International Journal of Management	ISSN No. 2231-6779 Volume 8 – June 2015
2		Ms. Srividya Prathiba	A Study on Delivering Excellence through Employee Engagement Strategies	Journal of Management Research	ISSN NO. 0976-4739-Volume -7- October 2015
3		Ms. Srividya Prathiba	A Study on Gen Y's Expectations at Workplace with Special Reference to IT Companies in Chennai	Surya- The Energy-Management Research journal Surya Datta Institute of Management Studies	ISSN No. 2454-9169 Volume 1 – January 2016
		Ms. Vijayalakshmi. M	An Empirical study to understand the changing employee needs and expectations and its impact on	International Journal of Business Intelligence &	ISSN- 2348-4705

4		retaining quality employees with reference to educational institutions in Chennai	Innovation		
5	Computer Science	Ms. Sakthi Kumaresh	Mining Software Repositories for Defect Categorization	JCOMSS(Scopus indexed)	1845-6421
6		Dr. Padmavathi J	Effectiveness of Support Vector Machines in Medical Data mining	JCOMSS(Scopus indexed)	1845-6421/03/8377
7		Dr.K.B.Priya Iyer	Comparative Study on different Cryptographic Algorithms	IJCA	973-93-80885-902
8		Dr.K.B.Priya Iyer	Distributed learning Automata Based Route Planning	IJCA	973-93-80885-902
9		Dr.K.B.Priya Iyer	Analysis of Cloud Computing Security Issues, Threats and Solutions.	IJCA	973-93-80885-902
10		Ms.D Radha	Content Filtering and Management using Cluster based Enrichment of Key Words for Mobile Devices	AISS	1976 - 3700

11	Computer Science	Ms. Brinda Ramanujam	An Approach for Prioritising Soft and Hard Goals in Self Adaptive software Systems	IJAER(Scopus indexed)	0973-4562
12		Ms. D Radha	Enhancing Quality & Efficiency of Service in Network Communication Using Rough Set Theory	IJAER(Scopus Indexed)	0973-4562
13		Ms.Muthulakshmi	Queuing Based Emergency Handling in WBAN	IJET(Scopus Indexed)	0975-4024
14	Computer Science	Ms. T. Sunitha Rani	Published a book	Client / Server Computing	978-93-83242-35-1
15		Ms.R.Anusha	A Statistical Analysis on Reachability of online shopping websites among student community	International Journal Of Applied Engineering Research	ISSN-0973-4562
16	Viscom	Dr. S.Jaishree	New Media & the Urban Indian Homemaker – A study of Uses, Gratification and Outcomes	Journal of Global Communication ISSN: 0974 - 0600	International
17		Ms. Gayathri K	Customer Relationship Management to Customer Managed Relationship – Case Study Analysis of customers	Syndicate: The Journal of Management (SJOM) – ISSN:2278	National

			managing brands in social media		
18	Journalism	Dr. Sandhya Rajasekhar	New Media and The Urban Indian Homemaker- A Study of Uses, Gratifications and Outcomes.	Journal of Global Communication	Print ISSN:0974-0600 Online ISSN:0976-2442
19	Food Science	Dr. Simmi Jain	Effectiveness of Mnemonic instructions on thinking strategies of learning disabled children.	Disabilities and Impairments (Vol. 29, No 2)	0970356X
20		Dr. Simmi Jain	Influence of different working organizations, family environment and environmental stress on mental health of working women.	Psychology in India (Vol. 3 No. 1)	2319796X
21		Dr. Simmi Jain	Self Concept of students as related to gender and educational status.	National Journal of Psychology (Vol. 11, Issue 21)	2395-7808
22		Dr. Simmi Jain	Formulation and Quality Assessment of Coconut Water Beverage incorporated with Cooked Cereal Water	International Journal of Home Science (Vol.2, No. 1)	2395 -7476
23	English	Anupama. R	Autobiographical Elements as depicted in Maus by Art Spiegelman and A Contract with God and other stories by Will	IUP Journal of English Studies	Vol:11 No.1, March 2016

			Eisner		
24		Ms.Preetha Rewins	A Socio Political Reading of R K Laxman Common Man	IUP Journal of English Studies	Vol:11 No.1, March 2016
25		Ms.Akila Bharat	Meera Syal's The House of Hidden Mothers is an Inexorable Journey to a Fertile Territory	Roots International Journal of Multidisciplinary Researches	
26	Language	Dr. Srilatha Pasricha	Sanga Penpaar Pulavargalin Ulaviyal	ISBN 978-93-80890-64-7	
27		Dr. Srilatha Pasricha	Ilakkiya pathivugal	ISBN 978-93-80890-34-1	
28		Dr. Sudha Trivedi	Teen kamaye ek bachaye	Agradhara	
29	MBA	Ms.Ramya Raman	A Study of the Ethical Decision Making as a Leadership Dimension of Lord Rama: A Practical Guide to Modern Manager	Presented and published In conference publishing ISBN: 978-1-943295-03-6	International
30	MAHRM	Dr. R. Sundari	"Emotional Intelligence and its impact on Academic Performance of Post Graduate Students in Chennai"	International Journal of Business Intelligence & Innovations, Vol. 1	Issue – 1 ISSN 2348 4705

31	PG Media	Ms.Aarthi Jayaram	Customer Relationship Management to Customer Managed Relationships –Case Study analysis of Customers managing Brands in Social media	Syndicate: The Journal of Management (SJOM)- ISSN: 2278	March 2016 8247
32		Dr Susan Sridhar	A study on the impact of Whatsapp amongst college youth in Chennai	Amity Journal of Media Communication studies	March 2016
33	M.COM	Dr. E. Nirupama	Price Dynamics of Copper in Spot & Futures Market	International Journal of Business Intelligence & Innovations	Vol.1, Issue 2, Pg: 181 – 188.
34		Ms.V.Sudha	A Study on barriers to adoption of Mobile Banking services provided by the Banks in Chennai City	Syndicate-The Journal of Management	Volume -16 Pg.67-73

**2014-2015**

SNo.	Department	Name Of The Staff	Topic	Journal	ISSN/ISBN
1	Commerce	Ms. Nisha U	A Study on the Emergence of Shopping Mall Culture in Chennai	Syndicate – The Journal of Business	ISSN : 2278 - 8247



2		Ms. Nisha U	The Emergence of Shopping Mall Culture: An Empirical Study with Reference to Shopping Malls in Chennai	ITM Journal of Management Research	ISSN : 0975 - 3249 Vol.8 No.2&3 August Issue
3	Media	Ms. Sandhya Rajasekhar	Portrayal of the Muslim Community and Islam by Indian Cinema post 9/11 – An Analysis	Journal of Media Studies	ISSN 1812-7592
4	BBA	Ms.Vijayalakshmi.M	A study of retention strategies followed by educational institutes in retaining qualified employees	SIES-Journal of Management	ISSN:0974-2956
5	Mathematics	Ms.S.Krishnaveni	On the Structure of Indefinite Quasi-Hyperbolic Kac-Moody Algebras QHA2(1)	International Journal of Algebra	Vol 8, 2014.No.11 PNo.517-528
6		Ms.S.Krishnaveni	A study on the Structure of a class of Indefinite No-hyperbolic Kac-Moody algebras QHG2	International Journal of Mathematics and computer Applications	Vol 4,Issue - 4
7	Computer Science	Ms.Sakthi Kumaresh	Mining Software Repositories for Defect Categorization	JCOMSS-Scopus indexed	1845-6421
8		Ms. Sakthi Kumaresh	Ontology Assisted Semi-supervised Bug Report Classification	Journal of Theoretical and Applied nformation Technology	1992-8645

9		Ms. Sakthi Kumaresh	Knowledge Discovery from Unstructured Software Defect Reports Using Text mining	International Journal Of Applied Engineering Research	0973-4562
10		Dr. K.B. Priya Iyer	Distributed learning Automata Based Route Planning	IJCA	973-93-80885-902
11		Dr. K.B. Priya Iyer	Comparative Study on different Cryptographic Algorithms	International Journal of Computer Applications(IJCA)	973-93-80885-902
12		Dr. Padmavathi J	Effectiveness of Support Vector Machines in Medical Data mining	JCOMSS-Scopus indexed	1845-6421/03/8377
13		Dr.K.B. Priya Iyer	Voice based navigation system for moving users in directed and dynamic spatial networks	International Journal Of Applied Engineering Research	0973-4562
14		Dr.K.B. Priya Iyer	Efficient Web Navigator for Multi-Constrained Spatial Keyword Queris	JCOMSS-Scopus indexed	1845-6421
15	Computer Science	Ms. R. Anusha	A Study On Website Quality Models	IJSRP	ISSN-2250-3153