

<b>Name of the Faculty</b>	<b>Co Authors</b>	<b>Journal Publication</b>	<b>Name of the Journal/ Conference</b>	<b>Year</b>
Anuradha M V	Vernal T G	Mirroring Identities: Reflecting Realities- Mumbai And Its Politics Of Representation	In Home In Motion: The Shifting Grammar Of Self And Stranger. Marcelino, P. F. (Ed).Interdisciplinary Press, Oxford: UK	2011
Arun Thamizhvanan	Xavier. M.J	Determinants Of Customers' Online Purchase Intention: An Empirical Study In India	Journal of Indian Business Research, 5(1) :17 – 32	2013
Badri T N	Bokkasam Sasidhar	Material Cost Allocation Of Scaled-Up Operations At A Steel Plant	Pensee Journal, Paris, France, 75,(12): 110-116	2013
Badri T N		A Divide-And-Bridge Heuristic For Steiner Minimal Trees In The Euclidean Plane	International Journal of Operations And Quantitative Management, 20,(2): 101-114	2014
Bharadhwaj S	Kalro, Arti and Rahul Marathe	Comparative Advertising In India: A Content Analysis Of English Print Advertisements	Journal Of International Consumer Marketing, 22 (4): 377-394.	2010
Bharadhwaj S	Sharma P and Marshall R	Impulse Buying And Variety Seeking: A Trait-Correlates Perspective	Journal Of Business Research, 63 (3) : 276-283	2010
Bharadhwaj S	Satish	Patterns Of External Information Search Behaviour Among New Car Buyers: A Two-Step Cluster Analysis	IIMB Management Review 22, 5-15	2010
Bharadhwaj S	Joseph and Joshy	Consumer Promotions In Indian Markets	Journal of International Consumer Marketing, 23 (2):151-165	2011
Bharadhwaj S		Consumer Promotions In Indian Markets	Journal of International Consumer Marketing, 23 (2):151-165	2011
Bharadhwaj S	Sharma, Piyush and Roger Marshall	Deliberate Self-Indulgence Vs. Involuntary Loss Of Self-Control: Towards A Robust Cross-Cultural Consumer Impulsiveness Scale	Journal of International Consumer Marketing, 23 (3/4): 229-245.	2011

Bharadhwaj S		Deliberate Self-Indulgence Vs. Involuntary Loss Of Self-Control: Towards A Robust Cross-Cultural Consumer Impulsiveness Scale	Journal of International Consumer Marketing, 23 (3/4): 229-245	2011
Bharadhwaj S	Geetha Mohan & Piyush Sharma	Store Environment's Impact On Variety Seeking	Journal of Retailing And Consumer Services.19 (4) : 419-428	2012
Bharadhwaj S	Geetha Mohan and Piyush Sharma	Store Environment's Impact On Variety Seeking	Journal of Retailing And Consumer Services, 19 (4): 419-428	2012
Bharadhwaj S	Arti D Kalro and Rahul R Marathe	Direct Or Indirect Comparative Ads: The Role Of Modes Of Information Processing	Journal of Consumer Behaviour, 12 (2): 133-147 (In Special Issue On "Challenges To Attitude And Behaviour Change Through Persuasion")	2013
Bharadhwaj S	Sivakumaran, Arti D Kalro and Rahul R Marathe	The Gloves Are Coming Off: To Use Direct/Indirect Ads: Depends On Comparison Strategy	Advances In Consumer Research, Forthcoming	2013
Bharadhwaj S	Geetha Mohan and Piyush Sharma	The Impact Of Store Environment On Impulse Buying	European Journal of Marketing 47 (10)	2013
Bharadhwaj S	Piyush Sharma and Roger Marsall	Exploring Impulse Buying In Services: Towards An Integrative Framework	Journal of the Academy of Marketing Science, 42 : 154-170	2014
Bharadhwaj S	Angeline Fernando and L Suganthi	If You Blog Will They Follow? Using Online Media To Set The Agenda For Consumer Concerns On "Greenwashed" Environmental Claims	Journal of Advertising, 43 (2) : 167- 180	2014
Bharadhwaj S	Piyush Sharma and Roger Marshall	Looking Beyond Impulse Buying: A Cross-Cultural And Multi-Domain Investigation Of Consumer Impulsiveness	European Journal of Marketing, 48 (5/6) : 1159-1179	2014
Bharadhwaj S	Angeline Fernando and L Suganthi	Nature Of Green Advertisements In India: Are They Greenwashed?	Asian Journal of Communication, 24(3) : 222- 241	2014

Bharadhwaj S	Piyush Sharma, Krishna Erramilli and Cindy Chung	Consumer Ambivalence Toward Contraception– Towards An Integrative Framework	International Journal of Pharmaceutical and Healthcare Marketing. 9 (2) : 95- 117	2015
Easwar Krishna Iyer		Cash Flow Modelling And Risk Mapping In Public Cloud Computing- An Evolutionary Approach	International Journal of Consumer And Business Analytics, 01(1)	2013
Easwar Krishna Iyer		Cloud Computing And Its Levelling Impact Between Developed And Emerging Economies	International Journal of Computer Communications And Networks (Ijccn),03(03)	2013
Easwar Krishna Iyer		Sectorial Adoption Analysis Of Cloud Computing By Examining The Dissatisfied Landscape	Electronic Journal Of Information System Evaluations [www.Ejise.Com], 16 (3): 211-219 ISSN 1566-6379	2013
Easwar Krishna Iyer		What Drives Big Data Analytics To Cloud	International Journal Of Consumer And Business Analytics, 02,(1),[ISSN 2321 – 175X]	2013
Hema Bajaj		Hr Integration In Mergers And Acquisitions: Impact Of Relative Size And Performance Of The Combining Organizations	Great Lakes Herald, 6(1):15- 2012	2012
Karuppasamy Pandian S P		An Empirical Investigation On Contract Farming And Its Impact On Farmers In India	International Journal Of Marketing And Management Research 2 (10), ISSN 2229-4668	2011
Karuppasamy Pandian S P		An Empirical Investigation On The Factors Determining The Success And Proble Faced By Women Entrepreneurs In Tiruchirapalli District – Tamilnadu	Interdisciplinary Journal Of Contemporary Research In Business, 3(3)	2011
Karuppasamy Pandian S P		An Empirical Investigation On Consumer’S Perception Towards Retail Hypermarkets In	Asia Pacific Journal Of Research In Business Management 3(1) ISSN 2229-4104	2012

		Tiruchirappalli City-Tamilnadu		
Karuppasamy Pandian S P		A Study On Street Lights Execution Using Simulation Model With Exclusive Focus On Artificial Intelligence And Neural Networks	International Journal Of Research In Computer Application And Management, 3 (11) ISSN 2231-1009	2013
Karuppasamy Pandian S P		An Empirical Investigation On Factors That Influences The Employees Towards Organizational Commitment In Private Star Hotels At Coimbatore	Research Journal Of Commerce And Behavioural Science 2 (12),ISSN:2251 1547	2013
Karuppasamy Pandian S P		An Empirical Study On Factors Influencing Student Purchase Behaviour In Hyper Market	Zenith International Journal Of Business Economics & Management Research 3 (1),ISSN 2249-8826	2013
Karuppasamy Pandian S P		An Empirical Study On Retailer's Perception Towards Pepsi In Tiruchirappalli District	Asia Pacific Journal Of Marketing & Management Review,2(3), ISSN 2319-2836	2013
Karuppasamy Pandian S P		An Empirical Study On The Impact Of 5 M'S Of Advertising In Consumer Purchase Decision With Reference To Pepsi Products	Asian Journal Of Research In Marketing, 2 (1), ISSN: 2277-6621	2013
Karuppasamy Pandian S P		Impact Of Stress Among Nurses In Private Hospitals – An Empirical Study	Spectrum: A Journal Of Multidisciplinary Research, 2 (9), ISSN 2278-0637	2013
Karuppasamy Pandian S P		Work Life Balance Among Non-Teaching Staff In Self-Financing Colleges In Tamilnadu - An Empirical Investigation	International Journal Of Trends In Economics, Management And Technology ,2 (4) ISSN: 2321-5518	2013

Karuppasamy Pandian S P		Application Of Artificial Intelligence And Neural Networks For Modeling The Thermal Dynamics Of A Water Tank And Its Heating System Using Home Central Air Conditioners	Journal Of Innovative System Design And Engineering, 5 (1) ISSN 2222-2871	2014
Mahima Gupta		Group Decision Making In Fuzzy Environment	Published In IEEE Xplore	2012
Mahima Gupta	Mohanty B.K	Product Selection In E-Commerce Under Fuzzy Environment: A Madam Game Theoretic Model	World Scientific Publication	2015
Meenakshi Sundaram K S	Panchanatham. N	A Study Of Relationship Between Selected Demographic Variable And Migration Behaviour Of Agricultural Labourers Of Kancheepuram Taluk	Primax International Journal Of Commerce And Management Research, 1(1): 1-7	2013
Meenakshi Sundaram K S		A Study Of The Attitude And Television Viewing Behaviour Of Farm Women Towards Farm Telecast Programmes Of Chennai Door Darshan	International Journal Of Physical And Social Sciences (IJPSS) 3 (10): 21-35 ISSN: 2249-5894.	2013
Meenakshi Sundaram K S	Panchanatham. N	A Study On Behavioural Traits Of Rural Urban Migrated Agricultural Labourers Of Kancheepuram Taluk	International Journal Of Marketing, Financial Services & Management Research, 2(6)- ISSN 2277-3622	2013
Meenakshi Sundaram K S	Panchanatham. N	A Study On Migration Behaviour Of Rural Urban Migrated Agricultural Labours In Kancheepuram District	Zenith International Journal Of Business Economics and Management Research 3(7) : 154-165 ISSN: 2249-8826	2013
Meenakshi Sundaram K S	Panchanatham. N	A Study On Profile Characteristics Of Migrants Agricultural Labourers Of Kancheepuram Taluk	South Asian Journal of Marketing and Management Research, 3 (6) : 25-41 ISSN 2249-877X.	2013
Meenakshi Sundaram K S	Panchanatham. N	Study Of Agricultural Labourers Migration Social Network And The Migration Behaviour	Indian Journal Of Commerce And Management Studies,4 (3): 32-35 ISSN:2240-0310 EISSN:2229-5674 ,	2013

Muthuraj M		Substitution And Complementarily Between Energy Inputs In Cotton Cultivation In Tamil Nadu	Arthshastra: Indian Journal Of Economics & Research;	2012
Muthuraj M		Substitution And Complementarily Between Energy Inputs In Cotton Cultivation In Tamil Nadu	Indian Journal Of Economics And Research, 1(1/2)	2012
Muthuraj M	Rakesh P Singh	A Test For Relative Efficiency Of Farmers Cultivating Groundnut In Tamil Nadu - A It Function Approach	The Indian Journal Economics And Research, 2,	2013
Nataraj B	Rajendran R	A Comparative Study on customer Relationship management Strategies In organised Multi Brand Retail apparels	International journal of Exclusive Management Research, 5(3) :1-16	2015
Rakesh P Singh	M Muthuraj	A Test For Relative Efficiency Of Farmers Cultivating Groundnut In Tamil Nadu - A It Function Approach	The Indian Journal Economics And Research, Vol. No 2, January – February 2013.	2013
Shanthi S K	C N M Lavanya	Public Investment And Private Capital Formation In A Growth Model - A Vecm Approach Applied To India	Recent Trends In Business Management And Information System, Ed., Agam Nag, International Journal Of Academic Conference Proceedings, pp 175-180-2012	2012
Sriram R		Performance Evaluation Of Selected Telecom Companies In India – A Taxonomy Approach	Psg Journal Of Contemporary Research, January – March 2012, ISSN: 0973-9785.	2012
Swaminathan T N	M.J.Xavier and Arun T	Call Taxi Service On The Fast Track	IMT Case Journal. 1 (1) .ISSN- 2269- 6743	2011
Swaminathan T N	Viswanathan P K and Mehta Niyati	Consumer Preference And Effectiveness Of Ooh (Out Of Home) Media In India	Academy Of Taiwan Business Management Review, 9 (3), 122-131. (ISSN – 1813-0534) – Abdc “B”	2013

Swaminathan T N	Balasubramanian G	Drivers Of Quality Management In Select Pharmaceutical Companies In Tamilnadu – A Rotated Factor Matrix Approach	Academy Of Taiwan Business Management Review, 9(2), 106-115 – (ISSN – 1813-0534) – Abdc “B”	2013
Swaminathan T N	Arun T	Jade Magnet - Growing A Creative Crowd-Sourcing Enterprise	<a href="https://www.iveycases.com/productview.aspx?id=60053">Ivey Case Collection - Product No. 9B13M085 – 9/20/2013 https://www.iveycases.com/productview.aspx?id=60053</a>	2013
Swaminathan T N	Arun T	Aachi – Spicing Up A Growth Trajectory	Emerald Emerging Markets Case Studies (ISSN – 2045-0621)	2014
Swaminathan T N	Balasubramanian G	Drivers Of Quality Management In Selected Pharmaceutical Companies In Tamil Nadu - A Chi Square Approach To Validation	Prabandhan: Indian Journal Of Management (ISSN – 0975-2854)	2014
Swaminathan T N	Vishwanathan P K	Drivers Of Consumer Attitudes And Their Impact On Fast Food Outlets In India	Academy Of Taiwan Business Management Review, 10 (2). ISSN 1813-0534: Jtiba	2014
Swaminathan T N	Amar Harish and Binoy Cherian	Effect Of Social Media Outreach Engagement In Institutions Of Higher Learning In India	Asia Pacific Journal Of Management Research And Innovation – (ISSN – 2319-510X)	2014
Swaminathan T N		Global Mindset Indian Roots – Thought Leadership And Beyond	Emerald Aug 2014 ISBN 978-81-7966-392-9	2014
Tapan K Panda	P K Mohanty	Supply Chain Management Practices And Scope For Bullwhip Effect In Indian Y Grocery Business	IUP Journal Of Supply Chain Management, Vol IX, No-3	2012
Tapan K Panda		Adoption Of Supply Chain Management Strategies As Response To Bull Whip Effect From The Perspective Of Indian Retailers	IUP Journal Of Supply Chain Management, September 2013, Vol X, No 3	2013

Tapan K Panda		Analysis Of Convergence Of Buyer Seller Interests In E-Commerce Space	International Journal Of Academic Conference Proceedings, Bloomsburry, November, Vol-2, Pp 145-152	2013
Tapan K Panda		Analysis Of The Globalization Approaches Of Indian Corporate Groups And Linking It To Their Financial Performance	International Journal Of Academic Conference Proceedings, Bloomsburry, November, Vol-2, Pp 34-39	2013
Tapan K Panda		Competitive Advantage Through Mergers And Acquisitions For Indian Pharmaceutical Companies	International Journal Of Academic Conference Proceedings, Bloomsburry, November, Vol-2, Pp 47-55	2013
Tapan K Panda		Critical Investments In Africa: Beyond Poverty Alleviation	International Journal Of Academic Conference Proceedings, Bloomsburry, November, Vol-2, Pp 281-289	2013
Tapan K Panda		Does Emotional Appeal Work In Advertising? The Rationality Behind Using Emotional Appeals To Create Favorable Brand Attitude	IUP Journal Of Knowledge Management, July 2013, Volx, June -July 2013	2013
Tapan K Panda		Effect Of Service Quality And Salesperson Characteristics On Consumer Trust And Commitment- An Empirical Study Of Insurnace Buyers In India	Vision, Sage, December 2013, 17(4), 285-292, 2013	2013
Tapan K Panda		Positioning Cloud Computing As A Strategic Tool To Build Product Service Continum	International Journal Of Academic Conference Proceedings, Bloomsburry, November, Vol-2, Pp 127-134	2013
Tapan K Panda		Role Of Contagious Consumer Behavior And Product Convergence On Diffusion And Adoption Of New Brands In Indian Market	Pes Business Review, Vol 8, No-2, June-July 2013	2013



Tapan K Panda		Search Engine Marketing: Does The Knowledge Discovery Process Help Online Retailers	IUP Journal Of Knowledge Management, July 2013, Vol Xi, No-3	2013
Tapan K Panda	Debashis Kanungo	Internal Marketing In TCS BPO, , VP, Talent Management TCS E-Service On TCS	Business Analytics, Excel Books, ISBN No-978-93-5062-277-3	-
Venkat R Krishnan	Zubin R Mulla	Is Karma-Yoga Possible? Can We Be Hardworking Without Being Ambitious?	Great Lakes Herald 5 (2), 46-55-2011	2011
Venkat R Krishnan	Zubin R Mulla	Transformational Leadership Do The Leader'S Morals Matter And Do The Follower's Morals Change?	Journal Of Human Values 17 (2), 129-143-2011	2011
Venkat R Krishnan	Kalro, Arti and Rahul Marathe	Transformational Leadership: Do The Leader'S Morals Matter And Do The Follower's Morals Change?	Journal Of Human Values, 17 (No 2, Oct 2011), 129-143	2011
Venkat R Krishnan	Zubin R Mulla	Effects Of Beliefs In Indian Philosophy: Paternalism And Citizenship Behaviors	Great Lakes Herald Volume 6, Issue (2), 26-35-2012	2012
Venkat R Krishnan	Preethy Balasubramanian	Impact Of Gender And Transformational Leadership On Ethical Behaviors	Great Lakes Herald Volume 6, Issue (1), 45-58-2012	2012
Venkat R Krishnan	Zubin R Mulla	Transformational Leadership And Karma-Yoga: Enhancing Followers' Duty-Orientation And Indifference To Rewards	Psychology & Developing Societies, 24 (No 1, Mar 2012), 85-117-2012	2012
Venkat R Krishnan	Zubin R Mulla	Transformational Leadership And Karma-Yoga: Enhancing Followers' Duty-Orientation And Indifference To Rewards	Psychology & Developing Societies 24 (1), 85-117-2012	2012
Venkat R Krishnan		Transformational Leadership And Personal Outcomes:	Leadership & Organizational Development Journal-2012	2012

		Empowerment As Mediator		
Venkat R Krishnan		Transformational Leadership And Personal Outcomes: Empowerment As Mediator	Leadership & Organization Development Journal 33 (6), 550-563, Emerald Group Publishing Limited	2012
Vishwanathan P K	Swaminathan T N	Consumer Preference And Effectiveness Of Out Of Home Media In India	Academy Of Taiwan Business Management	2013
Vishwanathan P K		Weighted Penalty Cost Approach To Solving Priority Structure Goal Programming	Academy Of Taiwan Business Management	2013
Vishwanathan P K	Swaminathan T N	Drivers Of Consumer Attitudes And Their Impact On Fast Food Outlets In India	Academy Of Taiwan Business Management Review, 10 (2). ISSN 1813-0534: Jtiba	2014
Vishwanathan P K		Modelling Asset Allocation And Liability Composition For Indian Banks	Emerald Journal "Managerial Finance" 40, (7): 700-723.	2014