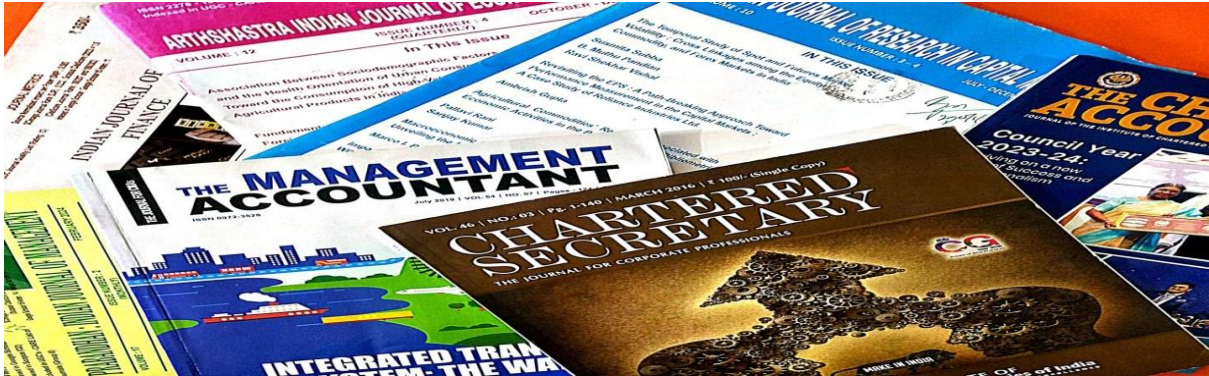


## List of ISBN Books Published by Department



S.NO.	Conference Proceedings& Books	ISBN
1	Recent Technology and Innovations in Corporate Governance 4.0	9781234567897
2	Contemporary Trends and Challenges in Fintech Services in VUCA World	978-93-94899-17-9
3	Revisiting CSR in the Post COVID Era- Statutory Guidelines and Societal Concerns	978-93-90082-70-4
4	Revisiting CSR in the Post COVID Era- Statutory Guidelines and Societal Concerns- Volume II	978-93-90082-70-4
5	HRM Competencies of Women Entrepreneurs in Network Marketing	978-93-88805-25-4
6	Corporate Financial Structure and Value of the Firm	978-93-88805-28-5
7	Emerging Management Practices and Challenges	978-81-935783-6-0

## JOURNAL SUBSCRIPTIONS BY THE DEPARTMENT



S.NO.	NAME OF THE JOURNALS	ISSN
1	Indian Journal of Management	0975-2854
2	The Chartered Accountant- Journal of the Institute of Chartered Accountants of India	0009-188X
3	Indian Journal of Research in Capital Markets	2394-3459
4	Arthshastra Indian Journal of Economics & Research	2278-1811
5	Indian Journal of Finance	0973-8711
6	Indian Journal of Marketing	0973-8703
7.	The Management Accountant	0972-3528
8.	The Chartered Secretary	0972-1983
9.	Finance India	0970 - 3772

### Books/Books Chapters

Name	Book Name	Details Publishers	ISBN No.
Dr.C.Vethirajan	Exploring the Other Half- Challenges faced by women in India, pp: 214-220	Publisher: Notion Press Media Pvt Ltd, Chennai, Tamil Nadu	ISBN: 9798887725666
Dr.C.Vethirajan	Emerging Enterprises - Prospects & Promises -An	Emerging Enterprises - Prospects	ISBN: 978-93-94570-71-9 119

	Entrepreneurship and Motherhood – The Struggles and Challenges Faced by Mom Entrepreneurs	&Promises, KD Publications, PP: 119-124	
Dr.C.Vethirajan	<b>Emerging Management Practices and Challenges-</b> Role of Consumers in Sustainable Consumption	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> CSR in Times of covid-19-its Impact More Than Ever	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> The Role of Indian companies Towards corporate Social Responsibility During covid-19 Pandemic	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> CSR Practices in India: Analysis of Public Companies	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>

Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> Corporate Social Responsibility Towards Environment Management	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> A Review on Investing of CSR Funds in Various Fields After Covid-19	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> CSR Used as Tool of Green Wash	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two – Day International Virtual Conference on <b>Revisiting CSR In The Post Covid ERA – Statutory Guidelines And Societal Concerns-</b> Relationship Between Corporate Social Responsibility and Brand Image	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	<b>978-81-935783-6-0</b>
Dr.C.Vethirajan	Two Days International	. Emerging Enterprises -	978-93-94899-17-9

	Conference on <b>Contemporary Trends And Challenges In Fintech Services In Vuca World-</b> The Backbone of The Future of Financial Services in the Corporate World	Prospects & Promises, KD Publications, PP: 119-124	
Dr.C.Vethirajan	Two Days International Conference on <b>Contemporary Trends And Challenges In Fintech Services In Vuca World-</b> Business Investors Opinion and Awareness of Crypto Currency in Fintech Services	. Emerging Enterprises - Prospects & Promises, KD Publications, PP: 119-124	978-93-94899-17-9
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Dr.C.Vethirajan	Two Days International Conference on <b>Contemporary Trends And Challenges In Fintech Services In Vuca World-</b> Corporate Social Responsibility May Well Reach the Unreached through Fintech	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	978-93-94899-17-9
Dr.C.Vethirajan	3 <sup>rd</sup> International conference on <b>Recent Technology And Innovations In Corporate Governance 4.0 – (Icrtucg’ 2023)-</b> The Future of Corporate Governance in the Hands of Modern Technology	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	9781234567897
Dr.C.Vethirajan	3 <sup>rd</sup> International conference on <b>Recent Technology And Innovations In Corporate Governance 4.0 – (Icrtucg’ 2023)-</b> Role of Information Technology and Innovative Practices in corporate Governance in the Digital Era	. Emerging Enterprises - Prospects &Promises, KD Publications, PP: 119-124	9781234567897
Dr.A.Morarji	Digital Business and E-Commerce Management	Krishna Publication House	978-81-949205-6-4
Dr. SP. Mathiraj	Recent Trends in E-Logistics Management	Shanlax Publications	ISBN: 978-93-89146-70-7 pp-52-63, September 2019.
Dr. SP. Mathiraj	Digital Banking for Sustainable Development	Forschung Publications	ISBN: 978-93-87865-15-0 pp-289-306, September 2019.
Dr. SP. Mathiraj	COVID-19 Pandemic and Its Brunt on Digital	IGI Global	LCCN 2023017290 (print)   LCCN 2023017291 (ebook)   ISBN

	Transformation and Cyber Security		9781668474501 (h/c)   ISBN 9781668474549 (s/c)   ISBN 9781668474518 (ebk)
Dr.U. Arumugam	Digital Business and E-Commerce Management	Krishna Publication House	978-81-949205-6-4
Dr.K.Ganesamurthy	Impact of CRM Strategy in Service Sectors	Nxt Gen Global Supply Chain Management	978-0-6482502-3-4
Dr.K.Ganesamurthy	FDI in Multi – Brand Retailing Sector in India	FDI – Astute Conduit for Trade Integration and Sustainable Development	978-93-86782-44-1
Dr.K.Ganesamurthy	Role of Foreign Direct Investment in Indian Economy	FDI – Astute Conduit for Trade Integration and Sustainable Development	978-93-86782-44-1
Dr.K.Ganesamurthy	Web Marketing Mix on Digital Banking in India	Digital Banking for Sustainable Development	978-93-87865-15-0
Dr.K.Ganesamurthy	E-Shopping Attitude Vs Experience - An Analysis”,	Implications of Internet Marketing, Issue	978-93-88398-68-8
Dr.K.Ganesamurthy	Web Marketing Mix on E-Banking: An Analysis	Implications of Internet Marketing, Issue	978-93-88398-68-8
Dr.K.Ganesamurthy	Impact of Covid-19 on the Business Sector	The International Publication of Non Olympic Times, Lucknow	978-81-949524-1-1

## List of Research Publications since 2018

S. No.	Name of the Faculty	Title of the Paper	Name of the Journal, Issue No., Year, Page, etc.	Impact Factor	ISBN/ISSN No.
1.	Dr.C.Vethirajan	Mandatory and Voluntary Disclosure of Indian Companies- A Study with Reference to Investors in Chennai Region	Indian Journal of Applied Research Volume: 8, Issue: 2, February 2018, IC: 86.18. PP:323-325	Impact Factor: 5.397	ISSN: 2249-555X
2.	Dr.C.Vethirajan	Corporate Annual Reports of Indian Companies – Managerial Employees view	International Research Journal of Business and Management – IRJBM Volume No: XI, Issue-8, August 2018	Impact Factor: 3.97	ISSN No:2322-083X,
3.	Dr.C.Vethirajan	Pioneering Motivation and challenges Looked by Women Entrepreneurs in Sivagangai District	International Journal of Advance and Innovation Research, Volume 5, Issue 4 (XVI) October- December 2018 P.no.146-154	Impact Factor: 7.12	
4.	Dr.C.Vethirajan	Customer Opinions On CSR Practices Of Selected Companies In Chennai Region	Journal of Business Research, Volume1, Issue 26, PP: 8-20		ISSN:2248-9711
5.	Dr.C.Vethirajan	Trends in Consumer Behavior towards E-Commerce and Its Impact on Indian Economy	Eurasian Journal of Analytical Chemistry Volume 3, Issue 5, PP-1347-1349,	Impact Factor: 0.242	ISSN No:1306-3057
6.	Dr.C.Vethirajan	Equity inflows of Foreign Direct Investment in India	Roots International Journal of Multidisciplinary Researches,	Impact Factor: 4.075	ISSN :2349-8684



			Volume 4, Special Issue 1, March 2018,		
7.	Dr.C.Vethirajan	Determinants of Successful Entrepreneurship: A Study Among the Women Entrepreneurs in Network Marketing	International Journal of Exclusive Management Research, Special Issue, March 2018, PP: 1-8.		UGC Listed Journal : 49166 , ISSN: 2249-2585
8.	Dr.C.Vethirajan	Perceived Status of CFR Practices Among Investors and Managerial Employees	Indian Journal of Finance	Impact Factor: 0.586	ISSN:0973-8711
9.	Dr.C.Vethirajan	Mandatory Corporate Accounting Disclosure Practices- AN Investors View	Indian Journal of Accounting , Volume 50, Issue 2, December 2018 PP – 57-66,	Impact Factor: 0.782	ISSN: 0972-1479
10.	Dr.C.Vethirajan	CSR in India – A Review of Literature of the history and Context	M –Infiniti Journal Management – Volume: 11		ISSN: 0973 – 7193
11.	Dr.C.Vethirajan	Joint Development Agreement under Goods and Services Tax	DBJC Journal of Business Research- Jain Spire, Issue No.29, February 2019		ISSN: 2248-9711
12.	Dr.C.Vethirajan	A Study on Environmental Protection Measures With Special Reference to Hyundai Motors, Chennai	Review of Research International Online Multidisciplinary Journal. Volume – 1, Issue – II, March 2019,	Impact Factor: 5.8	ISSN: 2249-894X
13.	Dr.C.Vethirajan	Consumers’ Knowledge on Corporate Social Responsibility of Select FMCG Companies in Chennai District	Journal of International Business and Economics, Volume XII Issue XI November 2019, PP 82-101		ISSN: 2378-9174
14.	Dr.C.Vethirajan	Customer Perception of CSR Impact on FMCG	International Journal of Advance		ISSN: 2394-7780

		Companies – An Analysis	and Innovative Research, Volume 6, Issue 2, Pages 234-238 April 2019		
15.	Dr.C.Vethirajan	The Role of Corporate Social Responsibility for an Inclusive Growth in the Civilization “The Practice of CSR in the Situation of Rural Development in India”	Journal of Advance and Innovative Research, Volume 6, Issue 2 (XXXV), pp.228-233, June 2019	Impact Factor: 3.117	UGC Journal no:63571 , ISSN: 2394-7780
16.	Dr.C.Vethirajan	An Analysis of Corporate Social Responsibility and FMCG Companies in Chennai City	International Journal of Advance and Innovative Research, Volume: 6, Issue 2 (XXXV), April – 6 June 2019, PP. 233-237 ,	Impact Factor: 7.36	UGC Journal no:63571 , ISSN: 2394-7780
17.	Dr.C.Vethirajan	Impact of CSR on FMCG companies– consumers’ perspective	SJI–Journal of Interdisciplinary and Multidisciplinary Research, Volume 12, Issue 11, Pages 454-475 November 2019,	Impact Factor: 5.7	ISSN: 1936-6264
18.	Dr.C.Vethirajan	Entrepreneurial Challenges Among Youth – With Special Reference to Sivagangai and Ramanathapuram Districts in Tamil Nadu	International Journal of recent technology and engineering (IJRTE), 2019/12, Volume 8, Issue 4S5, pp. 202-208 Scopus Indexed Journal		ISSN: 2277-3878
19.	Dr.C.Vethirajan	Consumer Perception Towards Online Shopping of	Vol-118-Issue-7- July-201 Volume: 118, Issue: 7, pp 143-147, July 2019		ISSN:009 7-8043

		Household Products	Scopus Indexed Journal		
20.	Dr.C.Vethirajan	Awareness of Health Insurance Among the College Students in Tirunelveli District	Sadakath A Research Bulletin, Volume: 6, Special Issue 2, March 2019		UGC Approved no. 64130, ISSN:2347-7644
21.	Dr.C.Vethirajan	Analysis of Customer Satisfaction And Post-Usage Behaviour Towards ATM Services of Private Sector Banks in Puducherry Region	Journal of the Gujarat Research Society, Volume: 21, Issue:14,PP 850-862, December 2019	Impact Factor: 4.3	ISSN:03748588
22.	Dr.C.Vethirajan	Digital Skills to Enhance Women's Empowerment in India	Scopia International Journal for Science, Commerce & Arts, Volume: 01, Issue: 02,pp 32-40, 2020		
23.	Dr.C.Vethirajan	A Study on Digital Marketing- A Case Study With Special Reference To Amazon.Com	Studies in India Name Places (UGC Care Listed Journal) Vol-40 Issue-12 February 2020		ISSN:2394-3114
24.	Dr.C.Vethirajan	Improvement of CSR Activities In Indian Companies After The Amendment Of Companies Act, 2019	JAC : A Journal of Composition Theory, Volume: 13,Issue: 4, Pages 418-428 April 2020,	Impact Factor: 5.7	ISSN: 0731-6755
25.	Dr.C.Vethirajan	Corporate Social Responsibility Practices by Indian Industries during COVID-19	JAC : A Journal of Composition Theory Volume 13 Issue 5 Pages 67-77 May 2020,	Impact Factor: 5.7	ISSN: 0731-6755
26.	Dr.C.Vethirajan	A literature Review: Corporate Social Responsibility Practices of Indian Companies	Aegaeum Journal, 2020/5, Volume 8, Issue 5, pp.236-251, UGC Care Approved Journal	Impact Factor: 6.1	ISSN:0776-3808

27.	Dr.C.Vethirajan	A Study on Occupational Stress of Nurses in Public Hospitals in Chennai	TEST Engineering & Management Volume 83, PP 15988 – 15993 May – June 2020 Scopus Indexed Journal		ISSN: 0193-4120
28.	Dr.C.Vethirajan	CSR Practices of Indian Companies For Inclusive Growth-Socio Economic Status of Beneficiaries	JAC: A Journal of Composition Theory , Volume 13 , Pages 43-49 June 2020		ISSN: 0731-6755
29.	Dr.C.Vethirajan	The Impact of Electronic Banking Services on The Public and Private Sector Banks in Puducherry Region	Aegaeum Journal Volume 8, Issue 6 Pages 1046-1056 June 2020,	Impact Factor: 0.06	ISSN:0776-3808
30.	Dr.C.Vethirajan	Customer Satisfaction on E-Banking Services of Public and Private Sector Banks in Puducherry Region –An Empirical Analysis	International Journal of Management (IJM), Volume 11, Issue 6, pp. 649-664, June 2020, Scopus Indexed Journal	Impact Factor: 8.631	ISSN (P): 0976-6502, ISSN (O): 0976-6510
31.	Dr.C.Vethirajan	Factors Influencing to Start Enterprises and Problems Encountered by The Women Entrepreneurs	Journal of Shanghai Jiaotong University, Volume 16, Issue 7, PP 301-311, July 2020 UGC Listed Journal		ISSN: 1007-1172
32.	Dr.C.Vethirajan	Patient’s Satisfaction Towards Health Care Services Quality in Private Clinics at Palayamkottai Taluk	DogoRangsang Research Journal, Volume 10 Issue-07 No. 15, July 2020,UGC Care Group I Journal		ISSN: 2347-7180
33.	Dr.C.Vethirajan	Impact of CSR Activities of Corporate Companies on Different Areas of Inclusive Growth –	International Journal of Management (IJM), Volume 11, Issue 10, PP 478-497, October 2020,	Impact Factor: 8.631	ISSN (P): 0976-6502, ISSN (O):

		An Empirical Analysis	Scopus Indexed Journal		0976-6510
34.	Dr.C.Vethirajan	Impact of Goods and Services Tax on Imports and Exports Among Various Stakeholders –A Study with Reference to Chennai Region	JAC: A Journal Of Composition Theory, Volume XIII, Issue XI, PP 73-102, November 2020,UGC Listed Journal		ISSN: 0731-6755
35.	Dr.C.Vethirajan	CSR Practices of Indian Companies For Inclusive Growth-Socio Economic Status of Beneficiaries	JAC : A Journal of Composition Theory, Volume XIII, Issue XI, PP 43-59, November 2020,UGC Listed Journal		ISSN: 0731-6755
36.	Dr.C.Vethirajan	Goods And Services Tax on Construction Business	International Journal of Management (IJM) Volume 11, Issue 11, PP 1300-1307, November 2020, Scopus Indexed Journal	Impact Factor: 10.1471	ISSN (P): 0976-6502, ISSN (O): 0976-6510
37.	Dr.C.Vethirajan	FDI Equity Inflows in Economic Development in India	International Journal of Recent Technology and Engineering (IJRTE), 2019/12, Volume 8, Issue 4S5,pp. 197-201, Scopus Indexed Journal	Impact Factor: 5.92	ISSN: 2277-3878
38.	Dr.C.Vethirajan	Electronic Human Resource Management Practices and Employees Perception Towards Information Technology Industry	International Journal of Scientific & Technology Research,2020/3, Volume 9, Issue 3, pp. 86-90, Scopus Indexed Journal	Impact Factor: score 0.12	ISSN 2277-8616
39.	Dr.C.Vethirajan	Emerging Trends in Digital Marketing In India	Studies in Indian Place Names 2020/3, Volume		ISSN: 2394-3114

			40, Issue12,pp.630-UGC Care Journal		
40.	Dr.C.Vethirajan	Opportunities and Prospects of Digital Marketing	Studies in Indian Place Names 2020/3, Volume 40, Issue 12, PP.615-621-642 UGC Care Journal		ISSN: 2394-3114
41.	Dr.C.Vethirajan	Evaluation of Functioning Characteristics and Ethical Leadership Quality of Independence Directors – An Investors’ Perspectives	International Journal of Management (IJM),2020/5, Volume 11, Issue 5, pp. 1179-1194, Scopus Indexed Journal	Impact Factor: 10.1471	ISSN: 0976-6510
42.	Dr.C.Vethirajan	Skill Development Initiatives and Development and Employment Opportunities in India	Universe International Journal of Interdisciplinary Research (UIJIR) Volume-01, Issue-03, August 2020 Peer Reviewed Journal		ISSN No: 2582-6417
43.	Dr.C.Vethirajan	The Impact of Electronic Banking Services on The Public and Private Sector Banks in Puducherry Region	Aegaeum Journal, 2020/6, Volume 8, Issue 6, pp.1046-1056, UGC Care Approved Journal	Impact Factor: 6.1	ISSN: 0776-3808
44.	Dr.C.Vethirajan	A Study on Perception of Households towards Environmental Pollution Control Measures with Special Reference to Chennai City	JAC: A Journal of Composition Theory, Volume XIV, Issue I, PP 64-72, January 2021, UGC Listed Journal		ISSN: 0731-6755

45.	Dr.C.Vethirajan	Role of CSR on Rural Development in India	International Journal of Multidisciplinary Research and Technology April 2021, Peer Reviewed Journal	Impact Factor: 6.328	ISSN: 2582-7359
46.	Dr.C.Vethirajan	Innovative Entrepreneur Ideas and Practices in India	International Journal of Multidisciplinary Research and Technology, April 2021, Peer Reviewed Journal	Impact Factor: 6.32	ISSN: 2582-7359
47.	Dr.C.Vethirajan	Trends And Future of Human Resource Management In The 21st Century	Review of Management, Accounting, and Business Studies, Volume: 1, Issue : 2, pp: 17-21, April 2021		ISSN: 2723-4584
48.	Dr.C.Vethirajan	A Study on Perception of Religious Tourists on Service Quality of Hotels in South	Effulgence-A Management Journal Volume 19, Issue 1, PP 8-22- January- June: 2021,	Impact Factor-5.7	ISSN: 2456-6675
49.	Dr.C.Vethirajan	Environmental Upgradation Through CSR of Select Manufacturing Companies in Chennai City	International Research Journal of Modernization in Engineering Technology and Science (IRJETS), Volume 8, Issue 2, May 2021, Peer Reviewed Journal	Impact Factor: 5.354	ISSN: 2582-5208
50.	Dr.C.Vethirajan	A Study on Working Life of Street Entrepreneurs In Sivagangai District, Tamil Nadu	DogoRangsang Research Journal UGC Care Group I Journal Volume - 11 Issue-11 No. 02 November 2021		ISSN : 2347-7180
51.	Dr.C.Vethirajan	Corporate Governance Practices Leads to	Paripex- Indian Journal of Research, Peer		ISSN No: 2250 - 1991

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55.	Dr.C.Vethirajan	The Impact of E- Learning Technology for Future Generation in Educational Sector	Asian Journal of Electrical Sciences Volume:11, Issue:1, 2022, pp.29-32, January-June 2022		ISSN: 2249-6297 (Print); 2583-7923 (Online)
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57.	Dr.C.Vethirajan	Structuring Opportunities under Foreign Exchange aspects of Investments made from India and into India	ICSI Chartered Secretary, Volume: LIII, Issue: 04, pp 39-44, April 2023		ISSN: 0972-1983



58.	Dr.C.Vethirajan	Impact of Covid-19 Pandemic on Information Technology Sector	International Journal of Advanced Research in Science, Communication and Technology (IJARSCT) Volume: 3, Issue: 14, May 2023	Impact Factor: 7.301	ISSN: 2581-9429
59.	Dr.C.Vethirajan	Mompreneurs Adapting To Fintech Platforms	Quest Journals: Journal of Research in Business and Management, Volume: 11, Issue 6, June 2023 pp: 83-86		ISSN(Online): 2347-3002
60.	Dr.C.Vethirajan	Empowering Mompreneurs Leveraging Digital Transformation For Enhanced Corporate Governance	International Journal of Scientific Research in Engineering and Management (JSREM) Volume: 07 Issue: 06, June - 2023	SJIF Rating: 8.176	ISSN: 2582-3930
61.	Dr.A.Morarji	Impact of Covid-19 On The Business Sector”,	Non Olympic Times, Edition-1, pp. 16-18, 2021	-	ISBN 978-81-949524-1-1
62.	Dr.A.Morarji	“Disaster Management - Hospital Perspective”,	International Journal of Research and Analytical Reviews (IJRAR), Issue-1, Vol. 8, January 2021	<b>5.75</b>	(E-ISSN 2348-1269, P-ISSN 2349-5138.)
63.	Dr.A.Morarji	Awareness and Attitude towards COVID-19” ,	International Journal of Research and Analytical Reviews (IJRAR), Issue-1, Vol. 8, January 2021	<b>5.75</b>	(E-ISSN 2348-1269, P-ISSN 2349-5138)
64.	Dr.A.Morarji	Required IPR for Value Added Products In Reduction Of Agricultural Wastage In Tamil Nadu” ,	Indian Journal of Applied Business and Economic Research, Vol. 1, No. 2 , pp. 95-108,2020	-	

65.	Dr.A.Morarji	“Energy Consumption and Utility Practices in India: An Empirical Analysis”,	International Journal of Engineering Technologies and Management Research, Vol 7(07) 42 – 49, July 2020	-	ISSN: 2454-1907
66.	Dr.A.Morarji	“Contribution of CSR Activities for Education in Indian Companies: An Analysis”	Studies in Indian Place Names, Vol-40, Issue-12 February 2020.	<b>9.24</b>	ISSN: 2394-3114
67.	Dr.A.Morarji	“Agriculture View on Trade Mark and Patents Practices in Value Addition of Agricultural, Products in Tamil Nadu”.	Business Management Practices – Emerging Trends, 2020		
68.	Dr.A.Morarji	”Required IPR For Value Added Products In Reduction Of Agricultural Wastage In Tamil Nadu”	Indian Journal of Applied Business and Economic Research, Vol. 1, No. 2, pp. 95-108, 2020.		
69.	Dr.A.Morarji	“GDP Impact on Efficiency Gains on Transportation and Distribution of Nascent Informal Sectors in India ”,	Recent Trends in E-Supply Chain Management ,Business line, July 2019		
70.	Dr.A.Morarji	“ Enforcement on Trademark and Patents For Value Added Agro Products in Tamil Nadu ”,	International Journal of Trade and Global Business Perspectives Pezzoitate Journals ,Vol.8,no-2, April – June 2019		ISSN(Print): 2319-9059,(Online):2319-9067
71.	Dr.A.Morarji	“Web Marketing Mix on Digital Banking in India”,	Digital Banking for Sustainable Development, Vol. 2, Computer data, 2019		
72.	Dr.A.Morarji	“Web Marketing Mix on E-Banking-	An Analysis”, Implications of		

			Internet Marketing, 2019		
73.	Dr.A.Morarji	Investigation of Organizational Citizenship Behaviour on Employees	International Journal of Management and Social Science Research Review Volume-6, Issue-6, June 2019	5.646	E-ISSN:2349-6746 ISSN:2349-6738
74.	Dr.A.Morarji	Economic Determinants of Foreign Direct Investment InIndia	International Journal of Recent Technology and Engineering Volume-X, Issue-X September 2019		ISSN:2277-3878
75.	Dr. SP. Mathiraj	Impact of Goods and Services Tax on Micro, Small and Medium Enterprises InIndia	World Review of Entrepreneurship, Management and Sustainable Development, Volume-19, Nos. 1/2, PP.148-156, January 2023	0.233 Scopus Indexed	
76.	Dr. SP. Mathiraj	Customer Inclination on Mobile Wallets with Reference to Google-Pay and Paytm in Bangaluru City	International Journal of E-Business Research, Volume-18, Issuer-1, DOI: 10.4018/IJEBR.293295, Article-95, PP.1-6, January 2022	Impact Factor - 1.2 (WoS)	ISSN: 1548-1131 EIS SN: 1548-114X
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78.	Dr. SP. Mathiraj	Perception of Assesses on E-Filing of Tax Returns	International Journal of Management (IJM), Vol. 11, Issue. 12, pp. 2319-2325, December 2020.	Impact factor: 10.1471 (Scopus Indexed)	ISSN Print: 0976-6502 &ISSN Online: 0976-6510.

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