

## DEPARTMENT OF MANAGEMENT STUDIS

### PUBLICATIONS- 2024-2025

| S.NO | TITLE  | FACULTY NAME  | JOURNAL NAME  | ISSUE NO   |
|------|--|---|---|--|
| 1.   | Investigating Customer's Acceptance Intention Towards Green Banking Services: A Gateway Towards Sustainable Banking              | Dr. Santhi V, Amrutha Sasidharan                                    | Environmental Engineering and Management                    | 23 (11), 2391-2404, 2024                                 |
|      | Enhancing organizational sustainability through Human resource analytics examining the moderate effect of organizational culture | VPSS, Dr. Santhi Venkatakrishnan                                    | Journal of Operational Risk                                 | 20 (1), 45-71, 2025                                      |
|      | The role of hybrid work models in enhancing employee well-being, productivity, and job satisfaction                              | RN Arockiasamy Selvanayagam, Santhi Venkatakrishnan                 | SEEJPH  | (S1, 2025), 3049 – 3062                                  |
| 2.   | Managing Documentation In Logistics: Insights From Tamil Nadu's Logistics Sector   | Dr. K. Selvaraju  | REDVET  | ISSN 1695-7504 Vol 25, No. 1 (2024).                     |
| 3.   | Optimizing biomedical waste management through a hybrid genetic algorithm-fuzzy inference system for smart cities                | Dr. Barkavi G E, Dr. Devi S & Dr. Santhi V                          | Global NEST Journal   | Vol 27, No 3, 2025                                       |
| 4.   | Employee Pay Cycle Management With Reference to the Innovative Health Care (India) Pvt. Ltd. Madurantagam                        | Dr. T. Vijayalakshmi  | Vilnus tech, Business, Management and Economics Engineering | ISSN : 2669/ eISSN: 2669-249X-2024 Volume – 22- Issue- 1 |
| 5.   | Multiple Regression Analysis of Consumer Buying Behaviour Towards FMCG Products In Tamil Nadu Hill Stations                      | Devi Subramaniam ,Barkavi Ganesan Elangovan, Santhi Venkatakrishnan | Journal of Information Systems Engineering and Management   | 10(2) e-ISSN: 2468-4376                                  |

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| 6. | Pricing Strategy for Sales Towards<br>Parameshwari Exports Pvt Ltd | Mr. S. Ramesh | Karur Journal of<br>Management and<br>Economics<br>Engineering | ISSN:<br>2669/ e<br>ISSN:<br>2669-<br>249X-<br>2024<br>Volume<br>- 22-<br>Issue -1 |
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