

MBA PUBLICATION DETAILS 2023-2024

1. Dr. Beulah Suresh – A Study on the Factors that Lead Prospective Consumers to Avoid Organic Food Products in Vellore City – Rabindra Bharati Journal of Philosophy – 2023 – pp.149- 158 – UGC care Approved
2. Dr. Beulah Suresh – An Empirical Study on the Barriers for Women Towards Professional Development – Rabindra Bharati University Journal of Economics – 2023 – pp.27 - 33 – UGC care Approved
3. Dr. Beulah Suresh – Continuous Professional Development as a Tool for Improving the Performance of Teaching Faculty in Private Higher Education Institutions at Bangalore – Business, Management and Economics Engineering – 2023 – pp.1051 - 1059 – Web of Science
4. Dr. Beulah Suresh – A conceptual analysis about Gender preference on stereotyped advertisements in Automotive Industry – Yugato – 2024 – pp.537-545 – Web of Science
5. Dr. Beulah Suresh – A study on attitude and emotions of the consumer and its impact In purchasing the branded clothes among the arts and science college students in Vellore city. – Zibaldone.Estudios Italianos – 2024 – pp.100-107 – Web of Science
6. Dr. Beulah Suresh – A study on awareness and it's riskof using digital wallets – Zibaldone.Estudios Italianos – 2024 – pp.40-47 – Web of Science
7. Dr. Beulah Suresh – A study on the factors associated with the selection of hospital among public – Zibaldone.Estudios Italianos – 2024 – pp. – Web of Science
8. Dr. Bhuvaneswari L – A Study On Cash Flow Analysis At Sri Lakshmi Saraswathi Textiles Arani – zibaldone.Estudios italianos – 2024 – pp.55-62 – Web of Science
9. Dr. Bhuvaneswari L – A Study On Mathematical Indicators Of Information Technology Sector In Share Market – zibaldone.Estudios italianos – 2023 – pp.63-73 – Web of Science
10. Dr. Bhuvaneswari L – The Effect of Fintech on Customer Satisfaction Level – Journal of Survey in Fisheries – 2023 – pp.6628-6634 – Web of Science
11. Dr.M.Balapriya – A study on factors influencing women online purchasing behaviour and its impact on buying pattern – A Bi-annual Interdisciplinary Journal – 2024 – pp.2024-04-01 00:00:00 – UGC care Approved
12. Dr.M.Balapriya – A study on social media influencers marketing and consumer purchase intention among arts college students – A Bi-annual Interdisciplinary Journal – 2024 – pp.134-137 – UGC care Approved
13. Dr.M.Balapriya – A study on the influence of advertising on the formation of online brand equity among employed women, specifically concentrating on product-based

- e-commerce businesses in the Vellore region. – Zibaldone.Estudios Italianos – 2024 – pp.48-54 – Web of Science
14. Dr.M.Balapriya – A study on digital platforms marketing's repercussions for buyer engagement among college students – Zibaldone.Estudios Italianos – 2024 – pp.108-114 – Web of Science
 15. Dr S Uma Mageswari – Disruptive Business Model in Logistics A Case Study on Unanu Technologies, Chennai – European Economic Letters – 2024 – pp.1832-1839 – ABDC
 16. Dr S Uma Mageswari – A study on social implications of deepfake technology among College students – Zibaldone.Estudios Italianos – 2024 – pp.88-99 – Web of Science
 17. Dr S Uma Mageswari – A study on warehouse trends and challenges in logistics – Zibaldone.Estudios Italianos – 2024 – pp.81-88 – Web of Science
 18. Dr S Uma Mageswari – A study on stress management in employees work life at GH Induction India Private limited company, Chennai – Zibaldone.Estudios Italianos – 2024 – pp.138-147 – Web of Science
 19. Dr S Uma Mageswari – A study on workplace safety and worker protection in Automobile industry, Vellore – Zibaldone.Estudios Italianos – 2024 – pp.131-137 – Web of Science
 20. Dr S Uma Mageswari – A conceptual study on glass ceiling of women professionals in india – Yugato – 2024 – pp.546-554 – Web of Science
 21. Dr S Uma Mageswari – A conceptual study on understanding the influence of social media on Consumer food choices in Vellore city – Yugato – 2024 – pp.528-536 – Web of Science
 22. Dr S Uma Mageswari – A study on moonlighting and its impact on contemporary work Environment in IT industry with special reference to software companies in Chennai, Tamil Nadu – Yugato – 2024 – pp.520-527 – Web of Science
 23. Dr S Uma Mageswari – Talent management approach: Investigating the concept of talent acquisition practices in maintaining highly talented personnel – Yugato – 2024 – pp.511-519 – Web of Science

MBA 2024 – 2025

1. Dr. Beulah Suresh, “Gender Stereotyping: Implications for Creating an Inclusive Ecosystem for Learning and Innovation”, Journal of Indian School of Political Economy, 2024, pp. 117-123, UGC CARE Approved Peer Reviewed and Referred Journal
2. Dr. Beulah Suresh, “The Transformative Role of Gender in Promoting Good Health and Well-Being: Challenges and Opportuniti”, HUMANITIES AND SOCIAL SCIENCE STUDIES,

3. Dr. Beulah Suresh, "A CONCEPTUAL ANALYSIS ABOUT GENDER PREFERENCE ON STEREOTYPED ADVERTISEMENTS IN AUTOMOTIVE INDUSTRY", 2024, pp. 537-545, Web of Science
4. Dr. Beulah Suresh, "Assessing the influence of the COVID-19 pandemic on the employability skills among graduating students", Recent Research in Management, Accounting and Economics (RRMAE), 2025, pp. 968, Routledge Taylor & Francis Group
5. Dr. Beulah Suresh, "A COMPARARATIVE ANALYSIS OF POPULAR DIETS FOR WEIGHT LOSS AND THEIR IMPACT ON OVERALL HEALTH IN VELLORE", Arthshastra, Indian Journal of Economics and Research, 2024, pp. 135-m139, UGC CARE Approved Peer Reviewed and Referred Journal
6. Dr. Beulah Suresh, "Navigating the relationship between Social media and suicidal thoughts in Adult Population", Arthshastra, Indian Journal of Economics and Research, 2024, , UGC CARE Approved Peer Reviewed and Referred Journal
7. Dr. Beulah Suresh, "THE IMPACT OF FOOD MARKETING ON OBESITY AMONG YOUTH AND CHILDREN", Arthshastra, Indian Journal of Economics and Research, 2024, pp. 232-239, UGC CARE Approved Peer Reviewed and Referred Journal
8. Dr. L. Bhuvaneswari, "A Study On The Factors Associated With The Selection Of Hospital Among Public", Zibaldone. Estudios Italianos, 2024, pp. 148-156,
9. Dr. L. Bhuvaneswari, "A Study On Cash Flow Analysis At Sri Lakshmi Saraswathi Textiles Arani", Zibaldone. Estudios Italianos, 2024, pp. 55-62,
10. Dr. L. Bhuvaneswari, "The Impact of Artificial Intelligence (AI) On Digital Marketing", Journal of migration letter, 2024, pp. 1132-1142, Dr. L. Bhuvaneswari, "AI Powered Customer Relationship Management in Online Retail", IEEE, Ninth International Conference on Science Technology Engineering and Mathematics, 2024, pp. 1-5, Scopus-Elesvier
11. Dr. L. Bhuvaneswari, "An Investigation Into The Investing Habits Of Working Women Investors", Humanities and Social Science Studies, 2024, , UGC CARE LIST
12. Dr. L. Bhuvaneswari, "The Future of Work: Automation, Artificial Intelligence (AI) and Job Displacement", Journal of Indian School of Political Economy, 2024, pp. 217-223, UGC Care Approved, Group I, Peer Reviewed Bilingual, Biannual, Multi-disciplinary Referred Journal
13. Dr. L. Bhuvaneswari, "Study on the Emerging Technologies in the Healthcare Sector and their Impacts", Arthshastra, Indian Journal of Economics and Research, 2024, pp. 216-223, UGC CARE Approved Peer Reviewed and Referred Journal
14. Dr. L. Bhuvaneswari, "The Impact of Digital Transformation on Patient Care and Outcomes on Healthcare Management System", Arthshastra, Indian Journal of Economics and Research, 2025, pp. 224-234, UGC CARE Approved Peer Reviewed and Referred Journal
15. Dr. L. Bhuvaneswari, "Governance in the Use of Artificial Intelligence for Financial Decision Making in Health Care Systems", Arthshastra, Indian Journal

- of Economics and Research, 2026, pp. 195-201, UGC CARE Approved Peer Reviewed and Referred Journal
16. Dr. L. Bhuvaneswari, "Enhancing Work Life Balance and its Impact on Well Being, in Humanities and Social Science Studies", Arthshastra, Indian Journal of Economics and Research, 2027, pp. 268-275, UGC CARE Approved Peer Reviewed and Referred Journal
 17. Dr. L. Bhuvaneswari, "Organic Food and Wellbeing: Evaluating the Health Benefits of Consuming Organic Produce", Arthshastra, Indian Journal of Economics and Research, 2028, pp. 208-215, UGC CARE Approved Peer Reviewed and Referred Journal
 18. Dr. L. Bhuvaneswari, "Capacity Building Model to Promote Innovation and Sustainability: The Case of Sustainable Agriculture / Regenerative Farming in Urban Planning and Development", Rabindra Bharati University Journal of Economics, 2025, pp. 213-218, UGC CARE Approved Peer Reviewed and Referred Journal
 19. Dr. Balapriya M., "BUILDING GLOBAL NETWORKS: ADVANCING SDG GOAL 4 ON QUALITY EDUCATION THROUGH INTERNATIONAL COLLABORATION AND CULTURAL EXCHANGE IN COMMERCE AND MANAGEMENT STUDIES", Rabindra Bharati University Journal of Economics, 2025, , UGC CARE Approved Peer Reviewed and Referred Journal
 20. Dr. Balapriya M., "Building effective health partnerships the role of spouses and families in women health", Arthshastra, Indian Journal, 2024, pp. 173-181, UGC CARE Approved Peer Reviewed and Referred Journal
 21. Dr. Balapriya M., "A Study on the exploring of gender dynamics and their impact on physical and mental health in post marriage life", Arthshastra Indian journal of economics and research, 2024, pp. 287, UGC CARE Approved Peer Reviewed and Referred Journal
 22. Dr. Balapriya M., "EXPLORING THE IMPACT OF SOCIAL MEDIA ON TEENAGER'S SELF ESTEEM, BODY IMAGE, AND MENTAL HEALTH", Arthshastra, Indian Journal of Economics and Research, 2024, pp. 154, UGC CARE Approved Peer Reviewed and Referred Journal
 23. Dr. Balapriya M., "Leading change for Sustainable Excellence; Strategies in educational Leadership for Quality and Longevity with Special reference to National Educational Policy (NEP) among Higher Education Educators, Vellore.", Journal Of Indian School of Political DEconomy, 2024, pp. 232-236, UGC CARE Approved Peer Reviewed and Referred Journal
 24. Dr. Balapriya M., "A study on Social media influencers marketing and consumer purchase intention among Arts college students", A Bi-annual Interdisciplinary Journal, Humanities and Social Science Studies, 2024, pp. 134-137, UGC CARE Approved Peer Reviewed and Referred Journal
 25. Dr. Balapriya M., "A study on factors influencing women online purchasing behavior and its impact on buying pattern", A Bi-annual Interdisciplinary Journal, Humanities and Social Science Studies, 2024, , UGC CARE Approved Peer Reviewed and Referred Journal

26. Dr. S Uma Mageswari, "A study on behavioural analysis of factors influencing online food ordering system and its impact on lifestyle management", Indian Journal of Psychology, 2024, pp. 116-123, UGC CARE LIST
27. Dr. S Uma Mageswari, "A Study on The Impact of Technology Use on Sleep Quality of Students", Arthshastra, Indian Journal, 2024, pp. 248-255, UGC CARE LIST
28. Dr. S Uma Mageswari, "A Study on Investigating The Impact of Wearable Devices and Its Challenges on Life Style Management", Arthshastra, Indian Journal, 2024, pp. 276-282, UGC CARE LIST
29. Dr. S Uma Mageswari, "Talent Management And Employee Well-Being: Leading A Multigenerational Workforce", Humanities and Social Science Studies, 2024, pp. 252-265, UGC CARE LIST
30. Dr. S Uma Mageswari, "A study on the Roadmap of integrating SDG into Currirulum", Journal of Indian School of Political Economy, 2024, pp. 104-113, UGC CARE LIST
31. Dr. S Uma Mageswari, "The Role of Project-Based Learning in Boosting Student Involvement", Journal of Indian School of Political Economy, 2024, pp. 231-241, UGC CARE LIST
32. Dr. S Uma Mageswari, "The Glass Ceiling Effect: Examining Mental Health in the context of Workplace Inequality", Journal of Indian School of Political Economy, 2024, pp. 249-261, UGC CARE LIST
33. Dr. S Uma Mageswari, "A Study on the Challenges of Quality of Worklife of Moonlighting Women Healthcare Professionals", Humanities and Social Science Studies, 2024, pp. 245-251, UGC CARE LIST