

## Mr.S.SIVASUBRAMANIAM

### Paper Publications:

- [1] Sivasubramaniam S, Dr. S. Prabhu. (2025). Enhanced Cancer Classification Using Optimized Deep Learning Approaches: A Novel Framework Integrating RNA Sequence Analysis and AI Techniques. *Journal of Neonatal Surgery*, ISSN No. 2226-0439, 14 (12s), 17-29. <https://www.jneonatalsurg.com>
- [2] Dr. B. Vinothini, Ms. Maragatham T, Mr. S. Sivasubramaniam, Mr. V Suresh Kumar. (2025). Analysis of Chromosome Image Segmentation Using Image Processing Methods and DCE Antilogarithm. *Journal of Neonatal Surgery*, ISSN No. 2226-0439,a 14 (11s), 910-916. <https://www.jneonatalsurg.com>
- [3] Dr. S Lakshmi Priya, Mr. S. Sivasubramaniam, Dr. P. Kalarani, Mrs. R Poongodi. (2025). An Analysis of Neural Network Algorithms' Accuracy for Processing Consumer Purchase Patterns. *Advances in Nonlinear Variational Inequalities*, ISSN No.1092-910X, 28 (7s), 916-921. <https://internationalpubls.com/>.
- [4] Sivasubramaniam S., & Dr. S. Prabhu. (2023). Gene Expression Data Classification Using Artificial Intelligence and Data Mining Technique. *Journal of Data Acquisition and Processing (JCST)*, ISSN No.1004-9037, 38 (3), 5494-5510. <https://sjcjycl.cn/DOI:10.5281/zenodo.777725>
- [5] Sivasubramaniam S, Dr. S. Prabhu. (2023). A Study on Artificial Intelligence Using the Idea of Data Mining. *International Journal of Research Publication and Reviews (IJRPR)*, ISSN No.2582-7421, 4 (7), 86-88. [www.ijrpr.com](http://www.ijrpr.com)

### Book Chapter Publications:

- [1]. Dr.R.Ravikumar, Mr.S.Sivasubramaniam (2025). Applications of Applied Informatics – A Quick View. *2<sup>nd</sup> National Conference on Exploring Contemporary Research in Computer Science, Commerce and Management*, ISBN: 978-93-342-1888-6, 52-58.
- [2] Dr.M.Shanmugapriya, Mr.S.Sivasubramaniam, Dr.P.E.Elango, Dr.A.Ramesh Kumar. (2024). Web Development Using Python with DJANGO. *Haayan Publications*, ISBN No.978-81-972054-84.

[3]. Sivasubramaniam S, Dr. S. Prabhu. (2024). Data Classification Using Artificial Intelligence and Data Mining Techniques. *International Conference on Research Perspectives in New-Gen Computational paradigms (ICRPNCP)*, ISBN No.978-81-963543-7-4, 126-132.

### **Mr. P. MAHESWARAN**

#### **Book Chapter Publications:**

[1] Mr.P.Maheswaran., Ms T.Revathy (2024). Savings, Spending, &InvestmentBehaviour of Salaried People Post Pandmic. *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Commerce, Management, Computer Science* ISBN: 978-93-340-1677-2.

### **Mrs. M.G. BANUMATHI**

#### **Book Chapter Publications:**

[1] Mrs.M.G.Banumathi., Dr.S.Sindhubairavi. (2025)Engaging to Retain: Transforming Workplace Culture for Long Term Success. *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Computer Science, Commerce, Management* ISBN: 978-93-342-1888-6.

[2] Mrs.M.G.Banumathi., Ms B. Manjuladevi. (2024) The Impact of Human Resources Practices on Employee Retention in the Education Sector. *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Commerce, Computer Science, Management*, ISBN: 978-93-340-1677-2.

### **Mrs.M.JAYANTHI**

#### **Paper Publications:**

[1] Jayanthi, M., & Sumathi, M. (2025). Sustainable Computing Practices in Data Mining: A Comprehensive Survey on Green Computing Approaches, Challenges and Future Directions. *Indian Journal of Natural Sciences-International Bimonthly (Print)-Open Access*, 16(89), ISSN: 0976-0997, [www.tnsroindia.org.in@IJONS](http://www.tnsroindia.org.in@IJONS).

**Book Chapter Publications:**

- [1] Jayanthi, M., & Sumathi, M. (2025). AI in Marketing and Consumer Insights, *International Conference on Artificial Intelligence and Automation in Commerce-Emerging Pathways (ICAIACEP)*, Page 84, ISBN: 9789349751866.
- [2] Jayanthi, M., (2025). Heart Disease Prediction System using Web Mining. *2<sup>nd</sup> National Conference on Exploring Contemporary Research in Computer Science, Commerce and Management*, 39-51, ISBN: 978-93-342-1888-6.
- [3] Jayanthi, M., & Kavitha, R. (2025). Survey on Artificial Intelligence and the Prediction of Climate Change Impacts. *International Conference on Research Perspectives in New-Gen Computational Paradigms (ICRPNCP'25)*, 129-130, ISBN: 9-788199-007819.
- [4] Jayanthi, M., (2024). Artificial Intelligence and Healthcare Management. *National Conference on Interdisciplinary Insights: Exploring Contemporary Research in Commerce, Management and Computer Science*, 160-165, ISBN: 978-93-340-1677-2.
- [5] Jayanthi, M., (2024). A Study on Big Data Analytics. *International Conference on Recent Trends in Multi-disciplinary Research and Innovation (ICRTMRI'24)*, Page 277, ISBN: 978-81-978963-5-4.

**Dr.R.RAVIKUMAR****Paper Publications:**

- [1] R.Ravikumar & Dr.V.Arulmozhi. (2022). Analysis of Segmentation Techniques Using Image Processing. *NeuroQuantology*, eISSN1303-5150, Volume20, Issue10, Page 7550-7560.
- [2] R.Ravikumar R & Dr.V.Arulmozhi. (2019). Digital Image Processing-A Quick Review, *International Journal of Intelligent Computing and Technology (IJICT)*, ISSN: 2457-0249(Online), Vol.2, Iss.2 Page: 16-24.
- [3] R.Ravikumar R & Dr.V.Arulmozhi., (2017), Prediction of Leaf Diseases by using Machine Learning Techniques-A New Approach to Applied Informatics, *International Journal on Recent and Innovation Trends in Computing and Communication*, ISSN: 2321-8169, Volume: 5 Issue: 6, 1154 – 1158.

**Book Chapter Publications:**

- [1] Dr.R.Ravikumar, Mr.S.Sivasubramaniam (2025). Applications of Applied Informatics – A Quick View. *2<sup>nd</sup> National Conference on Exploring Contemporary Research* in Computer Science, Commerce and Management, ISBN: 978-93-342-1888-6, 52-58.
- [2] R.Ravikumar & Dr.V.Arulmozhi.,(2022).Applications for Green Technology Practices in Analyzing the Edge Detection Techniques on Digital Image Processing by using MATLAB. *IOP Conference Series: Earth and Environmental Science*, ISBN: 10.1088/1755-1315/1057/1/012009.
- [3] R.Ravikumar & Dr.V.Arulmozhi.,(2017), Detection of Plant Leaf syndrome using Image Processing in Weka Techniques-A New Approach to Applied Informatics, *International Conference on Advanced Computing and Communication Systems (ICACCS -2017)*, IEEE ISBN No. 978-1-5090-4558-7.

**Mrs.R.KAVITHA****Book Chapter Publications:**

- [1] Kavitha, R., (2025). A Study on the Monitoring Of Air Pollution through the Use Of Internet of Things (IOT) Technology. *2<sup>nd</sup> National Conference on Exploring Contemporary Research* in Computer Science, Commerce and Management, 68-71, ISBN: 978-93-342-1888-6.
- [2] Jayanthi, M., & Kavitha, R., (2025). Survey on Artificial Intelligence and the Prediction of Climate Change Impacts. *International Conference on Research Perspectives in New-Gen Computational Paradigms (ICRPNCP'25)*, 129-130, ISBN: 9- 788199-007819.

**Mrs.V.SANGEETHA****Book Chapter Publications:**

- [1] Sangeetha V, (2025). A Study on Water Quality Monitoring System Using Internet of Things (IOT) Techniques. *2<sup>nd</sup> National Conference on Exploring Contemporary Research* in Computer Science, Commerce and Management, 68-71, ISBN: 978-93-342-1888-6.

## Dr.P. PAVITHRA

### Paper Publications:

- [1] Pavithra, P., & Asha, P. (2025). Digital Inclusion and Literacy in Rural Kerala with special reference to Thrissur District. *International Journal of Creative Research Thoughts (IJCRT) - An International Open Access, Peer reviewed, Referred Journal*, 13(8), b560–b568. <https://doi.org/10.56975/ijcrt.v13i8.292147>.
- [2] Uneez, B., & Pavithra, P. (2025). Influence of AI Integration on Financial Decision-Making among Small and Medium Enterprises. *Edulogic International Journal for Multi-Disciplinary Research (EIJMR)*, 01(01), 144-150. <https://eijmr.com/eijmr/index.php/eijmr/article/view/17>.
- [3] Ganesan, S., & Pavithra, P. (2025). Analyzing Consumer Behaviour in White Goods Purchases: Insights from Digital Marketing in Coimbatore City. *Indo American Journal of Multidisciplinary Research and Review (IAJMRR) - International Peer Reviewed, Refereed Research Journal*, 9(1), 62-66. DOI: <https://doi.org/10.5281/zenodo.15183426>.
- [4] Pavithra, P., & Vadivel, M. (2024). Customers Satisfaction on Phonepe Services with Special Reference to Coimbatore City. *International Journal of Research and Analytical Reviews (IJRAR)*, 11(2), 124-126. [https://ijrar.org/viewfull.php?&p\\_id=IJRAR24B1674](https://ijrar.org/viewfull.php?&p_id=IJRAR24B1674).
- [5] Ganesan, S., & Pavithra, P. (2023). A Study on Impact of Digital Marketing in Customers Purchase Decision with Special Reference to White Goods in Coimbatore City. *International Journal of Scientific Research and Modern Education (IJSRME)*, 8(1), 66-71. <https://doi.org/10.5281/zenodo.7906807>.
- [6] Ratheeshkumar, K., & Pavithra, P. (2023). Problem of Entrepreneurs on Availing SME Loan Scheme in Banking and Non-Banking Companies in Coimbatore District. *International Journal of Current Research and Modern Education (IJCRCME)*, 8(2), 57-59. <https://doi.org/10.5281/zenodo.10252167>.
- [7] Ratheeshkumar, K., & Pavithra, P. (2023). Entrepreneurs Perception on SME Schemes offered by the Banking and Non-Banking Institutions in Coimbatore District. *International Journal of Applied and Advanced Scientific Research (IJAASR)*, 8(1), 39-42. <https://doi.org/10.5281/zenodo.7906325>.

[8] Ganesan, S., & Pavithra, P. (2023). A Study on Customers' Perception in White Goods Purchase through Digital Marketing in Coimbatore City. *Indo American Journal of Multidisciplinary Research and Review (IAJMRR)*, 7(2), 53-55. <https://iajmrr.com/article-issues1.php?id=5>.

[9] Vadivel, M., & Pavithra, P., (2023). Women Behavior and Satisfaction towards SHG LoanScheme of Banking Institutions with Special Reference to Coimbatore District. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, 9(1), 95-99. <https://doi.org/10.5281/zenodo.7826451>.

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[11] Pavithra, P., & Ratheeshkumar, K. (2020). Impact of Innovation and Cultural Influence on the Performance of SMEs in Coimbatore District. *DogoRangsangResearchJournal - UGC Care Group I Journal*, 10(09 No.01).ISSN:2347-7180, 71-74.

[12] Naveena Jasmine, C., & Pavithra, P. (2018). A Study on Customer's Attitude towards Online Banking Servicesin Tirupur City. *EPRA International Journal of Economic and Business Review*, 6(4).ISSN-2349-0187, A96 - 99.

[13] Pavithra, P., & Naveena Jasmine, C. (2018). A Study on Consumer's Perception towards Organic Farm Products with Special Reference to Tirupur District. *EPRA International Journal of Economic and Business Review*, 6(4).ISSN-2349-0187, A100 - 104

[14] Pavithra, P., & AnandaMurugan, P. (2015). Employees Perception on Quality of Work Life in Danush Knit Garments in Tirupur, India. *International Journal of Marketing, Financial Services & Management Research*, 4(1).ISSN-2277-6788, 50-57.

#### **Book Chapter Publications:**

[1] Naveena Jasmine, C., NaveethBabu, C., & Pavithra, P. (2023). Cost Accounting.ISBN-13: 978-93-5577-569-6, *Charulatha Publications*, Chennai.

[2] BalaGurusamy, A., Naveena Jasmine, & Pavithra, P. (2020). Cyber Law in India.ISBN - 13: 978-93-5437-462-3, *TheCharulatha Publications*, Chennai.

- [3] Pavithra, P., &Subhashini, R. (2025). E-Commerce and Customer Service Automation with Chatbots: Revolutionizing Customer Experience. *National Conference on Interdisciplinary Insights: Exploring Contemporary Research in Computer Science, Commerce and Management at TERF's Academy College of Arts and Science, Tirupur*. ISBN-978-93-342-1888-6.
- [4] Uneez, B., &Pavithra, P. (2025).The Role of MSME in Economic Development: Growth Drivers and Policy Perspective. *International Conference on Innovation in Entrepreneurship &Startup at VET Institute of Arts and Science College, Erode*.ISBN-978-81-986613-0-2, 143 - 147.
- [5] Pavithra, P., &Ganesan, S. (2024). The Impact of E-Commerce on Consumer Behaviour. National Conference on *Interdisciplinary Insights: Exploring Contemporary Research in Commerce, Management and Computer Science*, at TERF's Academy College of Arts and Science, Tirupur. ISBN-978-93-340-1677-2, 27-30.
- [6] Pavithra, P. (2017). Quality Online Banking Services – E-Commerce. International Conference on *Computing Intelligence and Applications* at Dr.SNSRajalakshmi College of Arts and Science, Coimbatore.ISBN-978-1-941505-98-4, Pg.13.

### **Dr.K.KARUPPUSAMY**

#### **Paper Publications:**

- [1] Karuppusamy, K., (2025). Consumer buying intention towards rooftop solar system: insight from Calicut dirstic of kerala international journal for multidisciplinary research (IJFMR) volume7, Issue 6 ISSN: 2582-2160
- [2] Karuppusamy, K., (2025), Consumer'S buying behavior of FMCG product by using digital platforms: a study in karur district international journal for research and analytical reviews IJRAR, 12(4), ISSN: 2348-1269
- [3] Karuppusamy, K., (2024). Perceptions of banking employees towards green banking services and their implications for sustainable development in Calicut district, Kerala International journals of creative research thoughts(IJCRT), 12(7), ISSN :2320-2882
- [4] Karuppusamy, K., (2024), Households perceptions and satisfaction towards roottop solar system in Calicutr District of Kerala. International journals of creative research thoughts (IJCRT), 12(7), ISSN: 2320-2882

- [5] Karuppusamy, K., (2024), The impact of digital transformation transformation on consumer behavior in the FMCGsector: A study of consumer in Karur District, Tamilnadu, Journal of emerging technologies and innovative research (JETIR), 11(7) ISSN: 2349-5162
- [6] Karuppusamy, K., (2021). Cost Management: Projections of Costing in Garment Industry Journal of Emerging Technologies and Innovative Research 8(1), 32349-5162
- [7] Karuppusamy, K., (2021). A study on share price movement in selected it industry in India. Journal of Emerging Technologies and Innovative Research, 7(5), ISSN: 2349-5162
- [8] Karuppusamy, K., (2019). Share price movement of acc cement in NSE market. Journal of Emerging Technologies and Innovative Research, 6(3) ISSN: 2349-5162
- [9] Karuppusamy, K., (2019). Share price movement of Birla corp cement in NSE market Journal of Emerging Technologies and Innovative Research. 6(6), ISSN: 2349-5162

**Book Chapter Publications:**

- [1] Karuppusamy, K., (2018). Accounting standard and corporate financial reporting in India IRCBEITM-18, 140 ISBN: 978-93-5291-465-4
- [2] Karuppusamy, K., (2018). Concept of GST. IRCBEITM-18 Page No.181 ISBN: 978-93-5291-465-4

**Mrs. G. YUGAPRIYA**

**Book Chapter Publications:**

- [1] Karuppusamy, K., & Yugapriya, G. (2025) Customer Preference Towards App-Based Online Shopping A Research Review. On National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Computer Science, Commerce, Management ISBN: 978-93-342-1888-6.

**Dr.T.JAISHREE**

**Paper Publications:**

- [1] Jaishree, T, Mohammed Niyaf. C (2025) Job Satisfaction Economic Well – Being and Professional Challenges of Self Financing College Teachers in Kerala. *International Journal of Creative Research Thoughts (IJCRT) An International open Access, Peer – reviewed, Refereed Journal* 13(8), g895-g904. ISSN NO: 2320-2882.

- [2] Jaishree, T, Selvakumar, C (2023) Factors Influencing the Working Life Balance of Women Employees at Garment Industries Sector – An Empirical study. *Solovyou Studies (ISPU)*, 71(8) 579 – 586 .DOI:10-37896/ISPU71.8/043 ISSN: 2076 - 9210
- [3] Jaishree, T, Selvakumar, C (2023) An Analytical study on Women Employees Work Life Balance in Garment Industries at Tirupur City. *Quest Journal of Research*, 11(8), 183-187. <http://www.questjournals.org/jrbm/archive.html> 183-187. ISSN: 2347-3002.
- [4] Arumugaswamy, P, Jaishree, T (2020). Work Life Balance of Working Women Employees in Tirupur City. *Journal of Interdisciplinary cycle Research (JICR)*, 12(6), <http://jicrjournal.com>, 801-808. ISSN NO: 0022-1945.
- [5] Arumugaswamy, P, Jaishree, T (2020). How to Improve your Work Life Balance at Present a Descriptive Analysis. *Strad Research*, 7(12), Web: <http://stradresearch.org/> 94-100. ISSN NO: 0039 -2049.

#### **Book Chapter Publications:**

- [1] Jaishree, T., (2025). Financial Literacy and Saving Behavior in India. *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Computer Science, Commerce, Management* ISBN: 978-93-342-1888-6.
- [2] Jaishree, T., Mathubala, T (2024). Human – Computer Interaction with User Experience *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Commerce, Management, Computer Science* ISBN: 978-93-340-1677-2.

#### **Ms.R.D.MANIMEKALAI**

#### **Book Chapter Publications:**

- [1] Manimeklai R D, Samuvel Abishek A (2024) Consumer Behavior in the E-Commerce. *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Commerce, Management, Computer Science* ISBN: 978-93-340-1677-2.

#### **Mrs.G.NIVETHITHAA**

#### **Book Chapter Publications:**

- [1] Nivethithaa, G., Revitha, (2024) Economic Effects of the Covid 19 pandemic. *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Commerce, Management, Computer Science* ISBN: 978-93-340-1677-2.

**Ms.R.SUBHASHINI**

**Book Chapter Publications:**

[1] Subhashini, R., (2025) E-Commerce and Customer service Automation with Chatbots: Revaluationizing Customer experience *National Conference Inter Disciplinary Insights: Exploring Contemporary Research in Computer Science, Commerce, Management* ISBN: 978-93-342-1888-6.