

Faculty Publications 2024-25

S.NO	Faculty Name	Publication Month_Year	Publication Details	Impact Factor	Indexed In	Collaborator Name_Affiliation	Collaboration Details
1	Dr.A.Latha	2025	Evaluating channel and appeal effectiveness to optimize digital compaigns in fashion industry		IEEE	Dr.S.Sangeetha	
2	Dr.Mohanamani	2025	Financial literarcy and behavioral intention to use central bank digital currency: moderating role of trust		SCOPUS, ABDC "B"	Dr. Maria Paul	
3	Dr.Suraj,E.S	2024	Machine Learning Algorithm in Indian Stock Market for Revising and Refining the Equity Valuation Models		WOS	K.P. Nitha, Ranjith Karat	
4	Dr.S.Sangeetha	2025	Comprehensive study using the Extended Technology Model (E-Tam) - An Empirical Study Using Machine Learning		IEEE	Bala S	
5	Dr.S.Sangeetha	2025	Buy Now, Pay Later (BNPL) and Generation Z: A Machine Learning Approach to Spending Behavior and Financial Well-Being		IEEE	Dr.A.Latha	
6	Dr.Suraj,E.S	2024	Quality of Service Analysis of Network Coding Algorithms in Cooperative Wireless Networks		IEEE	Rakesh Kumar Ont , Neelesh Singh	
7	Dr. P. Thamaraiselvi	2025	Data Protection and Privacy in HRM: Challenges and Solutions with Blockchain		IEEE	Ramesh R, Jubeen Begum	
8	Dr. P. Thamaraiselvi	2024	Integrating SDGs into Corporate strategy: Best Practices and Challenges: The future of Corporate Sustainability: Aligning business with SDGs		ABDC "B" Category	Dr.Prabha Devi	
9	Ms.Preetha.G	2025	Consumer-Centric Energy Use in Educational Institutions: A Machine Learning Approach to Predictive Consumption and Behavioural Insights		ABDC "B" Category	Dr.Ameena Babu.V, Dr.Vignesh Karthik	
10	Dr B Poongodi	2025	unveiling the influence of manipulating marketing tactics in young buyers		Scopus	Fahamitha Begum - Student	

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11	Dr.Vignesh karthik. S.A	2025	Embarassing creativity and encouraging teacher satisfaction at intelligent systems		Scopus	Neenet Baby Manjaly, S.A.Vignesh Karthik, H. Lekha, V. Ameena Babu, Gayathri Joshi	
12	Dr.Suraj,E.S	2024	Understanding the relationship between EPS and stock price			Mr.Anil Kumar	
13	Dr.Suraj,E.S	2024	Insight into Kerala economy and strategic development model				
14	Dr B Poongodi	2024	The Revival of Natural Dyes and Mordants: Challenges and Opportunities in the Modern Textile Industry (March 2024)			Dr G Ramakrishnan, Dr Priyadharsini R, SriGanapriya	
15	Dr.Suraj E.S	2025	ASSESSING THE INFLUENCE OF FII FROM CHINA, UK AND USA ON VOLATILITY SPILLOVER EFFECTS IN THE INDIAN STOCK MARKET			Ms. Sivahaami V	Student
16	Dr.Suraj E.S	2025	SENTIMENT ANALYSIS USING VADER ALGORITHM FOR NIFTY 50 STOCK SELECTION			Ms. Ramyadevi R S	student
17	Dr.Suraj E.S	2025	RISK MANAGEMENT IN FINANCIAL DERIVATIVES			Mr. Ajay P S	student
18	Dr.Suraj E.S	2025	ANALYSING THE EFFECT OF UNION BUDGET ON NIFTY SECTORAL INDICES			Ms. Dhanasri K	student
19	Dr.Suraj E.S	2025	The Impact of GDP and Golds Price on Indian Stock Markets			Anil Kumar M	
20	Dr.Suraj E.S	2025	Harnessing Data Analytics and Machine Learning for Sensex Stocks- An Insight on Improving the Relative			Nitha K.P.	