

RESEARCH PUBLICATIONS (2023 – 2024)

NAME OF THE STAFF	TITLE OF THE ARTICLE	JOURNAL	VOLUME, ISSUE, MONTH & YEAR
Dr. S. VASANTHI	Sectoral Volatility of BSE stock market after covid 19 pandemic with special reference to 12 sectors of BSE	Shodha Prabha, UGC Care LIST	2514-9792, DOI:10.1108/JHTI-05-2023-0324 November 2023
DR. G. YASHODHA	Expectations of Business Customers and Ways to Bridge the Gap in SBI Bank	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	Volume 06, No. 03(II), July – September 2023
	Usage of Artificial Intelligence in Higher Education	International Journal of Innovations & Research Analysis (IJIRA)	Vol. 04 No. 02(I) April-June, 2024, ISSN: 2583-0295
DR. S. PAVITHRA	Financial Literacy As A Moderator In The Relationship Between Entrepreneurial Skills And Risk Management On Sustainable Performance	International Journal for Science and Advance Research In Technology	Vol. 9. No. 10 October 2023
	Organizational Support And Adaptive Performance On Academic Resilience: The Implementation Of New Education Policy	Primax International Journal of Commerce And Management Research	Vol. 11, No. 4 January – March 2024

PATENT RECEIVED

NAME OF THE STAFF	TITLE OF THE PATENT	STATUS
Dr. S. VASANTHI	AI Based E-Commerce Help Desk Device	Work in Progress