



**Vel Tech**  
Rangarajan Dr. Sagunthala  
R&D Institute of Science and Technology  
(Deemed to be University Estd. u/s 3 of UGC Act, 1956)

## **SCHOOL OF MANAGEMENT**

### **DEPARTMENT OF MANAGEMENT STUDIES**

#### **Details of Student Publications in the Academic Year 2022-23**

1. Saranya.J, "Analyzing The Impact Of Software Development Process Gaps On Project Delivery – A Gap Analysis Study", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 7-18, ISBN: 974-93-95214-19-3.
2. Porselvan.T, "A Study on Recruitment Process With Special Reference to Edac Engineering Limited", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 19-26, ISBN: 974-93-95214-19-3.
3. ShaheenFathimaHajahMohideen, "A Study on Preferable Job Seeking Method With Special Reference to IQ Back Office", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 27-35, ISBN: 974-93-95214-19-3.
4. Murali Krishna. R, "An Analysis on the Project of Profitability on Major Routes of Ashok Leyland Internal Unit Transferred at GRO Digital Platforms", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 36-45, ISBN: 974-93-95214-19-3.
5. ShyamSundar. S, "A Study On Opportunities For Logistics Expansion Through Market Research", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 46-53, ISBN: 974-93-95214-19-3.
6. DeepikaRajakumari. E, "Analyzing the Improving HR Operations in Business Analysis of Recruitment, People Management and Payroll Processes Data's", National Conference on Business Intelligence Paradigm Shift Towards

Sustainability - industry 5.0, Volume – 1, May 2023, pp. 54-63, ISBN: 974-93-95214-19-3.

7. Y. V. SaiBrunda, "A Study on Employee Welfare With Reference to Ramky Infrastructure Limited, Hyderabad", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 64-71, ISBN: 974-93-95214-19-3.
8. Dhanalakshmi M, "Building a Sales Analysis Dashboard By Using Business Intelligence Tools," National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 72-80, ISBN: 974-93-95214-19-3.
9. Praveena Mary. R, "A Project Report on Ration Analysis with Reference To EDAC Engineering Limited", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 81-87, ISBN: 974-93-95214-19-3.
10. Mohamed Ashik. N &K. Ravishankar, "A Study Of Dedicated Packaging for Effective Logistics In Clutch Manufacturing Company", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 88-97, ISBN: 974-93-95214-19-3.
11. Janani. N, "A Study On Effectiveness of Training and Development of Employees at Virtusa Consulting Service Pvt. Ltd", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 98-104, ISBN: 974-93-95214-19-3
12. Arun Kumar. A, "A Study on Interstate Palletization and Challenges In Transportation For Logistics and Manufacturing Industry", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 105-112, ISBN: 974-93-95214-19-3
13. Hari Haran. K. S, "A Study on Employee Retention With Reference to Fast Moving Consumer Goods Industry – An Empirical Investigation", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 113-119, ISBN: 974-93-95214-19-3.
14. K. LalithaPriya&GeetaKesavaraj, "A Study on Employee's Job Satisfaction", National Conference on Business Intelligence Paradigm Shift Towards

Sustainability - industry 5.0, Volume – 1, May 2023, pp. 120-127, ISBN: 974-93-95214-19-3.

15. Praveen Kumar Singh. V, "A Study On Challenges Faced in Air Cargo Operations, Chennai", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 128-133, ISBN: 974-93-95214-19-3.
16. D. Priyadharshini, "Analyzing the Impact of Exit Policy On Employees Well-Being", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 134-140, ISBN: 974-93-95214-19-3.
17. PunnagaiArasi. M. G, "A Study On Effectiveness Of Talent Management in it/ites Companies", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 141-148, ISBN: 974-93-95214-19-3.
18. Esakki Lingam. D, "A Study On Cash Management with Reference to EDAC Engineering Limited", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 149-155, ISBN: 974-93-95214-19-3.
19. John Christopher Raj. D, "A Study on Working Capital Management in Lucas Indian service LTD", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 156-159, ISBN: 974-93-95214-19-3.
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22. T. Arun Kumar, "A Study on Challenges of Custom House Agent With Special reference of Unique Air and Sea Logistics", National Conference on Business

- Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 176-184, ISBN: 974-93-95214-19-3.
23. Aljin. V. J, "A Study on Impact of AI Over Digital Content Marketing in Anicha Digital Infrastructure Pvt. Ltd., - Campuzone", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 185-190, ISBN: 974-93-95214-19-3.
  24. E. Deinsh Kumar, "A Study on Working Capital Management in IIFL Securities Limited", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 191-197, ISBN: 974-93-95214-19-3.
  25. DivyaBharathi. N, "A Study on Impact of digital Marketing on Lead Generation For Talent Acquisition Facilitator with reference to ABEX Excellence Pvt. Ltd", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 198-205, ISBN: 974-93-95214-19-3.
  26. Haritha Shree. T, "Optimizing Financial Performance by Analysing Accounting Data's", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 213-223, ISBN: 974-93-95214-19-3.
  27. S. Baskar, "A Study on Comparative Financial Statement analysis", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 224-229, ISBN: 974-93-95214-19-3.
  28. Vijay. N, "A Study on Priority category of Investment Decision among Employees at UE Press Tools Private Limited", National Conference on Business Intelligence Paradigm Shift Towards Sustainability - industry 5.0, Volume – 1, May 2023, pp. 230-239, ISBN: 974-93-95214-19-3.
  29. Sairam. K, "A Study on Efficiency & Performance of an Employee", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 1-7, ISBN: 978-93-95214-19-3.
  30. Santhosh Kumar. V, Dr. B. Jeyaprabha, "A Study on Social Media Influence on School Students Network with reference Anicha Digital Infrastructure, Chennai", National Conference on Business Intelligence, Paradigm Shift Towards

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32. R. Sridhar, "A Study on Cash Management at IIFL Securities Ltd", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 21-26, ISBN: 978-93-95214-19-3.
33. Vinodhini. G &M.Felisiya, "A Study on the Impact of Training Towards Employees Performance in FPL Automobiles Company", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 27-33, ISBN: 978-93-95214-19-3.
34. Barath. L, "Analyzing the Impact of Technological Advancement in Logistics", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 34-40, ISBN: 978-93-95214-19-3.
35. Balaji. C, & S. Thandayuthapani, "A Study on Potential Risks and Challenges Associated with Fintech Adoption among Consumers in Chennai, Tamilnadu", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 41-50, ISBN: 978-93-95214-19-3.
36. Mahadevan. K. V, "A Study on Challenges Faced in Freight Forwarding in Logistics Industry", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 51-56, ISBN: 978-93-95214-19-3.
37. K. Sam Jeba Kumar & G. Manoj, "A Study on Effectiveness of Warehousing and Transportation with Reference to Logistics Industry", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 57-64, ISBN: 978-93-95214-19-3.
38. Rajan. D &Sankar Ganesh. R, "A Study on Employee on Boarding Satisfaction", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 65-72, ISBN: 978-93-95214-19-3.

39. P. Govind Raj, "Study on Problems Faced by Air Transports Freight Forwarders with Special Reference to Freyer International Logistics Pvt. Ltd", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 73-79, ISBN: 978-93-95214-19-3.
40. Jayachandran. S, "A Study on Effectiveness of Digital Marketing in Attracting Talent for Talent Acquisition Intermediary in ABEX Excellence Pvt. Ltd", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 80-87, ISBN: 978-93-95214-19-3.
41. R. Karthik, "A Study on Impact of Social Media of Consumers Buying Behaviour with Special Reference Fast Moving Consumer Goods Industry – An Empirical Investigation", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 88-94, ISBN: 978-93-95214-19-3.
42. B. KuberKiran Raj, "A Study on Work Life Balance of Employees", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 95-101, ISBN: 978-93-95214-19-3.
43. A. Madhan Kumar, "A Study on Customers Satisfaction on Air Cargo", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 102-108, ISBN: 978-93-95214-19-3.
44. Nandhakumar. M, "A Study on Total Quality Management Practices and its Effect in Firm Performance in Automotive Industry: An Empirical Investigation", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 109-116, ISBN: 978-93-95214-19-3.
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46. P. Prithivi& P. Elantheraiyan, "Exploring the Relationship Between Training, Performance and Organizational Citizenship Behaviours in the Online Training Programmes", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 122-128, ISBN: 978-93-95214-19-3.

47. Ramya. N, "A Study on the Growth of Working Capital in UE Press Tools Pvt. Ltd", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 129-139, ISBN: 978-93-95214-19-3.
48. S. AbiramiSundari, "A Study on Employee Motivation in ABEX Excellence Pvt. Ltd", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 140-146, ISBN: 978-93-95214-19-3.
49. Danny SherinArok. F, "A Study on Challenges Faced by Customs House Agent", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 147-153, ISBN: 978-93-95214-19-3.
50. KoviAvinashBabu, "A Study of Employee Engagement of the Company with Reference to India Pistons Limited", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 154-159, ISBN: 978-93-95214-19-3.
51. Ruby Jasmine. I, "A Study on Enhancing Staff Performance Through Motivation", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 160-165, ISBN: 978-93-95214-19-3.
52. Abishake. A. E, "A Study on Export Documentation Process", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 166-172, ISBN: 978-93-95214-19-3
53. Jenifer Jaran. S. L, "A Comparative Study on Problems Faced by Freight Forwarders in Import and Export of India", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 173-179, ISBN: 978-93-95214-19-3.
54. Elavarasan. K, "A Study on Optimization of Invoice Handling and its Effect on Accounts Payable in Automotive Industry: An Empirical Investigation", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 180-186, ISBN: 978-93-95214-19-3.
55. KeshiniHariharabavan, "A Study on Hybrid Work Model at IQ Back Office", National Conference on Business Intelligence, Paradigm Shift Towards

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  57. Dhewakar. D, "A Study on Analysis of Tax Impact on Individuals among Taxpayers in Chennai, Tamil Nadu", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 207-215, ISBN: 978-93-95214-19-3.
  58. Jagan. V, "Effectiveness of Customs Clearance of Import and Export in Chennai", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- II, May 2023, pp. 216-223, ISBN: 978-93-95214-19-3.
  59. Solomon Raj. S, "A Study on Challenges In Digital Supply Chain", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.1-8, ISBN: 978-93-95214-19-3.
  60. K. Nishalini, "A Study on Employee's Work Life Balance", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp. 9-16, ISBN: 978-93-95214-19-3.
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  62. M. Kirthika&Sankar Ganesh, "A Study on the Effect of Stress on Workers Performance in it Industry", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.24-29, ISBN: 978-93-95214-19-3.
  63. V. Mohanapriya, "A Study on Financial Statement in JX Enterprise", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.30-35, ISBN: 978-93-95214-19-3
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  69. Anoop V. Gopal, "Impact of Consumer Behaviour Towards Instagram Advertisement", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.77-86, ISBN: 978-93-95214-19-3.
  70. Syed Nadeem. F, "A Study on Financial Performance of the Company with Reference to Synprosoft", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.87-96, ISBN: 978-93-95214-19-3
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  77. M. SanthoshKumar, "A Study on user Experience of Zoho Books Compared to other Accounting Software", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.141-147, ISBN: 978-93-95214-19-3.
  78. Kasirajan. E, "A Study on Customer satisfaction Towards Customs Clearance Processes in Unique line", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.148-154, ISBN: 978-93-95214-19-3.
  79. Josika. R, "A Study on Impact of Supply Chain Management Practice on the Overall Performance of the Organization in Logistics Industries: An Empirical Investigation", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.155-160, ISBN: 978-93-95214-19-3.
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83. R. VasanthaVel' "A study on Current Practices and Opportunities for Improvement in Customs Clearness with Special Reference of Unique Air and Sea Logistics", National Conference on Business Intelligence, Paradigm Shift Towards Sustainability – Industry 5.0, Volume- III, May 2023, pp.182-186, ISBN: 978-93-95214-19-3.
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