



DHANRAJ BAID JAIN COLLEGE

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Rajiv Gandhi Salai, IT Corridor, Thoraipakkam, Chennai- 600 097, Tamil Nadu.



CRITERION III - RESEARCH, INNOVATION AND EXTENSION

3.4.3 Number of research papers in the Journals notified on UGC website during the last five years

LIST OF RESEARCH PUBLICATION – 2022

SNO	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal			LINK
							Link to website of the Journal	Link to article/paper /abstract of the article	Is it listed in UGC Care list	
1.	The Concept Of Green Marketing And Consumer Purchase Behaviour	Prof.R.Shanmugam	Management Studies	Kalyan Bharati	2022	ISSN 0976-0822	https://portal.issn.org/resource/ISSN/0976-0822	https://www.researchgate.net/publication/288525147_Green_Marketing_and_Its_Impact_on_Consumer_Buying_Behavior	UGC	VIEW 27



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2.	Impact Of Social Media On Entrepreneurship	Prof.S.Sudha	Management Studies	Future Trends In Commerce:Challenges And Sustainability	2022	ISBN 978-93-5768-450-7	https://www.forbes.com/sites/forbesagencycouncil/2024/01/17/the-future-of-e-commerce-trends-to-watch-in-2024/?sh=11afcd90b5e4	https://www.forbes.com/sites/forbesagencycouncil/2024/01/17/the-future-of-e-commerce-trends-to-watch-in-2024/?sh=11afcd90b5e4	UGC
3.	A Study On Consumer Perception And Buying Behaviour Towards Selected Home Appliances (With Special Reference In Rural Areas, Chengalpattu District)	Dr.C.Mekka L Roy	Commerce	International Journal On Global Business Management And Research Ijgbmr	2022	ISSN 2278 8425	https://www.rajalakshmi.org/IJGBMR/downloads/IJGBMRMar22.pdf#page=49	https://www.rajalakshmi.org/IJGBMR/downloads/IJGBMRMar22.pdf#page=49	UGC
4.	A Study On Consumer Perception And Buying Behaviour Towards Selected Home Appliances (With Special Reference In Rural Areas, Chengalpattu District)	M.Sureshku Mar	Commerce	International Journal On Global Business Management And Research Ijgbmr	2022	ISSN 2278 8425	https://www.rajalakshmi.org/IJGBMR/downloads/IJGBMRMar22.pdf#page=49	https://www.rajalakshmi.org/IJGBMR/downloads/IJGBMRMar22.pdf#page=49	UGC
5.	The Impact Of Advertisement On Consumer Buying Behavior Towards Consumer Apparels - With Special Reference To Chennai	Dr.Vidya T.S	Commerce	Journal Of The Oriental Institute	2022	ISSN:003 0-5324 UGC Care list no 135	https://ugccare.unipune.ac.in/Apps1/Content/Files/pdf/CloneJournalsPdf/Clone20230925T154954.pdf	https://ugccare.unipune.ac.in/Apps1/Content/Files/pdf/CloneJournalsPdf/Clone20230925T154954.pdf	UGC



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6.	Virtual Training And Its "Impact On Online Learning In It/Ites Organizations In Chennai"	Dr. G. Kalpana	Corporate	Journal Of "Fundamental And Compartive Research"	2022	2277-7067	https://ugccare.unipune.ac.in/Apps1/Content/Files/pdf/CloneJournalsPdf/Original20230207T163117.pdf	UGC	
7.	Effects Of Celebrity Endorsement On Consumer Buying Behaviour And Branding Of A Brand	E.Viswanathan	Commerce	Anvesak Ugc Care Group 1 Journal	2022	ISSN : 0378 – 4568	https://scholar.google.com/citations?user=wQ8FWg0AAAAJ&hl=en&oi=ao	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=wQ8FWg0AAAAJ&citation_for_view=wQ8FWg0AAAAJ:kNdYIx-mwKoC	UGC
8.	Effects Of Celebrity Endorsement On Consumer Buying Behaviour And Branding Of A Brand	S.Ganapathy	Commerce	Anvesak Ugc Care Group 1 Journal	2022	ISSN : 0378 – 4568	https://scholar.google.com/citations?user=wQ8FWg0AAAAJ&hl=en&oi=ao	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=wQ8FWg0AAAAJ&citation_for_view=wQ8FWg0AAAAJ:kNdYIx-mwKoC	UGC
9.	Diagrammatic Representation Between Topological Indices And Alkanes	M.Puruchothamanayaki	Mathematics	Journal Of Algebraic Statistics	2022	ISSN:1309-3452	https://www.publishoa.com/index.php/journal	https://www.publishoa.com/index.php/journal/article/view/1092	UGC

10.	The Physical Chemical Characteristics Of Alkanes And Wiener Indices	M.Puruchothamanaya Ki	Mathematics	Journal Of Algebraic Statistics	2022	ISSN:130 9-3452	https://www.publishoa.com/index.php/journal	https://www.publishoa.com/index.php/journal/article/view/1065	UGC
11.	Correlation Of Distance Based On Topological Indices And The Physio Chemical Properties Of Alkanes	M.Puruchothamanaya Ki	Mathematics	Ecs Transaction	2022	4925-4931	https://www.electrochem.org/234/transactions	https://www.researchgate.net/publication/360282578_Correlation_of_Distance_Based_on_Topological_Indices_and_the_Physio_Chemical_Properties_of_Alkanes	UGC



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12.	Factors Determining consumer Buying Behavior Towards Organized Retail Stores In Chennai	Dr R.Lavanya	Corporate Secretaryship	Shodhsamhita Journal Of Fundamental & Comparative Research Journal Of Kavikulaguru Kalidas Sanskrit University, Ramtek	2022	ISSN:227 7-7067	https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://kksushodhasamhita.org/&ved=2ahUKewjpmrrExaOGAxXcSGwGHev4DH4QFnoECBgQAQ&usg=AOvVaw25EkAGiAShrCO_OWuSym9Q	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2664522	UGC
13.	The Physical Chemical Characteristics Of Alkanes And Wiener Indices	M.Puruchot Hamanaya Ki	Mathematics	Journal Of Algebraic Statistics	2022	ISSN:130 9-3452	https://www.publishoa.com/index.php/journal	https://www.publishoa.com/index.php/journal/article/view/1065	UGC
14.	A Conceptual Study On Factors Influencing Green Banking Facilities In India	Dr.S.Selvaraj	Commerce	Journal Of Corporate Finance Management And Banking System	2022	ISSN: 2799-1059	https://hmjournals.com/journal/index.php/JCFMBS	https://www.researchgate.net/publication/366122458_A_Conceptual_Study_on_Factors_Influencing_Green_Banking_Facilities_in_India	UGC
15.	Customer Insights Towards Performance Of Celebrity Endorsement In Promoting Fmcg Products-A Study	Dr.S.Selvaraj	Commerce	Journal Of The Asiatic Society Of Mumbai	2022	ISSN: 0972-0766	https://www.researchgate.net/profile/Ganitha-Rathna/publication/375522035_CONTEMPORARY_ISSUES_AND_TRENDS_IN_DIGITAL_MARKETING/links/654d9f6eb86a1d521bc89f09/CONTEMPORARY-ISSUES-AND-TRENDS-IN-DIGITAL-MARKETING.pdf	https://www.researchgate.net/profile/Ganitha-Rathna/publication/375522035_CONTEMPORARY_ISSUES_AND_TRENDS_IN_DIGITAL_MARKETING/links/654d9f6eb86a1d521bc89f09/CONTEMPORARY-ISSUES-AND-TRENDS-IN-DIGITAL-MARKETING.pdf	UGC



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16.	An Innovative New Frame Works For Cardiovascular Disease Using Data Mining Analytics In Heart Attack, Prediction And Monitoring, Prevention For Fcm + K-Means Algorithm.	Dr.D.Elangovan	Computer Science	International Journal Of Early Childhood Special Education	2022	1308-5581	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=cIF9VZYAAA&AJ&citation_for_view=cIF9VZYAAA&u5HHmVD_uO8C	https://scholar.google.com/citations?view_op=view_citation&hl=en&user=cIF9VZYAAA&AJ&citation_for_view=cIF9VZYAAA&u5HHmVD_uO8C	UGC
17.	An Innovative New Frame Works For Cardiovascular Disease Using Data Mining Analytics In Heart Attack, Prediction And Monitoring, Prevention For Fcm + K-Means Algorithm.	M.Rengalakshmi	Computer Science	International Journal Of Early Childhood Special Education	2022	1308-5581	https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=M.Rengalakshmi+db+jain+college&btnG=	https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=M.Rengalakshmi+db+jain+college&btnG=	UGC
18.	The Impact Of Retail Investor'S Behavior On Equity Shares In Chennai City – An Empirical Study	E.Viswanathan	Commerce	Emperor International Journal Of Finance And Management Research [Eijfmr]	2022	ISSN: 2395-5929	https://www.researchgate.net/profile/Dr-Perumal-2/publication/351686010_THE_IMPACT_OF_RETAIL_INVESTOR'S_BEHAVIOR_ON_EQUITY_SHARES_IN_CHENNAI_CITY_-_AN_EMPIRICAL_STUDY/links/60a4964e299bf1921e351a2f/THE-IMPACT-OF-RETAIL-INVESTORS-BEHAVIOR-ON-EQUITY-SHARES-IN-CHENNAI-CITY-AN-EMPIRICAL-STUDY.pdf	https://www.researchgate.net/profile/Dr-Perumal-2/publication/351686010_THE_IMPACT_OF_RETAIL_INVESTOR'S_BEHAVIOR_ON_EQUITY_SHARES_IN_CHENNAI_CITY_-_AN_EMPIRICAL_STUDY/links/60a4964e299bf1921e351a2f/THE-IMPACT-OF-RETAIL-INVESTORS-BEHAVIOR-ON-EQUITY-SHARES-IN-CHENNAI-CITY-AN-EMPIRICAL-STUDY.pdf	UGC
19.	A Study On Customer Satisfaction Towards “The Hindu”	Dr.M.Rajesh	Commerce	Dogo Rangsang Research Journal	2022	2347-7180	https://dbjaincollege.org/wp-content/uploads/2019/12/ISSUE_19_OCTOBER-DECEMBER-2015.pdf#page=61	https://dbjaincollege.org/wp-content/uploads/2019/12/ISSUE_19_OCTOBER-DECEMBER-2015.pdf#page=61	UGC