

List of Research Paper Publications: Academic Year: July 2024 – June 2025

1. B., M., & Dath, T. N. S. (2025). A Study on the Involvement of HRP in the Implementation of Lean Thinking Practices in IT Companies. *Prabandhan: Indian Journal of Management*, 18(3), 30. <https://doi.org/10.17010/pijom/2025/v18i3/174230>
2. Hegde, S. K., Hegde, R., Kumar, C. N., et al. (2025). Hybrid Adam_POA: Hybrid Adam_Pufferfish optimization algorithm based load balancing in cloud computing. *SN Computer Science*, 6, Article 178. <https://doi.org/10.1007/s42979-024-03577-8>
3. Bhattacharyya, K., Debata, B. R., & Verma, R. (2025). A model for understanding the customer experience landscape from business-to-business context: Theorisation from the journey of Indian service technology firms. *International Journal of Internet Marketing and Advertising*, 22(1), 51–71. <https://doi.org/10.1504/IJIMA.2025.144190>
4. Srivastava, G. N., Padmaja, V., & Tripathi, A. P. (2024). Dimensions of Brand Equity: A Hybrid Approach. *Business Perspectives and Research*, 12(3), 361–381. <https://doi.org/10.1177/22785337221132623>
5. Avinash, B., Divakar, G., Rajasekhara, M. P., & Megha, B. (2024). Impact of Big Data Analytics on Indian E-Tailing from SCM to TCS. *Journal of Distribution Science*, 22(8), 65–76. <https://doi.org/10.15722/JDS.22.08.202408.65>
6. Singh, A.R. and Pangarkar, N. (2024), "Heart and soul: business model innovation by a work-integration organization", *Social Enterprise Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/SEJ-12-2023-0152>
7. Mallieswari, R., Dhananjaya, V., Murthy, Y., & Padmaja, V. (2024). Mission and vision: The power duo transforming manufacturing performance – A comprehensive SEM analysis. *International Journal of Business Analytics*, 2(1), 1–14. https://mylib.in/index.php/IJBAN/article/view/IJBAN_02_01_001
8. Mishra, B.R., Raj, K., Shameem, A., Vanithamani, M.R., Thoti, K.K., Turlapati, V.R. Mapping the Landscape: A Bibliometric Analysis of Online Learning in Higher Education (2024) *South Eastern European Journal of Public Health*, 24 (1), pp. 411-424. Available at: <https://seejph.com/index.php/seejph/article/view/1191/864>
9. Sindhu, K., Guddad, S., Ranjith, R., Varma, A. J., Jayan, V. K., & Neerajakshi, M. (2024). HR accounting—Human organisational measurement approach. *Library Progress International*, 44(3), 8508–8518. Available at: <https://bpasjournals.com/library-science/index.php/journal/article/view/1983>

10. Sadaf Anwar. (2024). The Effectiveness of AI-Powered Cybersecurity Solutions for Financial Institutions. *European Economic Letters (EEL)*, 14(3), 601–607.
<https://doi.org/10.52783/eel.v14i3.1806>

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1. Rema, V., & Srivastav, A. (2024). Value co-creation through customer engagement in virtual communities for product innovation. *International Journal of Business and Globalisation*, 36(2/3), 310–325. <https://doi.org/10.1504/IJBG.2024.137393>
2. Padmaja, V., Mitra, A., Bhalla, S., Pillai, S., & Umme Hanee, P. (2024). Sustainability reporting of NIFTY top five companies: A secondary analysis. *M. S. Ramaiah Management Review*, 14(2), 30–41. <https://doi.org/10.52184/msrmr.v14i02.153>
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<https://doi.org/10.1061/JUPDDM.UPENG-4225>
4. Bhanumathi, P., Jeevitha, R., & Sathish Babu, B. (2023). Identifying unconscious human bias in employee retention using artificial intelligence: IT sector. *European Economic Letters*, 13(3), 810–818. <https://doi.org/10.52783/eel.v13i3.371>
5. Mallieswari, R., Gururaj, B. U., Mishra, N., & Bhanumathi, P. (2023). Pervasive uncertainty: Citizens' perspective on the efficacy of healthcare services in combating vaccine reluctance; a structural equation modelling (SEM) approach. *International Journal of Science & Healthcare Research*, 8(4), 8–17. <https://doi.org/10.52403/ijshr.20230402>
6. Mallieswari, R., Nirmal Kumar, N., Mishra, N., & Kowtal, J. (2023). A machine learning decision tree approach to 3D printing technology adoption: Industry awareness and trends. *International Journal of Emerging Technologies and Innovative Research*, 10(9), f598–f610.
<https://www.jetir.org/papers/JETIR2309572.pdf>
7. Mallieswari, R., Mishra, N., Kowtal, J., & Reddy, A. (2023). Employee well-being: Sentiment analysis using NLP. *International Journal of Data Analytics*, 3(1), 1–11.
https://iaeme.com/Home/article_id/IJDA_03_01_001
8. Praveen Kumar, T. M., Gururaj, B. U., & Dsouza, L. (2023). HR students' perspectives on HR education in B-schools: Redundancy in HR subjects. *M. S. Ramaiah Management Review*, 14(2), 42–59. <https://doi.org/10.52184/msrmr.v14i02.000>

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10. Sreedhar, P. (2023). Developing employability through competency-based approach for creating job-ready individuals in the new norm: A review-based analysis. *ISME Management Journal – Xplore*, 2(2), 71–87. https://www.isme.in/wp-content/uploads/2024/01/5_Preeja.pdf
11. V. Padmaja , MuniKrishnappa AnilKumar,Sirigiri Srikanth*, Pocha Sri Chandana, " Security, Trust, and Privacy of Information Sharing In Social Networking Sites: A Systematic Literature Review", *INDIAN JOURNAL OF NATURAL SCIENCES*. Vol.15 / Issue 83 / Apr / 2024 , Open Access ISSN: 0976 – 0997
12. Bhat, F. A., Verma, M., & Verma, A. (2024). Who will buy electric vehicles? Segmenting the young Indian buyers using cluster analysis. *Case Studies on Transport Policy*, 15, 101147. <https://doi.org/10.1016/j.cstp.2024.101147>
13. Megha, B. and Srikantha Dath, T.N. (2024), "Human resources practices as a moderator for inculcating lean thinking in IT organizations – an empirical approach", *Business Process Management Journal*, Vol. 30 No. 1, pp. 84-104. <https://doi.org/10.1108/BPMJ-05-2022-0239>
14. Mallieswari,R.,Palanisamy,V.,Senthilnathan,A.,Gurumurthy,S.,Joshua Selvakumar,J. & Pachiyappan,S.(2024). A Stochastic Method for Optimizing Portfolios Using a Combined Monte Carlo and Markowitz Model: Approach on Python. *ECONOMICS*,0(0) -. <https://doi.org/10.2478/eoik-2024-0014> available at: <https://sciendo.com/article/10.2478/eoik-2024-0014>
- 15.Varadharajan, P., Kumuda, P. R., & Kowtal, J. (2024). Managing general entrenchment in the impact of corporate governance on firm performance in capital structure. *Parikalpana: KIIT Journal of Management*, 20(1), 203–218. available at: https://ksom.ac.in/wp-content/uploads/2024/07/Parikalpana_JUNE-Issue-20.1-web-KSOM.pdf?x21717
16. Niharika Mishra & M. Rizwana. (2024). STUDY TO MEASURE THE LEVEL OF DEMAND OF SOLID BIOMASS FUEL WITH SPECIAL REFERENCE TO BRIQUETTES IN BANGALORE. *Educational Administration: Theory and Practice*, 30(4), 7030–7036. <https://doi.org/10.53555/kuey.v30i4.1465>

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1. Anita Ranjan Singh, Nukala Manoj, Nivedita Das, Patrali Das and Ponnada Venkata Tejaswani, Customer Satisfaction and Online Food Delivery Service in India: An Empirical

Study, Empirical Economics Letters, ISSN 1681-8997, Volume 21 ,Special Issue 3 ,
December, 2022

2. Dr P Varadharajan, (2022), “Application of machine learning models to improve the accuracy of earnings management prediction”, Innovations, ISSN: 12674982, Vol.71, Pp. 1062-1077. available at: <https://journal-innovations.com/assets/uploads/doc/169a7-1062-1078.16303.pdf>
3. Dr P Varadharajan (2022), “Financial Inclusion among the urban low income group: a study with special reference to Coimbatore, Tamilnadu, India”, Innovations, ISSN: 12674982, Vol.71, Pp. 1079-1095. available at: <https://journal-innovations.com/assets/uploads/doc/8588a-1079-1095.16305.pdf>
4. Dr P Varadharajan (2022), “The analytic thinking on spot price volatility of stocks and their relative cause with future price”, Journal –Innovations, ISSN.12674982, Vol. 71, Pp. 1190-1209. available at: <https://journal-innovations.com/assets/uploads/doc/3e760-1190-1209.16304.pdf>
5. Preeja Sreedhar and D. Swati Basu Ghose, Analysis of the impact of the hybrid teaching model in higher education with respect to B-school, ISME Management Journal – Xplore Volume 01, Issue 02. ISSN: 2583-4355, December 2022, available at: https://www.isme.in/wp-content/uploads/2023/01/E1_Hybrid-Teaching.pdf
6. Sonal S, Bhanumathi P (2023) presented case study on “The Effect of Employee Engagement on Attrition”, published in “Education and Society” by Indian Institute of Education, Vol -47, Issue-2, No-12 April-June 2023, ISSN: 2278-6864
7. Bhanumathi P, Aishwarya Ravishankar (2023) presented a paper on “Predicting Employee Engagement using Artificial Intelligence: A case study of select IT companies in Bangalore”, published in “Education and Society” by Indian Institute of Education, Vol -47, Issue-2, No-12 April-June 2023, ISSN: 2278-6864
8. Bhanumathi & Yalakala Harshita (2023) on “Artificial Intelligence approach to predict employee attrition level in the IT sector”, Madhya Bharti-Humanities and social Sciences, UGC Care Group I Journal, ISSN: 0974-0066, Vol. 84(29)
9. Shravya & Bhanumathi (2023) case study on “Big Data-Big Wealth”, Madhya Bharti-Humanities and social Sciences, ISSN: 0974-0066, Vol. 84(29)
10. AN Radha, P., Bhanumathi, P., Surekha, M., Begum, M. M., Priya, E. S , Kritika, AN (2023), The Impact Of Emotional Intelligence On Job Performance Among The Employees In Public Banking Sector, International Journal of Central Banking, Vol. 19 No. 1, March 2023.

11. Mallieswari, R, Mishra, N, & Jeevitha, R (2023). Gen Z Perspective of E-Commerce Logistics Service Quality on Home Delivery After Pandemic: Sem Approach to Satisfaction of Customer and Loyalty. NLDIMSR Innovision Journal of Management Research, 7(1), 13–29. available at: <http://www.nldinnovision.com/index.php/nldimsr/article/view/80>
12. Mallieswari R , Niharika Mishra , Analysis of ERP Implementation Impact on Supply Chain Management in Automobile Sector, International Journal of Business Management & Research (IJBMR) ISSN (P): 22496920; ISSN (E): 22498036 Vol. 13, Issue 1, Jun 2023, 37–46.
13. Mallieswari R , Niharika Mishra, "Implementation of Artificial Intelligence in the FMCG Industry and Its Impact on Logistics Management", International Journal of Emerging Technologies and Innovative Research (www.jetir.org | UGC and ISSN Approved), ISSN:2349-5162, Vol.10, Issue 1, page no. ppf661-f666, January-2023, Available at : <http://www.jetir.org/papers/JETIR2301591.pdf>
14. Dr P Varadharajan (2023), “Prognostication of Stock Price and Perceiving the Relevance of Macro-Economic factors with Index” Metszet Journal, ISSN.20612710, Vol.8(1), Pp.318-350. DOI: 10.27896/METSZET8.1/29, available at: <https://metszetjournal.com/volume-8-issue-1/>
15. P Varadharajan, Kumuda P R (2023), “The combination of related firms & share prices and share price prediction techniques in the Indian stock market with special reference to the IT Industry”, Metszet Journal, Vol. 8(2), pg.no. 218-242, DOI: 10.27896/METSZET8.2/26, ISSN: 2061-2710, Pp.218-242. available at: <https://metszetjournal.com/volume-8-issue-2/>
16. Aravinda Reddy M.N ,IOT in Supply Chain Management Integration and Performance in Retail firms across Bangalore, PRAMANA RESEARCH JOURNAL, Volume 13 Issue 2 (FEBRUARY 2023), UGC Approved, ISSN : 2249-2976, available at: <https://www.pramanaresearch.org/VOL-13-ISSUE-2-2023/>
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19. Aravinda Reddy M.N ,Supply Chain Analytics on Inventory Management on Small Firms across Hyderabad, International Journal Of Advance Research, Ideas And Innovations In

Technology (ISSN: 2454-132X), Vol.9, issue. 2, IF 6.07, Feb 2023, Cosmos, DOAJ, DRJI-
Available at: <https://www.ijariit.com/manuscripts/v9i2/V9I2-1177.pdf>

20. Mallieswari, R., Jeevitha, R., & Mishra, N. (2023). Analysis of supply chain social sustainability in hotel industry. *International Journal of Advanced Research*, 11(1), 1367–1371. <https://doi.org/10.21474/IJAR01/16150>