DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

RESEARCH PAPER PUBLICATIONS

ACADEMIC YEAR: 2023-2024

S.NO	NAME OF THE FACULTY	PAPERS PUBLISHED			
		Title of the paper	Name of the Journal/Conference with vol no, issue no, page no and impact factor.	Date of publication/ presentation	DOI and Annexure details(refer Annexure details of Anna University, Chennai)
1	Dr.K.SELVI	Analysis of Internet of Things Hydroponics System Multifunctional Horticulture and Solar Power its Applications	Conference: 2024 2nd International Conference on Intelligent Data Communication Technologies and Internet of Things (IDCIoT)	04 January 2024	DOI:10.1109/IDCIoT59 759.2024.10467348
2	Dr.K.SELVI	Artificial Intelligence of Patients Management for Injured Patient and Robotic assisted	2024 3rd International Conference for Innovation in Technology (INOCON)	06 May 2024	DOI:10.1109/INOCON6 0754.2024.10511878

		Physiotherapy Rehabilitation			
3	Dr.K.SELVI	Cloud-Based Oxygen Management System with Seamless HTTP Protocol Integration	2024 4th International Conference on Innovative Practices in Technology and Management (ICIPTM)	24 June 2024	DOI:10.1109/ICIPTM59 628.2024.10563570
4	Dr.K.SELVI	AI-Driven Fraud Detection in Financial Transactions with Graph Neural Networks and Anomaly Detection	2024 International Conference on Science Technology Engineering and Management (ICSTEM)	25 June 2024	**DOI:** 10.1109/ICSTEM 61137.2024.10560838
5	Dr.K.SELVI	Detecting Learning Patterns and Student Engagement in Online Courses using Deep Learning	2024 International Conference on Science Technology Engineering and Management (ICSTEM)	25 June 2024	**DOI:** 10.1109/ICSTEM 61137.2024.10560539
6	Dr.K.SELVI	AI-Enhanced Consumer Behavior Analysis in Digital Environments with BERT Optimization	2024 International Conference on Science Technology Engineering and Management (ICSTEM)	25 June 2024	10.1109/ICSTEM61137. 2024.10560773

7	Dr.K.SELVI	Real-Time Anomaly Detection in IoT Networks Using Deep Learning over Wireless Channels	SSRG International Journal of Electrical and Electronics Engineering Volume 11 Issue 3, 332-340, March 2024	25 March 2024	https://doi.org/10.14445/23488379/IJEEE-V11I3P128
8	Dr.R.SASIKALA	Exploring Ecologically Conscious Consumer Behaviour (ECCB) Scale from the Outlook of Household Consumers	Technology-Driven Business Innovation pp 487–500	24 March 2024	DOI:10.1007/978-3-031-51997-0_41
9	Dr.R.SASIKALA	Analysis of Internet of Things Based Agriculture Fertilizer Nutrient Management Soil Health Irrigation System and its Applications	2024 2nd International Conference on Intelligent Data Communication Technologies and Internet of Things (IDCIoT)	22 March 2024	**DOI:** 10.1109/IDCIoT59759.2024.10467345
10	Dr.R.SASIKALA	Analysis of External Power Source in Agricultural Fields Energy Management System	2024 11th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO)	14 May 2024	**DOI:** 10.1109/ICRITO61523.2024.10522370

11	Dr.R.SASIKALA	Analysing the Security and Privacy of Social Internet of Things and its Applications	2024 Third International Conference on Intelligent Techniques in Control, Optimization and Signal Processing (INCOS)	16 May 2024	**DOI:** 10.1109/INCOS59338.2024.10527471
12	Dr.R.SASIKALA	Building Relationship between IoT Devices and Consumer	2024 Ninth International Conference on Science Technology Engineering and Mathematics (ICONSTEM)	28 June 2024	**DOI:** 10.1109/ICONSTEM60960.2024.10568593
13	Dr.V.SRINIVASAN	Strategies for Integrating Deep Learning into Business Processes	2024 IEEE International Conference on Computing, Power and Communication Technologies (IC2PCT)	08 April 2024	**DOI:** 10.1109/IC2PCT60090.2024.10486407
14	Dr.V.SRINIVASAN	Predictive Analytics for Budgeting and Management Using Deep Learning Techniques	2024 IEEE International Conference on Computing, Power and Communication Technologies (IC2PCT)	08 April 2024	**DOI:** 10.1109/IC2PCT60090.2024.10486748
15	Dr.V.SRINIVASAN	Deep Learning for Energy Demand Forecasting in Electric Vehicle Charging	2024 5th International Conference on Mobile Computing and Sustainable Informatics (ICMCSI)	2024	10.1109/ICMCSI61536.2024.00140

		Stations			
16	Dr.V.ROHINI	Analysis of Developing IoT and Cloud Computing Based Smart Campuses and its Applications	2024 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI)	25 July 2024	**DOI:** 10.1109/ACCAI6 1061.2024.10602224
17	Dr.L.ANITHA	AI-Driven Fraud Detection in Financial Transactions with Graph Neural Networks and Anomaly Detection	2024 International Conference on Science Technology Engineering and Management (ICSTEM)	25 June 2024	**DOI:** 10.1109/ICSTEM 61137.2024.10560838