



# S.A. ENGINEERING COLLEGE

(Autonomous - Institute Level Research Centre, Affiliated to Anna University, Chennai)

Accredited by NAAC 'A' Grade & ISO 9001:2015 Certified Institution

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### RESEARCH PAPER PUBLICATIONS

ACADEMIC YEAR: 2025-2026

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. Rohini V	Evaluating the efficacy of AI-Enhanced CRM Tools in enhancing user experience in Indian online shopping	International Journal of Environmental Sciences Vol 11, No. 5, pg 2257-2264	2025	<a href="https://doi.org/10.64252/2jqx1g66">https://doi.org/10.64252/2jqx1g66</a>
2	Dr. Nalla Bala Kalayan	Impact of 5S implementation on employee productivity and workplace safety	International Journal of trend in scientific research and development, Vol – 9, No: 6, pg no:716-731	December, 2025	<a href="http://www.ijtsrd.com/papers/ijtsrd99948.pdf">www.ijtsrd.com/papers/ijtsrd99948.pdf</a>



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3	Ms. Saranya K	Integrating Job Evaluation and Equity Into Strategic Compensation Planning	Strategies for effective employee rewards and compensation management, pg no:137-165	October, 2025	10.4018/979-8-3373-3820-0.ch006
4	Ms. Saranya K	Impact of 5S implementation on employee productivity and workplace safety	International Journal of trend in scientific research and development, Vol – 9, No: 6, pg no:716-731	December, 2025	<a href="http://www.ijtsrd.com/papers/ijtsrd99948.pdf">www.ijtsrd.com/papers/ijtsrd99948.pdf</a>
5	Dr. Vidhya K	Understanding Women's Avoidance of Leadership in Higher Education: Challenges, Narratives, and Pathways Forward	Understanding Women's Avoidance of Leadership in Higher Education, pg no: 409-442	June 2025	DOI: 10.4018/979-8-3373-0260-7.ch015