

PSG Institution of Management, Coimbatore.

Student Publications Year Wise

Student Publications for the Year (2024 – 2025)

1. Maheswari, Balasundharam Uma, Adwaith, Pramod, Kavitha, Devarajan, Sujatha, Ramdass, “Role of working professionals in the modern corporate landscape in fostering the transition towards circular economy”, International Journal of Environment, Workplace and Employment, Volume 8, Issue 4, Pages 362 – 381, 2024. February 14, 2025. **(Q4)**
2. Susana D, Vijaykumar N, Shradha Menon, (2024) "AI Chatbots in Banking: Exploring Key Factors Influencing Customer Satisfaction through the extended E-SQUAL Model", 2024 International Conference on Intelligent & Innovative Practices in Engineering & Management (IIPeM), IEEE, 21 March 2025.
3. Swetha Ramasubramanian, Rathimala Kannan, Devi Thirupathi, “Optimizing Natural Gas Consumption in Fertilizer Manufacturing: A Predictive Model using Random Forest and Linear Regression”, 6th International Conference on Mobile Computing and Sustainable Informatics, ICMCSI 2025 – Proceedings, Pages 830 – 834, 2025 20 Feb 2025.
4. Kaviya Shree, V.S. & Kirupa Priyadarshini, M, “Integration of sustainable AR/VR technology in retail jewelry segment - A study on customer perceptions”. AIP Conference Proceedings. 3221(1). 020007. 10.1063/5.0235904, (2024). October 11 2024
5. Maheswari, B. Uma, Painguzhali G., Ananth, Viswanath, Kavitha D., Sujatha R. "How Artificial intelligence and generative AI is revolutionizing the fashion industry", Generative AI for Business Analytics and Strategic Decision-Making In-Service Industry, Pages 281 - 316, 2025. 31 Jan 2025.
6. Sujatha, R., Kavitha, D., Uma Maheswari, B., Karthikeyan, L.M.P. (2025). An Empirical Assessment of Credit Risk of Indian Companies Using

- Machine Learning Algorithms. In: Rajagopal, S., Popat, K., Meva, D., Bajaja, S., Mudholkar, P. (eds) Artificial Intelligence Based Smart and Secured Applications. ASCIS 2024. Communications in Computer and Information Science, vol 2427. Springer, Cham. https://doi.org/10.1007/978-3-031-86299-1_23 12 April 2025. (Q4)
7. Srividya, V., Chandramohan, M., Kannan, R., Sujatha, R. (2025). Predicting Stock Price Movements with Recurrent Neural Networks: An LSTM-Based Approach. In: Rajagopal, S., Popat, K., Meva, D., Bajaja, S., Mudholkar, P. (eds) Artificial Intelligence Based Smart and Secured Applications. ASCIS 2024. Communications in Computer and Information Science, vol 2427. Springer, Cham. https://doi.org/10.1007/978-3-031-86299-1_28 12 April 2025. (Q4)
 8. Chitra, R., Sathish, M., Stervin, J. (2025). Smart Choices: How Computer Applications Shape Consumer Decisions on Household IoT Appliances. In: Rajagopal, S., Popat, K., Meva, D., Bajaja, S., Mudholkar, P. (eds) Artificial Intelligence Based Smart and Secured Applications. ASCIS 2024. Communications in Computer and Information Science, vol 2428. Springer, Cham. https://doi.org/10.1007/978-3-031-86302-8_18 12 April 2025. (Q4)
 9. Vijaykumar, N., Charuhasini, T.M., Rajan, A. (2025). A Study on Augmented Reality's Impact on Online Shopping in India: Enhancing Consumer Experience and Behaviour. In: Rajagopal, S., Popat, K., Meva, D., Bajaja, S., Mudholkar, P. (eds) Artificial Intelligence Based Smart and Secured Applications. ASCIS 2024. Communications in Computer and Information Science, vol 2428. Springer, Cham. https://doi.org/10.1007/978-3-031-86302-8_19 12 April 2025. (Q4)
 10. Uma Maheshwari, B., Sujatha, R., Deekshitha, V., Ananth, V. (2025). Utilizing Digital Twins for Predictive Modelling in Manufacturing Cyber-Physical Systems. In: Rajagopal, S., Popat, K., Meva, D., Bajaja, S., Mudholkar, P. (eds) Artificial Intelligence Based Smart and Secured

Applications. ASCIS 2024. Communications in Computer and Information Science, vol 2428. Springer, Cham. https://doi.org/10.1007/978-3-031-86302-8_20 12 April 2025. (Q4)

11. Rathnaraj, N., Rajasree, C., Amrutha, S., Rajan, A. (2025). Impact of Social Media Marketing in the Cosmetic Industry to Cross the Chasm in India. In: Rajagopal, S., Popat, K., Meva, D., Bajaja, S., Mudholkar, P. (eds) Artificial Intelligence Based Smart and Secured Applications. ASCIS 2024. Communications in Computer and Information Science, vol 2429. Springer, Cham. https://doi.org/10.1007/978-3-031-86305-9_28 12 April 2025. (Q4)
12. N. Vijaykumar, M. Charuhasini, Arul Rajan, (2025) “A Study on the Cognitive and Hedonic Factors of Augmented Reality in Influencing Purchasing Intent in Online Shopping in India”, SN Computer Science, Volume 6, article number 534, 07 June 2025. (Q2)
13. R. Sujatha, D. Kavitha, B. Uma Maheswari & K. Gautham Ajay, “Ensemble Machine Learning Models for Corporate Credit Risk Prediction: A Comparative Study”, SN Computer Science, Volume 6, article number 514, 03 June 2025. (Q2)
14. Sujatha R., Maheswari, B. Uma, Kavitha D., Arularasan, James, (2025), “Supply Chain Analytics to Predict the Risk of Late Delivery: A Machine Learning Approach”, Lecture Notes in Networks and Systems, Data Science and Applications, (ICDSA 2024), pp 85–103, https://doi.org/10.1007/978-981-96-2647-2_6, 07 June 2025.
15. Maheswari, B. U., Adwaith, P., Kavitha, D., & Sujatha, R. (2024). Role of working professionals in the modern corporate landscape in fostering the transition towards circular economy. International Journal of Environment, Workplace and Employment, 8(4), 362-381.
16. Narendra Rathnaraj, Shashi Prabha. (2025) Adoption of battery swapping Technology in Electric Two Wheelers: A stakeholder Perspective.

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1. Maheswari, B. U., Kavitha, D., Sujatha, R., Abinaya, R., & Abhirami, B. (2023). Bankruptcy Prediction Models for NSE-Listed Firms: A Comparative Analysis. IUP Journal of Financial Risk Management, 20(4), 5-22.
2. Uma Maheswari, B., Sujatha, R., Kavitha, D., & Bharathkumar, R. Amalgamation of Technology Adoption Model (TAM) and Conjoint Analysis to Understand Consumers' Perception of Wearable Health-Tech Devices.
3. Pughethaa, S., & Deepa, R., (2024). A Study on Influence of Behavioural Biases on Investment Decision of Young Investors in Coimbatore City. International Journal of Multidisciplinary Research, 6(2).
4. Priyadarshini, M, & Deepa, R. (2024). A Comparative Study on Factors Influencing Investment Decisions of Investors Based on Income Level in Coimbatore. International Journal of Multidisciplinary Research, 6(2), D01: 10.36948/ijfmr. 2024.v06i02.16573.
5. Kavin Varsha V., & Deepa, R. (2024). Resilient Supply Chain Management in Manufacturing Sector - A Qualitative Study. International Journal for Multidisciplinary, Research, 6(3), Published on 4.5.2024.
6. Sujatha, R., Maheswari, B. U., Kavitha, D.& Kandaswamy, K. (2023). Developing a Talent Identification Model for Predicting Player Position in Football Using Machine Learning Algorithms. In International Conference on Advances in Data Science and Computing Technologies (pP. 285-293). Lecture Notes in Electrical Engineering. Singapore: Springer Nature Singapore

Student publications for the year (2022-2023)

1. Sujitha, R., Maheswari, B. U., & Raj, L. I. K. (2022). A study on impact of industry 4.0 on supply chain efficiency among manufacturing firms. In Industry 4.0 and Advanced Manufacturing: Proceedings of I-4AM 2022 (pp. 385-396). Singapore: Springer Nature Singapore.
2. Kirupa Priyadarsini & Sitharth Subramani (2022). Meesho, the Unicorn wooing the Millennial Workforce? Contemporary Business Leadership: The Post-pandemic response and Responsibility. October 21-22,2022
3. Kirupa Priyadarsini & Smrithi Kumarvel (2022). Are Indian Edutech(s) getting their Employee Equation Right-A case of Unacademy. Contemporary Business Leadership: The Post-pandemic response and Responsibility. October 21-22,2022
4. Uma Maheswari, B., Chandran, H. S., Sujatha, R., & Kavitha, D. (2022). Application of Machine Learning Algorithms for Creating a Wilful Defaulter Prediction Model. In Intelligent System Design: Proceedings of INDIA 2022 (pp. 373-381). Singapore: Springer Nature Singapore.
5. Harish & Sruthi (2022). Critical Success Factors in Project Management. International Research Journal of Modernization in Engineering Technology and Science, vol 4 Issue 9 PP-2446-2457