

1. RESEARCH PAPER

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R.Karthi and S.Sakthikamalathan, "[The impact of stress on IT employees' health and its consequential effects on productivity](#)", Multidisciplinary Science journal, Vol 6, 2024.

S. Ramabalan V. V.Sathiya, K. Nagalakshmi, J. Jeevamalar, R. Anand Babu, R. Karthi, Angel Acevedo-Duqued, R. Lavanya, "[Reshaping healthcare supply chain using chain-of-things technology and key lessons experienced from COVID-19 pandemic](#)", Socio-Economic Planning Sciences, Elsevier, 2023, <https://doi.org/10.1016/j.seps.2023.101510>

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R Karthi, S.Sakthi Kamal Nathan & Dr D Jagadeesan, "Does EHRM have induced better production and resources utilization in an educational institution: An Exploratory study" International Journal of Health Science vol 6 (S5), 2022, 2279-2288.

R.Karthi, B.Asha Daisy & P.Balaishwarya (2018), "A study on Smart class services satisfaction of Anana Edu Solutions in Schools at Karaikal" International Journal of Advanced Research, 6(1), 159-163., ISSN: 2320-5407

R.Suriya R.Karthi & R.Mahalakshmi (2016) "Effectiveness of ERP in Spansys technology solution at Pondicherry" Indian Journal of Arts, 6 (18) 69-75, ISSN 2320 – 6659 EISSN 2320 – 687X

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R.Karthi (2014), “Influences of online marketing in the prospective Indian Insurance Industry” – International Organization of Scientific research”, CMPCW- 2014, p-ISSN: 2319-7668, pp 24-30

R.Karthi (2014), “An Empirical study on Employees Health and Safety at H & R Johnson Ltd, Karaikal” –International Organization of Scientific Research”, CMPCW- 2014, p-ISSN: 2319-7668, pp 53-56

R.Karthi (2014), “Assessing the Project Risk Management Processes by using Rules and Project Management templates” –International Organization of Scientific research”, CMPCW- 2014, p-ISSN: 2319-7668, pp 53-56

R.Karthi, P.Jamuna Devi, R.Sophia Porchelvi (2012), “Challenges faced by tourist in Nagapattinam District– A statistical Analysis” - International Journal of Hospitality and Tourism systems” Publishing India, Volume 5 Issue 2 December, 2012, ISSN: 0947-6250.

R.Karthi, P.Jamuna Devi (2012), “A Study on Employee Retention in leading multinational automobile sector in India” International Journal of Management Research and Review” Sept 2012/ Volume 2/Issue 9/Article No-4/1474-1482 ISSN: 2249-7196.

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R.Karthi, P.Jamuna Devi, M.Selvachandra (2012), “Perspective of Insurance Agents about LIC of India- A study at Nagapattinam district” IEEE- International Conference on Advances in Engineering and management (ICAESM-2012) (ISBN:978-81-909042-2-3).

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B. Asha Daisy (2012), “Challenges Faced By Tourist in Nagapattinam District: A Statistical Analysis - International Journal of Hospitality & Tourism System on December 2012.

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B. Asha Daisy (2014), Customer Attitude on Service Quality of Private Banks in Trichurapalli in Elixir, Marketing Management 2229-712X.

B. Asha Daisy (2014), Statistical Analysis on Parent’s Perspective about Obesity - Elixir, Social Studies 2229-712X.

B.Asha Daisy (2015) Capital Structure: A Contemporary Approach towards financing the overall operation of a firm in IJSRP ISSN 2250 – 3153

B.Asha Daisy (2015) Corporate Social Responsibility of Banks in India in IJSRP ISSN 2250 – 3153

B.Asha Daisy (2015) Agricultural Marketing – An Overview in IJSRP ISSN 2250 – 3153

B.Asha Daisy (2016) Societal Visions of Poverty in Ageing people affecting the economy Struggles of Elderly Population in India in Annamalai University 978-93-85399-95-4

B.Asha Daisy (2017) A Conceptual framework on Employee Empowerment in manufacturing Sector in Indian Journal of Current Research ISSN 2347 9213

B.Asha Daisy (2017) A Study on Smart Class Services Satisfaction of Anana Edu Solutions in Schools at Karaikal in IJAR ISSN 2320 – 5407.

B.Asha Daisy (2020) A Study on Employee Motivation and Engagement with special reference to Ancillary Industries of BHEL, Tiruchirapalli in International Journal of Advanced Science and Technology (scopus) ISSN : 2005-4238

B.Asha Daisy (2020)A Study on Employee Engagement with special reference to Ancillary Industries of BHEL, Tiruchirapalli in International Journal of Psychosocial Rehabilitation ISSN : 1475 -7192

2. BOOKS

B. Asha Daisy, Book Published in the title of Human Resource Management (Charulatha Publications) in 2022. ISBN 13:978-93-5577-092-9

R. Karthi, **Services Marketing**- Archers and Elevators Publishing House.

R. Karthi, **Professional Ethics**- RK Publications.

R. Karthi , **A Text Book for Research Methodology and IPR**- RK Publications.

3. BOOK CHAPTER

- Dr S Ramabalan, Nagalakshmi, Anand babu, Raju and Dr R Karthi, “Exploring the Driving and Restraining forces to fostering Blockchain in sustainable supply chain in the context of COVID-19 Pandemic” CRC Press. (Accepted for publication).
- Dr R Karthi, Sakthi Kamal Nathan and S Sathish Kumar, “Business Intelligence and its applications Green HRM” Publisher MIN E KAVI.
- Dr R Karthi, Dr B.Asha Daisy and Dr P Jamuna Devi, “ Cryptocurrency in Blockchain- A Transformative technology for future investments”.
- Dr R Karthi & Dr P Jamuna Devi, titled “Challenging Positions of India’s Economy and Mitigation action taken by Government- A Critical analysis in Economic Prospective” “Impact of COVID-19 on Technology, Social and Economic Domains published by Great Minds.

- Book Chapter in the title of A Conceptual Framework on the Impact of COVID 19 on Technology (Impact of COVID 19 on Technology, Social and Economic Domains/Great Minds, Media and Communications Unit, Great Minds (Pvt) LTD, Srilanka) in 2022
ISBN 978-624-6253-01-1

4. CONFERENCES

G.Vasanti, R. Karthi, Amisha Bisht, B. Srinivasa Rao, Thulasimani T, S. Vasuki, (2024), Exploring potential predictors of psychological distress among employees: A Generalized ARC-GRU Based Model, 2024 International Conference on Intelligent Algorithms for Computational Intelligence Systems (IACIS).

K Balaji, Aruna Sri Rongali, Ns Archana, G. Sethuraman, Jithesh Mon Mullool, R. Karthi, “A Critical Analysis of Key Management Techniques in Applied Cryptography”, International Conference on Computing Communication and Networking Technologies (ICCCNT) 2024, 2024

R.Karthi & B.Asha Daisy (2016) “Impact of Corporate Social Responsibility on Firms financial Performance” “International Conference on Innovative Research in Management 2016 (ICIRM 2016) at EGS Pillay Engineering College, Nagapattinam ISBN: 978-93-84893-50-7.

R.Karthi (2014) “Customer attitude on service quality of private banks in Tiruchippalli Region” “International Conference on Innovative Research in Engineering and Technology 2014 (ICRIET 2014) at EGS Pillay Engineering College, Nagapattinam.

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R.Karthi, P.Jamuna Devi (2013), “Total Quality Management – A Nursing perspective” associated with IEEE- ICRDPET 2013 and organized by EGS Pillay Engineering College, Nagapattinam

R.Karthi (2016) “Estimation of Psycho- Socio values of Baby Boomers in Modern Era” “International Conference on Health, Social and Economic Issues of Old age people” conducted by Department of Economics, Annamalai University, Chidambaram.

B. Asha Daisy (2011) “Green Marketing – Opportunities and Challenges”,

“International Conference on Advances in Engineering and Technology (ICAET 2011) at EGS Pillay Engineering College, Nagapattinam

B. Asha Daisy (2012) “Performance of players in Life Insurance and Non Life Insurance in India”, “International Conference on Advances in Engineering and Technology (ICAET 2012) at EGS Pillay Engineering College, Nagapattinam.

B.Asha Daisy “A Study on Satisfaction level of Employees related to Grievance Handling Procedure in the Praveen Chem Industries, karaikal“ “International Conference on “ Innovative Research in Management 2015 (ICIRM’15) in E.G.S.Pillay Engineering College, Nagapattinam.

B.Asha Daisy “A Conceptual framework on Employee Empowerment in manufacturing Sector” International Conference on “Sustainable Business Practices A Global Perspective” in Bon Secours College for Women.

Dr.B.Asha Daisy “**Disability Studies in Indian English Fiction**” International Conference organized by the Research Department of English on 25 March 2022 in ADM College for Women, Nagapattinam.

5. SEMINAR FUNDED

| S.No | Project | Agency | Coordinator | Amount(rs) | Status |
|------|-----------------------------------|---|-------------|------------|-----------|
| 1. | Computer Awareness program | Popularisation of Science Activity, TNSCST, Chennai | Dr.R.Karthi | 15,000 | Completed |
| 2. | Pollution Free Environment | Popularisation of Science Activity, TNSCST, Chennai | Dr.R.Karthi | 15,000 | Completed |
| 3. | Personality Development Programme | AICTE, New Delhi | Dr.R.Karthi | 80,000 | Completed |
| 4. | Computer Literacy Program | Popularisation of Science Activity, TNSCST, Chennai | Dr.R.Karthi | 20,000 | Progress |

6. Students Projects (TNSCST -SPS)

| S.No | Project | Agency | Coordinator | Amount(rs) | Status |
|------|--|--------|--|------------|-----------|
| 01 | Rural Education System with reference to specific village in Nagapattinam district | TNSCST | S. Mohamed Naina Maraicar Coordinator: Dr. R. Karthi | 10000 | Completed |
| 02 | A survey on digitalization system of education in government school at Nagapattinam region | TNSCST | A. Buchiya Coordinator: Ms. P. Vinotha | 7500 | Completed |

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|----|---|--------|--|------|-----------|
| 03 | Challenges faced by the MSME (Micro Small and Medium Enterprise) while COVID crisis | TNSCST | R.Sriram Prakash Coordinator: Dr. R. Karthi | 7500 | Completed |
|----|---|--------|--|------|-----------|

7. CONSULTANCY

| S.No | Project | Agency | Coordinator | Amount(rs) | Status |
|------|---|--|----------------------------------|------------|-----------|
| 01 | A study on Employee Attrition | RKN Praveen Chem Industries, Karaikal | Dr.R.Karthi Ms.B.Asha Daisy | 30,899 | Completed |
| 02 | A study on customer satisfaction and services in Petrol Bunk | Venkateswara Agencies, Thiruvarur | Dr.R.Karthi Ms.B.Asha Daisy | 40,000 | Completed |
| 03 | A study on Market positioning of Maruti | APKS Oil Industry | Mr.P.Kalaiselvan Ms.M.Ganga | 30,000 | Completed |
| 04 | ASSESSING THE PERFORMANCE OF SERVICE IN CABLE TV AND AWARENESS AMONG THE PEOPLE IN TRANSITION FROM CABLE TO DIGITIZATION TECHNOLOGY | G.L.GOPU, PROPRIETOR KTN PLUS 1, GOPU CABLE VISION, Nagapattinam | Dr.R.Karthi, MS.G.MIDHUNALAKHSMI | 20,000 | Completed |

8. FUNDED PROJECT

| S.No | Project | Agency | Coordinator | Amount(rs) | Status |
|------|---|--------|---------------------|------------|-----------|
| 01 | Improving Personal Hygiene and inculcating good practices among SC/ST adolescent girl students during their menstrual cycle | NCSTC | Dr. S. Chandrasekar | 24,50,000 | Completed |
| 02 | Awareness among SC and ST children towards water conservation | NCSTC | Dr. S. Chandrasekar | 21,30,000 | Completed |