

RESEARCH SUPERVISOR DETAILS

NAME (CAPITAL LETTERS) : S. SILAS SARGUNAM



DESIGNATION : Assistant Professor

DEPARTMENT : MBA

MAIL ID : silassargunam@gmail.com

FACULTY : Management Studies

SUPERVISOR REG. NO : 2980008

TOTAL .NO.OF RESEARCH SCHOLAR (ONGOING):

REGISTER NUMBER (FULL TIME)	NAME OF THE SCHOLAR
1214879704	B. Felix Subin Thomas

REGISTER NUMBER (PART TIME)	NAME OF THE SCHOLAR
-	-

RESEARCH SCHOLARS (COMPLETED):

REGISTER NUMBER(FT/PT)	NAME OF THE SCHOLAR
2009760101	Dr.M.S. Rathnamala
2009760102	Dr.M. Maria Jain Bruce

PUBLICATIONS OF THE SUPERVISOR:

NAME	YEAR	TITLE	JOURNAL NAME	VOLUME & ISSUE	IMPACT FACTOR
Dr.S. Silas Sargunam	2019	Recent Trends in Business Management	International Journal of Scientific Research and Review	Vol. 8, Issue 5	SJIF 2019:7.583
	2018	Business Applications of Big Data	Sadakath: A Research Bulletin	Vol. VI, No. 1,	
	2016	Hadoop based Efficient Product Recommendation	Asian Journal of Research in Social Sciences and	Vol. 6, No. 8	SJIF 2019:7.583

		System in Online Web	Humanities		
	2016	An Automated Semantic Negotiation for Cloud Service Level agreements	Circuits and Systems	Volume 7	
	2016	Accomplishing Consummate Throughput with Delay and Power Control in MANET	Circuits and Systems	Volume 7	
	2016	Cloud Computing-System Implementation for Business Applications	Circuits and Systems	Volume 7	
	2016	Origin and Impact of Global Economic Crisis	International Journal of Advanced Research and Innovative Ideas in Education	Vol.1	SJIF 2019:7.583
	2016	Global Economic crisis – Causes and Consequences	ITIHAS The Journal of Indian Management	Vol.6	
	2015	Training teaching Cultivation in Information Technology and Computer Science Education	International Journal of Conceptions on Computing and Information Technology	Vol.3, Issue.2	SJIF 2019:7.583
	2014	Impact of Product and Market Factors on Consumer Behaviour: A Study on Personal Computer Purchase	Asian Journal of Applied Sciences	Vol.8, Issue.1	0.96
	2014	Effectiveness of Internet as an Advertising Medium for Cars - An Empirical Study in the Indian Context	International Journal of Technology and Business Management	Vol.3, Issue.3	SJIF 2019:7.583
	2014	Hyundai Motors India Ltd: Innovative Strategies of Branding	International Journal of Management	Vol.1, Issue.6	SJIF 2019:7.583

		Santro using Information Systems	Contemplations		
	2014	Distribution in India – The Corporate Initiatives using Information System	International Journal of Economics, Law and Social Sciences	Vol.1, Issue.5	SJIF 2019:7.583
	2014	Measurement of Service Quality towards A.R.Hospital, Madurai	International Journal of Business Intelligence and Innovations	Vol.2	SJIF 2019:7.583
	2014	Tata Motors' Marketing Strategies for Indica	International Journal of Technology and Business Management	Vol.3, Issue.1,	SJIF 2019:7.583
	2014	Impact of Organisational Climate: A Study on Anna University Affiliated Engineering colleges in Tamilnadu	International Business Management	Vol.8, Issue.3	
	2011	Ford Motors' India-specific Strategies using Information System	International Journal of Computer Applications	No.2 Article 1	
	2011	Attitude of Car Buyers towards Imported Used Cars – An Indian Empirical Study	International Journal of Computer Applications	No.1 Article 8	
	2009	Managing Image Crisis with Technology: A Case study on Multinational Soft drinks companies in India	The International Journal of Technology, Knowledge and Society	Volume 5, Issue 4	SJIF 2019:7.583
	2005	Privacy and Security Concerns among Canadian Internet Users - A National Study	E-Business Review	Volume 5	
	2016	Global Economic Crisis – Causes and Consequences	ITIHAS - The Journal of Indian Management	Vol.6, Issue.1	SJIF 2019:7.583

	2014	Innovative Marketing Strategies for Hyundai Santro	Business Plus	Vol.1, No.10	
	2012	Trainability Amongst the Employees of Multinational Companies Located in Chennai	The Journal of Management Awareness	Vol.15, No.2,	SJIF 2019:7.583
	2012	Customer Satisfaction towards Asianet Satellite Communications Ltd, Trivandrum	Journal of Commerce and Management Research	Vol.1, Issue 2	SJIF 2019:7.583
	2011	Rural Distribution in India – Corporate Initiatives	NISMA -A journal from the school of Management	Vol.III, No.1	
	2010	Market Orientation among banks in South Tamil Nadu – An Empirical Study	i-manager’s journal on Management	Vol.4, No.4	SJIF 2019:7.583
	2009	Cars: How small is small?	NISMA -A journal from the school of Management	Vol.III, No.1	
	2009	Attitude towards Imported Used Cars – An Empirical Study in Chennai	RVIM Journal of Management Research	Vol.1, No.1	SJIF 2019:7.583
	2008	Ford Motors’ India-specific Strategies	Indian Journal of Marketing	Vol.XXXVIII	SJIF 2019:7.583
	2007	Brand Positioning - The Case of Mitsubishi Lancer	The ICFAI Journal of Marketing Management	Vol.VI, No.1	
	2005	A Study on Attitude of Car Owners towards Replacement of Cars	JIMS 8M	Vol.10, No.3	

HONOURS / AWARDS(RECEIVED FROM PUBLISHER):