

FACULTY PROFILE

Name of Teaching Staff /RMK ID	Dr.Elantheraiyan.P / T1207			
Designation	Professor			
Department	Master of Business Administration (MBA)			
Date of Joining the Institution	16.07.2025			
Qualifications	Ph.D.	M.B.A	B.Sc.Physics	
Total Experience	Overall:15 years & 1 month		In RMK: Nil	
Papers Published in Journal	Overall:19		After Joining RMK : Nil	
List of Papers Published	1. Dutta, A., & Elantheraiyan, P. (2025). A study on strategies for reducing lead time in logistics operations. <i>International Journal of Research in Management Fields</i>, 9(2), 1-14. Research and Scientific Publication House. https://doi.org/10.5281/zenodo.15379733. 2. Sivaprakash, S., & Elantheraiyan, P. (2025). A study on work stress among healthcare employees. <i>International Journal for Multidisciplinary Research</i>, 7(2), 1-6. https://www.ijfmr.com. 3. Richard, K., Masvood, Y., & Elantheraiyan, P. (2025). Influences on consumers' intentions to purchase sustainable apparel products. <i>Tec Empresarial</i>, 474-490. https://www.tecemprerial.org. 4. Dheena, V., & Elantheraiyan, P. (2025). A study on the impact of personalization in increasing customer engagements. <i>International Journal for Research in Applied Science & Engineering Technology</i>, 13(4). https://www.ijraset.com. 5. Hasan, Y., & Perumal, Elantheraiyan. (2024). Mobile payment in developing countries: Drivers, impact, opportunities and challenges. <i>Journal of Informatics Education and Research</i>, 4(2). http://jier.org 6. Hasan, Y., & Perumal, Elantheraiyan. (2024). Role of cultural diversity and social influence in fintech adoption: India. <i>Journal of Informatics Education and Research</i>, 4(3), 714. http://jier.org 7. Mohammed Faisal, A., Rajkiran, V., Sankar Singh, K., Elantheraiyan, P., & Kamalakhannan, S. K. (2024). Identification of an efficient machine learning algorithm for the prediction of customer churn: A case analysis of a business-to-consumer (B2C) dairy company for customer retention strategy. In 2024 4th International Conference on Innovative Practices in Technology and Management (ICIPTM). IEEE. https://doi.org/10.1109/ICIPTM59628.2024.10563757			

8. Getachew, B. A., & **Elantheraiyan**, P. (2024). The impact of monetary rewards on employee performance in public and private organizations: A comparative study. *World Journal of Management and Economics*. <https://www.researchgate.net/publication/380638240>
9. **Elantheraiyan**, P., Vinayagam, K., Sasikumar, P., KotteswaranM., Thirunavukkarasu, K. S., & Sankar Singh, K. (2023, November 1–2). Revolutionizing e-commerce: Deep learning and distributed expression for cutting-edge product advertising. In *2023 International Conference on Research Methodologies in Knowledge Management, Artificial Intelligence and Telecommunication Engineering (RMKMATE)* (pp. 1–6). IEEE. <https://doi.org/10.1109/RMKMATE59243.2023.10369921>
10. Giday, D. G., & **Perumal, Elantheraiyan**. (2023). Students' perception of attending online learning sessions post-pandemic. *Social Sciences & Humanities Open*. <https://doi.org/10.1016/j.ssoho.2023.100755>
11. Kotteswaran, D., & **Elantheraiyan**, P. (2023). A thoughtful analysis of the entrepreneurial skills required for startups in the modern era. *European Economic Letters*, 13(5). <https://doi.org/10.52783/eel.v13i5.893>
12. **Perumal Elantheraiyan**., & Giday, D. G. (2023). Effect of supervision and training on elementary school teachers' performance. *European Economic Letters*, 13(3). <http://eelet.org.uk>.
13. Giday, D. G., & **Elantheraiyan**, P. (2023). A study on the effect of training on employee performance in the case of Mekelle City, Tigray, Ethiopia. *Social Sciences & Humanities Open*. <https://doi.org/10.1016/j.ssoho.2023.100567>
14. Getachew, B. A., & **Elantheraiyan**, P. (2023). Maximizing training outcomes: An analysis of factors affecting employee training in manufacturing firms. *Journal of Informatics Education and Research*, 3(2), 638. <https://doi.org/10.52783/jier.v3i2.155>
15. **Elantheraiyan**, P., & Thandayuthapani, S. (2022). A study on effective training and development in insurance agencies at Chennai. *Journal of Contemporary Issues in Business and Government*, 28(4), 1242. <https://doi.org/10.47750/cibg.2022.28.04.095>.
16. **Elantheraiyan**, P., & Mariayappan, M. S. R. (2021). A study on dealers' perception of organic food products with respect to Vellore district. *Turkish Online Journal of Qualitative Inquiry*, 12(9), 2783. <https://www.tojq.net/index.php/journal>
17. **Elantheraiyan**, P., & Shankarkumar, S. (2019). A research on impact of social media on college students in Chennai district. *International Journal of Innovative Technology and Exploring Engineering*, 8(11S). <https://www.ijtee.org/>
18. **Elantheraiyan**, P., & Gunasekaran, K. (2020). A study on stress management of IT employees at Chennai district. *International Journal of Advanced Science and Technology*, 29(3s), 1129–1137. <http://sersc.org/journals/index.php/IJAST/>
19. Logasakthi, K., & **Elantheraiyan**, P. (2018). Effect of occupational distress among the magnesite employees in South India: An analysis with demographical variables. *International Journal of Mechanical and Production Engineering Research and Development*, 8(Special Issue 2), 691–703. <http://www.tjprc.org/publishpapers/2-67-1542956273-71IJMPERDDEC201871.pdf>

Papers Presented in Conferences (Scopus/WoS Indexed only)	Overall:24	AfterJoiningRMK:Nil
Ph.Ds/ Projects Guided	Ph.Ds Guided:3	Student Projects Guided:180
Books Published:	Count:2	
	1. Elantheraiyan, P., & Felisiya, M. (2023). Total quality management. ISNT Tech Publishers. ISBN: 9789392045035 2. Martin Jayaraj, Elantheraiyan, P., & Felisiya, M. (2023). Principles of management and organisational behaviour. ISNT Tech Publishers. ISBN: 9789392045172 3. Elantheraiyan, P., Mariyappan, M. S. R., & Ravishankar, K. (2023).Retail management. ISNT Tech Publishers. ISBN: 9789392045950	
Patents	PublishedCount:1	Granted Count:-0
	1. Published patent on "Innovative method for employee performance evaluation and feedback in organizational management" Patent filed on 19/11/2023 and Patent published on 05/01/2024.	
Professional Memberships	Count:1	
	1.LifeMember of ISTE since2014 LM99612 2.Annual Member of International Association of Academic Plus Corporate for the Annual Year 2022-23	
Consultancy Projects Completed	Count: 0	
Awards Received	Count: 0	
	Nil	

Research grants Received	Nil
Orchid Link / ID	https://orcid.org/0000-0002-9791-8410
Google Scholar Link/ ID	https://scholar.google.com/citations?user=KkGDol0AAAAJ&hl=e
Vidwan Link / ID	https://vidwan.inflibnet.ac.in/profile/500863
Research Gate Link/ ID	https://www.researchgate.net/profile/Elantheraiyan-Perumal
Scopus Link / ID	https://www.scopus.com/authid/detail.uri?authorId=57207229014