



Dr. S. Chandrakumarmangalam

Associate Professor of Management
Studies, Anna University Regional
Campus, Coimbatore - 641046

Human Resource Management
Marketing

GET MY OWN PROFILE

	All	Since 2016
Citations	254	197
h-index	8	7
i10-index	8	7

TITLE	CITED BY	YEAR
Brand Management – An Overview DS Chandrakumarmangalam The South Indian Engineering Manufacturers' Association 1 (1), 7-10		2019
Big Data in Healthcare Management: A Review of Literature CS Senthilkumar SA1 , Bharatendara K Rai2 , Amruta A Meshram2 , Angappa ... American Journal of Theoretical and Applied Business 4 (No. 2), 57-69	53	2018
Impoverishment–The Threat for Sustainable Developments in Developing Countries V Ravikumar, S Chandrakumarmangalam PROBLEMY EKOROZWOJU–Problems of Sustainable Development 11 (2), 105-112	1	2016
Accessing the Influence of Currency Futures on Spot Exchange Rate: A Case of India P Sivarajadhanavel, S Chandrakumarmangalam, T Mohanasundaram Asian Journal of Research in Social Sciences and Humanities 6 (6), 1148-1155		2016
A Threats and Difficulties in the E-Banking System: An Indian Customer Perspective VR Kumar, S Mangalam Asian Journal of Research in Social Sciences and Humanities 6 (6), 375-381		2016
A Study on Functioning and Factors Influencing Successful Operation of Powerloom Industries in Tamilnadu State, India G Suresh, SC Mangalam Asian Journal of Research in Social Sciences and Humanities 6 (8), 1507-1530		2016
Ant colony optimization for competency based learning objects sequencing in e-learning A.Priya Dharshini, S. Chandrakumarmangalam, G. Arthi Applied Mathematics and Computation 263, 332-341	22	2015
Problems and Prospects of Home Based Women Workers in Tamil Nadu S Chandrakumarmangalam, D Arunkumar Productivity 56 (No.1), 96 - 106		2015
Individual investment planning in current global business scenario SCK Mangalam, SK Kapoor The International Journal's Research Journal of Commerce and Behavioural ...	1	2014
The role of poultry industry in Indian economy SC Vetrivel, S Chandrakumarmangalam Brazilian Journal of Poultry Science 15 (4), 287-293	21	2013

TITLE	CITED BY	YEAR
An empirical analysis on currency future trading practices in the Indian stock exchange P Sivarajadhanavel, S Chandrakumarmangalam Life Science Journal 10 (7), 814-819		2013
Exchange rate risk in the foreign exchange market: a challenge on corporate profitability P Sivarajadhanavel, S Ch Bonfring International Journal of Industrial Engineering and Management ...	5	2012
An empirical study on teaching professionals' work-life balance in higher learning institutions with special reference to Namakkal district, Tamilnadu KG Senthilkumar, S Ch Bonfring International Journal of Industrial Engineering and Management ...	20	2012
Release process on quality improvement in open source software project management N Arul Kumar, SCK Mangalam Journal of Computer Science 8 (6), 1008-1011	6	2012
Impact of Group-Based Microfinance on Rural Households in India. S Chandrakumarmangalam, SC Vetrivel IUP Journal of Management Research 11 (2)	7	2012
A study on production and marketing of poultry eggs in Tamilnadu-India (With Reference to Namakkal District) S Chandrakumarmangalam, SC Vetrivel International Journal of Poultry Science 11 (3), 237-242	3	2012
A study on Performance and Contributions of Service Sector for the Sustainable Economic Development in India EJS Sciences		2012
Impact of Quality of Work Life on Mental Health among Teaching Professionals in Indian Higher Learning Institutions: An Empirical Analysis KG Senthilkumar, S Chandrakumaramangalam, L Manivannan, S Malliga Life Science Journal 9 (4)	1	2012
A Study on Production and Marketing of Powerloom Products with Special Reference to Select Clusters in Tamilnadu, India L Manivannan, SC Mangalam, G Suresh European Journal of Social Sciences 28 (2), 295-307		2012
The impact of release management and quality improvement in open source software project management N Arulkumar, S Chandra India Applied Mathematical Sciences 6 (62), 3051-3056	2	2012