Dr.P.VENKATESH PUBLICATION:

- A paper published in SANKHYA INTERNATIONAL JOURNAL OF MANAGEMENT & TECHNOLOGY, a refereed journal, paper titled "A STUDY ON PROFITABILITY ANALYSIS OF SELECTED STEEL COMPANIES IN INDIA", ISSN: 0975-3915, Volume. 3, Special issue-2, Sep. 2012.
- A paper published in International Journal of PEZZOTTAITE JOURNALS, a refereed journal, paper titled "VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA", ISSN: 2319-9016, online ISSN: 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).
- A Paper presented and published on "F&O MARKET IN INDIA", in the international conference on unleashing opportunities at bottom of the pyramid held during April, 2015, ANNAMALAI UNIVERSITY, ISSN: 0975-749X AIJBSR, Special Issue.
- 4. A paper published in INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT AND HUMANITIES, paper titled "TECHNICAL ANALYSIS OF SHARES OF SELECTED BANKS TRADED IN NSE INDIA", ISSN: 2347-3274, Volume. 3, Issue 1, PP. 29-35, September 2016.
- 5. A paper published in AAYVAGAM AN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH, paper titled "DIVIDEND BEHAVIOR ANALYSIS OF SELECTED STEEL COMPANIES IN INDIA- A DESCRIPTIVE STUDY", ISSN: 2321-5739, Volume. 5A, Issue 2, PP. 68-74, September 2017.
- 6. A Paper published in JOURNAL OF ADVANCE RESEARCH IN DYNAMICAL & CONTROL SYSTEMS, paper titled "AN EVALUATION OF LIQUIDITY AND PROFITABILITY OF SELECTED PHARMACEUTICAL COMPANIES IN

- INDIA", ISSN: 1943-023X, 07-Special issue on Management Studies, July, 2017. (SCOPUS)
- 7. Paper Published in SHANLAX INTERNATIONAL JOURNALS, Paper titled "MEASUREMENT OF PROFITABILITY LIQUIDITY AND DIVIDEND PROGRESS OF SELECT STEEL COMPANIES IN INDIA- A DISCRIMINANT FUNCTION ANALYSIS", ISSN: 2321-4643, Vol.5, No.1, July 2017.
- 8. A Paper published in ANNAMALAI INTERNATIONAL JOURNAL OF BUSINESS STUDIES AND RESEARCH, paper titled "ANALYSIS OF PROFITABILITY PERFORMANCE OF SELECT STEEL COMPANIES IN INDIA- A DESCRIPTIVE STUDY", ISSN: 0975-749X, Volume 8, Issue 3, PP 222-234, January 2018.
- 9. A Paper published in JOURNAL OF ADVANCE RESEARCH IN DYNAMICAL & CONTROL SYSTEMS, paper titled "A DESCRIPTIVE ANALYSIS OF SHORT TERM SOLVENCY AND PROFITABILITY OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA", ISSN: 1943-023X, 07-Special issue on Management Studies, November, 2017. (SCOPUS)
- 10. A Paper published in M-INFINITI JOURNAL OF MANAGEMENT, paper titled "IMPACT OF VARIOUS FINANCIAL INDICATORS ON PROFITABILITY OF SELECT STEEL COMPANIES IN INDIA", ISSN: 0973-7197, Issue 1, Volume 12, PP 73-79, Jan 2018.
- 11. Paper published in SHANLAX INTERNATIONAL JOURNAL OF MANAGEMENT,
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- 12. Paper published in INTERNATIONAL JOURNAL OF MECHANICAL AND PRODUCTION ENGINEERING RESEARCH AND DEVELOPMENT (IJMPERD), paper titled "A STUDY ON IMPACT OF PROFIT, EARNING PER SHARE AND DIVIDEND ON EQUITY PERFORMANCE ON SELECT STEEL SECTOR USING DISCRIMINANT FUNCTION ANALYSIS", ISSN (P): 2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 3, Dec 2018, PP: 998-1007. (SCOPUS)
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- 16. Paper Published in INTERNATIONAL JOURNAL OF INNOVATIVE TECHNOLOGY
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- 18. Paper Published in PAIDEUMA JOURNAL, Paper titled "ARTIFICIAL INTELLIGENCE **BASED DIGITIZATIONS INFLUENCE** IN THE ORGANISATION", ISSN NO: 0090-5674, Volume XIII, Issue-I, JAN/2020, Page No:1-8, (Web of Science)
- 19. Paper Published in SOLID STATE TECHNOLOGY, Paper titled "A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND SCHEMES IN INDIA", ISSN NO: 0090-5674, Volume 63, Issue-2s, OCT/2020, Page No:1010-8, (SCOPUS)
- 20. Paper Published in STUDIES IN INDIAN PLACE NAMES, Paper titled "A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION WITH REFERENCE TO PAN ASIA RESOURCES", ISSN: 2394-3114, Vol 40 issue 40 (s1) March 2020, PP: 317 (UGC care Journal)
- 21. Paper Published in STUDIES IN INDIAN PLACE NAMES, Paper titled "A STUDY AND ANALYSIS ON IMPACT OF BRAND EQUITY WITH REFERENCE TO AIR INDIA", ISSN: 2394-3114, Vol 40 issue 40 (s1) March 2020, PP: 304 (UGC care Journal)
- 22. Paper Published in JOURNAL OF THE GUJARAT RESEARCH SOCIETY, Paper Titled "A STUDY ON JOB SATISFACTION OF EMPLOYEES WITH

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