LIST OF PUBLICATIONS

Dr. K. SOUNDRAPANDIYAN


10. Published a Research paper titled “Understanding the perception of millennial generation towards online shopping a study with reference to Chennai” on December 2017-February 2018 issue (Volume No. 12, Issue No. 3) of i-manager’s Journal on Management, ISSN-0973-5054. (UGC listed).


27. Published a Research paper titled “10 Hyundai Chennai customers: satisfaction level,” SCMS Journal of Indian Management, ISSN 0973-3167, Vol VIII, Number IV, Oct- Dec 2011, Pp 78-89,
