

Publications Details

2020

- Published the research paper on "Influence of Economic & Financial Factors in Buying Decision of Residential Houses in Chennai Market –A Study" on **SCOPUS indexed**, Test Engineering & Management, Vol 83, 7451-7455, Issue March-April 2020, ISSN : 0193-4120.
<http://testmagzine.biz/index.php/testmagzine/article/view/4881/4041>

2018

- Presented and published the research paper titled "Influence of Product Placement on Purchase Intention – A study with reference to Tamil Nadu" at 18th GLOGIFT Conference organized by Indian Institute of Management Lucknow, Uttar Pradesh, on 18th to 20th December 2018.
- Presented and Published the research paper titled "Growing Technology and Youth Hazards – A Study with reference t Smartphone Users in Chennai" at 3rd International Research Conference on 'Glocalization: Unleashing Potential, Harnessing, Opportunities and Embracing Change' organized by Trincomalee Campus, Eastern University, Sri Lanka on 16th & 17th August 2018.
- Presented and Published the research paper titled "Influence of Celebrity Endorsement on consumer Buying Behaviour – A Study with reference to Chennai" at International conference on Management, Technology and Social Sciences, organised by Geneva Business School, Geneva, Switzerland, 7th May 2018.
- Published the research paper titled "Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention" on **SCOPUS indexed** Indian Journal of Public Health Research and Development – An International Journal, vol.9, No.2, Feb. 2018, ISSN: 0976-0245.
<http://www.indianjournals.com/ijor.aspx?target=ijor:ijphrd&volume=9&issue=2&article=080>

2017

- Published the research paper titled "A Study on Impact of Celebrity Endorsement on Purchase Decision among Consumers in Chennai" on International Journal of

Enhanced Research in Management & Computer Applications, Vol (6), Issue 11, November 2017, ISSN: 2319-7471.

- Published the research paper on "Impingement of Celebrity towards Product Promotion in Chennai City-A Hawkish View" on **SCOPUS indexed** Journal of Advanced Research in Dynamical & Control Systems, Special issue 15, 401-407, October 2017, ISSN 1943-023X. <http://www.jardcs.org/archives-special.php?year=2017&issue=15-Special%20Issue&page=5>
- Presented and Published the Research paper titled "Influence of Celebrity Endorsement on Customers' Brand Perception And Purchase Intention With Reference To Chennai City" at International Conference on Emerging Management & Technology for Economic Sustainability at Alhosn University, Abu Dhabi, UAE, during April 2017. ISBN: 978-93-5228-080-3, PP 527-540.

2016

- Presented research paper on "Celebrity's Impact on Consumer Perception towards Product Promotion - An Empirical Study" at International Conference on "Innovation, Market Competition and Economic Development." Organized by IMI Bhubneshwar, and EGADE Business School, Mexico City, Mexico on December 09-10, 2016
- Published the research paper on "Advertisements' Influence and Antecedents of Purchase Intention towards FMCG Products in Chennai City - A Study" on **UGC indexed** SAMVAD: SIBM Pune Research Journal, Vol XI, 65-70, June 2016, ISSN (Print) : 2249-1880, ISSN (Online) : 2348-5329. <http://samvad.sibmpune.edu.in/index.php/samvad/article/view/98184>

2015

- Published the research paper on "Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City" on **UGC indexed** Scholedge International Journal Of Management & Development in Oct 2015 Issue, ISSN 2394-3378, 2(10), 1-8. doi:<http://dx.doi.org/10.19085/journal.sijmd021001>.
- Presented and Published the research paper on "Influence of Celebrity Endorsement & Corporate Credibility on Purchase Intention towards FMCG products – A study with reference to Chennai city", during the National

conference on Driving Nextgen Excellence: Entrepreneurship & Business Management, Dept. of Management Studies, Valliammai Engineering College on 24th April 2015 and published in Volume 1, Issue 2 of "International Journal of Business Intelligence & Innovations" - as 'Special Issue' Print ISSN: 2348 - 4705.

2014

- Presented a paper titled "Impact of advertisements and antecedents of purchase intention towards FMCG products in Chennai – A study" in the 9th International Great Lakes Management Research Conference organized by Great Lakes Institute of Management & Yale University on 29th Dec 2014.
- Presented and Published the research paper on "Bridging Gap strategies towards students Perception and Industry Expectation - A study with reference to Management Education system in India" during the International Conference on "Biggest Challenge facing Education today" organized by Dept. of Indian Studies, University of Malaya, Sri Sairam Institute of Management studies and Anuragam held at Kodaikanal on 13 & 14th Dec 2014.