



RESEARCH PUBLICATIONS

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ARTICLES PUBLISHED IN SCOPUSINDEXED JOURNALS:

Scopus Indexed)Article published titled as “Employee Perception towards effectiveness of Induction Program” **International Journal of Recent Technology and Engineering(IJRTE)**ISSN:2277-3878, Volume-8, Issue-2S11, September 2019, Pp 2880-2882

(Scopus Indexed)Article published titled as “Internet of Things Enabled Inclusive Business Model for an Indian Agriculture” **International Journal of Recent Technology and Engineering(IJRTE)**ISSN:2277-3878, Volume-8, Issue-2S11, September 2019, Pp 2880-2882

Article Published titled as “Mechanical Engineers Satisfaction towards the Implementation of Internal Certification” – An Empirical Study, **International Journal of Mechanical Engineering and Technology (IJMET)** Volume 9, Issue 13, December 2018, pp. 516–520, Article ID: IJMET_09_13_054

Article Published titled as “Rolling Resistance in Passenger Vehicle Tyres”**International Journal of Mechanical Engineering and Technology (IJMET)** Volume 9, Issue 13, December 2018, pp. 516–520, Article ID: IJMET_09_13_054.

Articles published titled as “**Employee Job satisfaction And Intention to Attrition- An Empirical Analysis**”**International Journal of Mechanical Engineering and Technology ((IJMET),** Volume 8, Issue 12, December 2017, Pp856-861.**Scopus Inexed,IJMET_98_12_092.**

Article published titled as “**A Study on Youth’s Level of Expectations on Leader’s Commitment towards Socio Economic Development** “**Journal of Adv., Research in Dynamical & Control Systems, 15-Special Issue, and November 2017- Pp725-727.Scopus Indexed Journal**

ARTICLES PUBLISHED IN NATIONAL, INTERNATIONAL JOURNALS& UGC JOURNALS:

Article published titled as **“An Analytical Study Consumers Buying Behavior towards Men’s Brand Apparel”**UGC Purakala Care Journal ISSN 0971 -2143, Vol 31, Issue 21-May, 2020,pp 967-971

Article published as **“Effectiveness of Grievance Redressal Mechanism -An Empirical Study with Reference to Select Automobile Company”**, Studies in Indian Place Names (UGC Care Journal),ISSN: 2394-3114 Vol-40-Issue-27-February-2020

Article Published titled as **“Issues and Challenges in Container Handling – An empirical Study”** International Journal of Management & Technology, Volume 9, Issue 5 May 2019, pp2727-2732/

Article Published titled, as **“ERP Implementation Issues and Challenges in Construction Industry, Journal of Emerging Technology and Innovative Research”**, Volume 6, Issue 5, May, 2019, pp. 141-146.

Article Published titled as **“An Empirical Study on Effectiveness or Employee Welfare Measures With Special Reference to Automobile Industry”**,Shanlax International Journal of Management UGC Approved No44278, Issue No – 4843, Volume No 5, Special Issue 1, April,2018.

Article Published titled as **“An Investigation of Departments of Customer’s Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India”** International Journal of Management Studies, Volume IV, Special Issue 3, November 2017, Pp77-83 with an **impact factor2.26**. UGC Approved Journal No **44925**.

Article published titled as **“Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era”** International Journal of Current Engineering and Scientific Research (IJCESR)Vol. 4, Issue 4, April 2017, ISSN (Print): 2393-8374, ISSN (Online): 2394-0697,Pp 145-150, 57with an **Impact Factor 3.454**. Kolkata

Article published titled as **“Online Shopping Attitude and Behaviour – An Empirical Study With Special Reference to Select Professionals in Chennai City”** International Journal of Marketing, Financial Services and Research, Volume 1 Issue 6 ,January 2017, Pp 49-57with an **Impact Factor 3.454** ., ISSN NO: 2277-3622,

Article published titled as **“A Study on Women Employee Stress and its Consequences in Select Garment Companies - With Reference to Garment Industry in Chennai City”**. International Journal of Human Resources and Social Sciences Volume 3, Issue12, December 2016 with an **Impact factor 5.414**. ISSN No (o) 2349-4085

Article published titled as **“Succession Planning Avoids Inevitable Attrition – An empirical Insight**, GITAM Journal of Management, Vol,11 July –Sep10213

Article published titled as **“Impact of Demographic Factors on Employee Morale and Attrition”**– An empirical Analysis Vol.1, Issue 1,Jan June 2013, HR, EP Journal of Management.

Article published titled as **“Employee perception on Two Critical Components of HRD Practices with reference to a cement company in Chennai”**.Vol.1, Issue 1, Jan June 2013.HR, EP Journal of Management.

Article published titled as ‘Employee Engagement a Tool to Minimize Attrition with reference to E- publishing Firms, Chennai.ACADEMICIA – An international Multidisciplinary Journal, Vol, 2, Issue, 9, July2012.

Case Study published titled as ‘Kingfisher Fly or Fall’ in Sankhya International Journal ofTechnology and Management. , Vol, 3, Issue.1.May2012.

Article published titled as **“A Study on the Training Effectiveness for Entry Level Software Engineering in Chennai.”**- SDMT – Management Review a Bi – Annual Referred Journal, Vol,6 , Issue 2. December 2013.