

Publications

1. Published a Research paper titled "Brand Equity and Organization Performance: The Harmonizing Role of Corporate Social Responsibility", IIM-K, 04th International Conference on Marketing, Technology & Society 2020 Proceedings, ISBN 978-93-5419-748-2
2. Published a Research paper titled "Exploring the Students Feelings and Emotion Towards Online Teaching: Sentimental Analysis Approach", IFIP WG 8.6 International Conference on Transfer and Diffusion of IT, TDIT 2020 Proceedings, Part I, PP.137-148, ISSN (P): 1868-4238, ISBN 978-3-030-64849-7 (eBook), <https://doi.org/10.1007/978-3-030-64849-7> **Springer Proceedings**.
3. Published a Research paper titled "Effect of Health, Safety and Environment (HSE) on Human psychology and productivity- A study regarding Manufacturing sector", in TEST Engineering & Management, ISSN (P): 0193-4120 Volume 83, Issue March - April 2020 - PG No (7484 -7494) **Scopus Indexed Journal**
4. Published a Research paper titled "Marital Status and Stress Level: A Study with reference to Women Employees in IT Sector", in Management Review, ISSN (P): 0975-7988 Volume 10, Issue 1, June 2019 - PG No (7 -16)
5. Published a Research paper titled " Influence of Customer Perceived E-Service Quality on Satisfaction and purchase intention With Reference To Online Shopping- A Study", in International Journal of Management, Technology And Engineering, ISSN (P): 2249-7455 Volume 9, Issue 5, May 2019 - PG No (698-710) **UGC Indexed Journal**
6. Published a Research paper titled " Job Satisfaction Affirms Employee Retention – An Empirical Study With Reference To Cement Industry “ in Suraj Punj Journal For Multidisciplinary Research, ISSN (P): 2394-2886; Volume 9, Issue 5, May 2019– PG No (121-130) **UGC Indexed Journal**
7. Published a Research paper titled " A Study On Impact Of Students Perceived Service Quality On Brand Performance Of Self Financing Engineering Institutions “ in International Journal of Society Systems Science, ISSN 1756-252X - – Volume 11, Issue 1, February 2019 – Inderscience Publishers , UK (Academic One File (Gale),Asian Digital Library, cnp LINKer (CNPIEC),Expanded Academic ASAP (Gale), Google Scholar, Cabell's Directory of Publishing Opportunities, Excellence in Research for Australia (ERA)) <https://dx.doi.org/10.1504/IJSSS.2019.098197>
8. Published a Research paper titled " Effects Of Workplace Fun On Employee Behaviors: An Empirical Study “ in International Journal of Mechanical and Production Engineering Research and Development (IJMPERD), ISSN (P): 2249-6890; ISSN (E): 2249-8001 Volume 8, Issue 3, December 2018– Trans stellar publication- **Scopus Indexed Journal**
9. Published a Research paper titled “ An Evaluation of Nifty Pse Index Movements Through Fibonacci Series - A Study” on June 2018, Volume 9, Issue 2, on Asian Journal of Management, **(ICI Indexed) ISSN: 2321-5763. DOI: 10.5958/2321-5763.2018.00142.7**
10. Published a Research paper titled “Vitality of Employability Skills for Business Graduates: A Study with Reference to Chennai City” on May 2018, Volume 119, Issue No. 12 on International Journal of Pure and Applied Mathematics, **(Scopus Indexed) ISSN: 1314-3395.**
11. Published a Research paper titled “Family Business – Trends & Challenges in India” on January 2018, Special Issue, Shanlax International Journal of Commerce, **(UGC listed) ISSN: 2320-4168. . (UGC listed).**
12. 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).**
13. Published a Research paper titled “Factors Influencing Stress among Executives-A Study with Reference to Automobile Organizations in Chennai” on Journal of Advanced Research in Dynamical & Control Systems, Special Issue – 15, October 2017, ISSN 1943-023X 2017, PP 452-459. **(Scopus Indexed Journal)**
14. Published a Research paper titled “Understanding the Perception of Millennial Generation towards online shopping- A study with reference to Chennai” 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 417-433.

15. Published a Research Paper titled “An analytical view of Crude Oil Prices and its impact on Indian Economy” on IOSR Journal of Business Management, e-ISSN: 2278-487X, p-ISSN: 2319-7668, Vol 1, Special Issue, 2017 PP 23-28. . **(UGC listed)**.
16. Published a Research paper titled “HRD Practices in Garment Manufacturing Industry”, International Journal of Information Technology and Management Sciences, , ISSN 2231-6752, Vol I, Issue 2 July 2016, Pp 97-109
17. Published a Research paper titled “Coping patterns of occupational stress among executives in select automobile companies with reference to Tamilnadu” , The International Journal’s Research Journal of Social Science and Management, Vol I, Issue 2 June -September 2016 ISSN 2010-457X. Pp 112-121. **(UGC listed)**.
18. Published Research Paper titled “A Study On consumer perception towards online shopping with respect to Chennai” in International Journal Of Management And Behavioral Sciences, ISSN: 2278-5671, Volume No.06, Issue 1, July 2015 ,Pp:349-360
19. Published Research Paper titled “Employee Retention Strategy With Reference To Chennai Based Ites Industry- An Empirical Study” in Sona Global Management Review , ISSN: 0973-9947, Volume No.09 , Issue 2, February 2015 ,Pp:01-13 . **(UGC listed)**.
20. Published Research Paper titled “A Study On Work Life Balance Of Marketing Professionals Of Pharmaceutical Industry ” at Twelfth AIMS International Conference on Management (AIMS-12) on January 2-5, 2015 at IIM Kozhikode (ISBN – 978-81-924713-8-9)
21. Published a Research paper titled “Performance analysis on Initial public offering (IPO) in Indian Capital Market- An Empirical Study”, GYAN MANAGEMENT ,ISSN: 0974-7621, Volume No.08, Issue 1, June 2014 ,Pp:72-82 . **(UGC listed)**.
22. Published a Research paper titled “A study On Investment Opportunities And Awareness Of Software Professionals In Tamil nadu ”, SDIMT – Management Review ,ISSN: 2320-5814, Volume No.01, Issue 2, December 2013 ,Pp:17-28 . **(UGC listed)**.
23. Published a Research paper titled “Market Potential and Customer satisfaction for insurance products”, CARE Journal of Management ISSN: 2249-2216, Volume No.02, November 2012,Pp:47-54
24. Published a Research paper titled “A Study on Personal Excellence Process (PEP) and its impact of productivity in a leading IT Organization in Chennai, Asian Journal of Research in Business Economics and Management, ISSN 2250-1673, Vol II, Issue- XI, November 2012 ,Pp 64-68
25. Published a Research paper titled “A Critical study on factors influencing occupational stress and coping patterns in an automobile organization in India” , International Journal of Exclusive Management Research, , ISSN 2249-8672, Vol II, Issue 2, April- May 2012 Pp 100-115
26. Published a Research paper titled “Performance Evaluation of Banking Companies listed in NSE- An Empirical Study” , JM International Journal of Finance, , ISSN 2229-6123, Vol -2, Issue- 4, Sept-2012,Pp 191-209
27. Published a Research paper titled “A Study on HRD climate in a Garment Manufacturing Unit in Chennai city” , Kaveripakkam College Journal of Management Research, , ISSN 2249-6459, Vol No. 1, Issue No. 2, April-June 2012,Pp 45-51.
28. Published a Research paper titled “HRD Practices in Garment Manufacturing Industry”, International Journal of Information Technology and Management Sciences, , ISSN 2231-6752, Vol I, Issue 2 (Jul-Dec) 2011, Pp 97-109
29. 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,
30. Published a Research paper titled “Coping patterns of occupational stress among executives in an automobile organization in Tamil Nadu, India” , The International Journal’s Research Journal of Social Science and Management, ISSN 2010-457X.

31. Published a Research Paper titled “ HRD Climate in a Garment Manufacturing in Tamilnadu “ in the Book of Learning and Applications , Anuragam Publications ,Chennai. Vol-I ISBN NO ; 978-93-81568-58-3 , Pp 526-538
32. Published a Research Paper titled “HRD Practices; A Study on Various Factors in Garment Manufacturing Industry” in the Book of Innovative Business and Technology Strategies for developing countries. Published by Asian Management Science Association, ISBN No.978-81-921764-4-4, Pp 243-246
33. Published paper titled “E-Recruitment and its Economic Benefits” in the book of Strategic Management Approach: Opportunities and Challenges for Indian Corporate, SCITECH Publications, and Chennai. ISBN No.978-81-8371411-2, PP.242-246.