

Dr.R.Suresh

Research Articles Published

Article published titled “ Indian Entrepreneurs’ global competitive strategy in growing economy” in SRM Management Digest , Vol 6, Apr 2008 , ISSN 0973-6905

Article Published titled “ A Study on brand penetration in Indian rural Market “ in Global Competition and brand promotion ,Excel India Publishers ,2008 , ISBN 978-81-906531-9-0

Article published titled “ Reaching the rural market – A hybrid model for distribution” in International conference on marketing in Asia Pacific issues and challenges , Macmillan Publishers India Ltd., Nov 2009 ,ISBN 023-033-169-6

Article published titled “ Partnership E-Retailing Model for Indian rural market, in SRM Management Digest , Vol 10 , Apr 2010 , ISSN 0973-6905

Article Published titled “ A comparative analysis of micro enterprise activities and its impact on empowering self help group members in selected districts of Tamil Nadu” , in Governance for excellence , JM International publishers , Dec 2012, ISBN 978-81-925487-9-1

Article Published titled “ Employee perception towards effectiveness of performance appraisal system “, in International Journal of Management science , Vol 3, Issue 4, Dec 2013

Article Published titled “ A Study on adoption of lean manufacturing practices with special reference to auto components firms in Chennai” in Splint International Journal for professionals Vol 3, Issue 1, Jan 2016, ISSN 2349-6045

Article Published titled “ A Study on Web Application development challenges “ , Journal of operation management and Information technology , Vol 4 , Issue 1 , Jan-Apr 2016 PP 1-8.

Article Published titled “ A Study on effect of E-Business on Supply Chain Management with Reference to small and Medium Enterprises in Chennai , Splint International Journal of Professionals , Vol.-III, Issue-11, November 2016 , pp 17-21

Published the research paper titled “Consumer Perceptions of Private Label Brands within the Retail Supermarket Sector of Chennai Region” SANKALAN . VOLUME 2 . ISSUE 2 . NOVEMBER 2016 – APRIL 2017, pp 140-145

Published the research paper titled “Online Shopping Attitude and Behaviour – An Empirical Study with Special Reference to Select Professionals in Chennai City”, International Journal of Marketing, Financial Services & Management Research Vol.6, Issue 1, January 2017, ISSN 2277-3622 PP: 49-57 ,Haryana

Published the research paper titled “A Study on Impact of Technology Transformation on Employee Monitoring Tool with Reference to Information Technology Industry”, GE-International Journal of Management Research Vol.5, Issue. 3, March 2017, ISSN (O): 2321-1709, ISSN (P): 2394-4226 , pp 1-11,Haryana

Published the research paper titled “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,Kolkata

Published the research paper titled “An Investigation of Determinants of Customer’s Shopping Behavior Towards Select Hypermarket – An Empirical Study with Special Reference to South India” ,International Journal of Management Studies , Vol-IV, Special Issue-3, November 2017 , PP 77-84.

Published the research paper titled “Examining the Effect of Factors Affecting Youth’s Satisfaction on Leader’s Commitment Towards Socio Economic Development “, Journal of Adv Research in Dynamical & Control Systems, 15-Special Issue, November 2017 ,pp 728-730 (Scopus Indexed)

Published the research paper titled “A Study on Post Implementation Benefits of ERP in Manufacturing “,International Journal of Civil Engineering and Technology (IJCIET)Volume 8, Issue 12, December , 2017, pp. 451–464(Scopus Indexed)

Published the research paper titled “An Empirical Study on Effectiveness of Employee Welfare Measures with special reference to Automobile Industry”,Shanlax International Journal of Management UGC Indexed JournalVol.5 Spl issue 1 April 2018 ISSN 2321-4643 ,154-159 ,Chennai

Published the research paper titled “A Measure of Customer Satisfaction through Application of SERVQUAL with special reference to Public Banks “M-Infiniti Journal of Management Vol.12 Spl. Issue 2 March-April 2018 ISSN 0973-7197 , 104-112 Chennai.

Published the research paper titled “Rolling Resistance In Passenger Vehicle Tyres” International Journal of Mechanical Engineering and Technology (IJMET) Volume 9, Issue 13, December 2018, pp. 510–515 (Scopus Indexed)

Published the research paper “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 (Scopus Indexed)

Published a research paper titled “A Study on Impact of Select Time Tracking Tools in Software Project Development” in UGC Indexed International Multidisciplinary Quarterly Research Journal AJANTA – Peer Reviewed Refereed Journal, Journal No. 40776, Vol. 8, Issue –1, January – March 2019, ISSN 2277-5730, Impact factor - 5.5, pp: 149 – 154.

Published a research paper titled “An Empirical Analysis to Measure Determinants of Consumer Based Brand Loyalty Towards Fast Moving Consumer Goods Industry in India – with Special Reference to Selected Metropolitan City” in International Journal of Business Intelligence and Innovation, Volume.2, February 2019, ISSN: 2348 4705, pp: 18 – 26.

Published a research paper titled “An Analytical Model for Supplier Selection using Fuzzy Inference System” in International Research Journal of Engineering and Management Studies (IRJEMS), Vol. 3, Issue. 05, May 2019, ISSN: 2395 – 0126, pp: 1 – 8.

Published a research paper titled “ERP Implementation Issues and Challenges in Construction Industry” in UGC Approved Journal of Emerging Technologies and Innovative Research, Vol.6, Issue: 5, May 2019, ISSN: 2349-5162, Impact factor 5.87, pp: 142 – 146.

Published a research paper titled “Issues and Challenges in Container Handling – An Empirical Study” in UGC Indexed Journal – International Journal of Management and Technology, Vol. 9, Issue. 5, May 2019, ISSN: 2249-7455, pp: 2727-2732.

Published a research paper titled “ An Analysis on Fibonacci theory with reference to oil in commodity Market”, Journal of the Gujarat research society , Vol 21 , Issue 17 , 2019 Pg 1240-1256

Published a research paper titled “A Study on quality of work life balance with reference to HTC Global services India Pvt Ltd” , Studies in Indian place Names , Vol 40 , Issue 40s1 , March 2020 , Pg -290

Published a research paper titled “A Study on effectiveness of training and development with reference to Chennai metro rail limited (CMRL), Studies in Indian place Names , Vol 40 , Issue 40s1 , March 2020 , Pg -141

Published a research paper titled “Effectiveness of Grievance Redressal Mechanism – An Empirical Study with Reference to Select Automobile Company”, Studies in Indian Place Names, Vol 40 , Issue 27 , ISSN 2394 – 3114, Feb 2020 Pg-117 – 123, UGC Indexed

Published a research paper titled “An Analytical Study on Consumer Buying Behaviour towards Men’s Branded Apparel “, Purakala, vol 31, issue 21 , ISSN 0971 – 2143, May 2020, Pg ,967-975 , UGC indexed