

Research Presentations and Publications:

- Presented paper titled “Regulations and Operational problems of NBFI’s in India”, at AVVM Pushpam College, 18th -19th February 2005.
- Presented paper titled “Promotional Strategy – A Key element in emerging business scenario” at International conference – Indian Institute of Management – Kozhikode (IIM-K) on Marketing in the age of Convergence, 7th - 8th January 2006
- Presented paper titled “Social Relevance in Management Education – Paradigm perspectives” on International conference at Cardamom Planters Association college, 21st-23rd February, 2006
- Presented paper titled “Emerging Trend in Business Research – Marketing and Social Sciences”, on National Seminar at SRM Eswari Engineering college, 31st March 2006
- Published Research paper titled “Mergers and Acquisitions: Nature and Significance” on M-infiniti Journal of Management, Vol.1, April-Sept. 2006
- Presented paper titled “Managerial Excellence in Literatures” on International conference at University of Malaya, Kuala Lumpur, Malaysia, 10th-12th May 2007.
- Published Research paper title “Current Scenario of Stress Management Training (SMT) @IT firms” on Review of Professional Management, A journal of New Delhi Institute of Management, Vo.5, Jan-June 2007
- Published Research paper titled “Customer Perception towards Various Brands of Toilet Soaps apropos South Indian Market – An analytical study” on Journal of Business Studies, University of Jaffna, Srilanka, vol.4, Jan-June 2007.
- Presented Research paper on “Impact of Stress among IT professionals during Global Economic Crisis” on International conference on Impact of Economic Crisis in Global Business Scenario, Sri Sairam Engineering college, 2009
- Published Research paper on “Quality of Work Life @ Indian IT firms” on SRM Management Digest, 2009.
- Presented Research paper titled “A study on analysing the effectiveness of Stress Management Training at Indian IT firms” at International conference on Sustainable strategies on Technology and Management for Developing Countries, Tyndale College, Singapore, 2010
- Presented Research paper titled “Stress and its impact among IT professionals – a study with reference to India” at International conference, University of Jaffna, Srilanka, 2010
- Presented Research paper titled “Impact of Stress among Information Technology Professionals – with reference to select leading Information Technology Companies in India” at International conference, RBAC university, Bangkok, Thailand, March 2011
- Presented Research paper titled “Employee Perception towards HR policies in Information Technology Industry – A study with respect to Chennai, India” at International conference on Competency Building Strategies in Business and Technology organised by Sri SairamEngg. College, India, 2011

- Presented Research paper titled “Stress Management Training Programs in Information Technology firms – An Indian Perspective” at International conference, University of Malaya, Malaysia, August 2011.
- Published Research paper titled “ Effectiveness of CRM practice in Retail Malls – A study with reference to Chennai, India” at International conference on Innovative Business and Technology Strategies for Developing countries, organised by Asian Management Science Association and Putra Inteltek International College, Malaysia, at Dubai, December 2011.
- "Effectiveness of CRM practice in Retail Malls – A Study with reference to Chennai, India" for the International Seminar Emerging Economies: BRIC and ASEAN Markets as the New Growth Engines 11-12 February 2012 Siva Sivani Institute of Management Studies, Secunderabad, Andhra Pradesh.
- Presented Research paper titled “Impact of Stress on Information Technology Professionals -A study with reference to select leading Information Technology companies in Chennai” at International conference ICBGM organised by MBA Dept., SA Engg. College, Feb. 2012
- Presented Research paper titled “A Study on Ergonomics with reference to Manufacturing Sector in Chennai” at International Conference on Application of Management and Technology Research, organised in association with Dept. Of Indian Studies, University of Malaya, Malaysia, at Sri Sairam Engg. College, Chennai, 2-3 June 2012.
- Presented Research paper titled “3 G Strategies (Green Marketing, Green Building & Green Electronics) For Social and Environmental Sustainable Development” at , International conference organised by University of Malaya, Malaysia, August 2012.
- Presented Research paper titled “Job Satisfaction among Teaching Professionals - A study with reference to collegiate education in Chennai”, International Conference on “Business Innovations in the Globalisation Era”, organised by the Post Graduate and Research Department of Commerce, A.V.V.M Sri Pushpam College, Poondi, Thanjavur District on September 22nd 2012.
- Published research paper on “Impact of Advertising on Purchase of Two-wheeler- A Study with reference to Women in Chennai” in International Journal of Advanced Research in Management and Social sciences (ISSN: 2278-6236) Volume2, Issue 5, May 2013.
- Published research paper on “ Customer perception towards Service quality – A Study with respect to Unisex Health clubs in Chennai” in South Asian Journal of Marketing and Management Research (ISSN:2249-877x) Volume 3, Issue 6, June 2013.

- Published research paper on “Customer Satisfaction Towards 3G Mobile- A Study with Reference to Chennai” in International journal of Information Technology and Management Sciences (ISSN:2231-6752) Volume 3, Issue 1, Jan-June 2013.
- Presented the research paper on “Aligning HR with Organizational Strategy – A Study with reference to select companies in Chennai” at International conference at University of Malaya, Kuala Lumpur, 15-17 August, 2013.
- Presented the research paper on “Customer Satisfaction Towards 3G Mobile- A Study with Reference to Chennai” at International Conference on Contemporary Issues in Business, Management & Finance, Department of Business and Financial Studies, University of Kashmir, Srinagar, Kashmir, 28th – 29th September, 2013.
- Presented the research paper on “Effectiveness of Employee Retention practices in select leading manufacturing units in Chennai” at International Conference on Contemporary Management (ICCM-2014) 14th -15th March 2014, University of Jaffna, Srilanka.
- Presented the research paper on “Effectiveness of Human Relation Practices in Engineering Industry – A Study with reference to Chennai” at International Conference on Management Challenges, Sanskrithi School of Business, Puttaparthi, A.P., on 26/04/2014, “Glimpses of management Challenges” with ISBN 978-163041955-4
- Published research paper on “Safety And Security Policies For Women At Workplace - A Study With Reference To Information Technology Sector In Chennai” in International journal of Information Technology and Management Sciences (ISSN:2231-6752) Volume 4, Issue 2, Jan-June 2014.
- Presented and Published the research paper on “Effectiveness of Faculty Welfare practices – A Study with reference to self-financing engineering colleges in Chennai”, at International Conference organized by University of Malaya, 13-14 December 2014.
- Presented and Published the research paper on “Bridging Gap strategies – A study with reference to management education system in India”, at International Conference organized by University of Malaya, 13-14 December 2014
- Presented and Published the research paper on “Technology education and adoption in rural and comparative urban regions”, at International Conference organized by University of Malaya, 13-14 December 2014
- Presented and published the research paper on “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 “Impact of Work Stress on Employee Job Performance – A Study with reference to I.T. Professionals in Chennai” during the International conference on Contemporary Developments and Challenges in HRM (ICCODAC – HRM) was organized by St.Joseph’s college of Arts and Science, Cuddalore on 13th and 14th March, 2015.
- Presented and Published the research paper on “A Study on Recruitment and Selection Process with reference to Software companies in Chennai”, during the International conference on Contemporary Developments and Challenges in HRM (ICCODAC – HRM) was organized by St.Joseph’s college of Arts and Science, Cuddalore on 13th and 14th March, 2015.
- 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.
- Presented and Published the research paper on “Customer Brand Preference Towards Men’s Apparel -A Study with reference to Chennai, South India”, during The Fourth International conference on Advancement of Development Administration (ICADA)2015 organised by National Institute of Development Administration(NIDA), Bangkok, Thailand, during 28th -30th May 2015.
- Presented and Published the research paper on “Societal perception on Juvenile delinquency & law - a study with reference to Indian perspective”, during Indo-Canadian International Conference of Business and Behavioural Sciences, (ICICBBS -2015) at Vivanta by Taj Hotel– Panaji, Goa, India during 3-4 July 2015.
- Presented and published the research paper on “Innovations in HRD – Emphasizing the need for Knowledge Management system” at the UGC National Seminar on Creativity and Innovation organised by S.K. Institute of Management, Sri Krishnadevaraya University, Anantapur, A.P. during 30th Nov. – 1st Dec. 2015
- Published research paper on “Customer Perception towards private label brands of Bottled drinking water – A study with reference to Chennai”, in GE-International Journal of Management Research, vol.4, Issue 8, August 2016, ISSN(2321-1709).
- Published research paper on “Customer Brand Preference towards Men’s Apparel with reference to South Indian Market” in Asian Journal of Research in Social Sciences & Humanities, Vol.6, No.10, October 2016, ISSN: (2249-7315), pp 1397-1405.
- Presented and Published research paper on “Impact of Teacher’s Job satisfaction & welfare practices on Sustainable Development – A Study with reference to Self – financing Engineering colleges in Chennai” at International conference on

Transformative Education Research and Sustainable Development, organised by Kathmandu University in association with Murdoch University, Australia and UNESCO, Dhulikhel, Nepal during 21-23 October 2016.

- Presented and published research paper on "Challenges and Opportunities in Urban Farming- A study with reference to Chennai" at International Conference on "Innovation, Market Competition and Economic Development." Organized by IMI Bhubneshwar, andEGADE Business School, Mexico City, Mexico on December 09-10, 2016.
- Presented And Published Research Paper On “Business Transformation Through Strategic Knowledge Management” At International Conference On ‘Business Management, Economics & Social Sciences (ICBMESS 2016)’ Organised by Uttara University, Dhaka Bangladesh, AMDISA (A SAARC Recognised Body) and GBMF-USA, during 21-23 December 2016.
- Presented and Published the Research paper titled “Workplace Complexities and Job Satisfaction in Current Corporate Scenario – A comparative study on IT and Non-IT sector” at 10th International Business Research Conference organized by IES Management College and Research Centre, Mumbai, during 17th Feb 2017. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668, PP 33-38.
- 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.
- Presented and Published the Research paper titled “Rehabilitation Framework on Organic Agriculture – A Study with reference to Tamilnadu” on 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 499-510.
- Published the research paper titled “Business Transformation through Strategic Knowledge Management” on The Business Review, Journal of School of Business, Uttara University, Dhaka, Bangladesh, Vol(5), Special Issue, May 2017, ISSN: 1996-3637.
- Presented and published the Research paper titled “Fresh Graduates perception towards Campus Recruitment – A study with reference to Chennai” on International Conference on Contemporary Management ICCM 2017 at University of Jaffna, Srilanka, during July 2017. ISSN-2448-9883, Vol 4(I), PP. 391-399.

- Published the research paper titled “Rehabilitation Frame work on Organic Agriculture with reference to Tamilnadu” on SCOPUS indexed Journal of Advanced Research in Dynamical & control Systems, 15-Special Issue, October 2017, ISSN: 1943-023X.
- Published the research paper titled “Impingement of Celebrity towards Product Promotion in Chennai City – A Hawkish view” on SCOPUS indexed Journal of Advanced Research in Dynamical & control Systems, 15-Special Issue, October 2017, ISSN: 1943-023X.
- 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.
- Presented and Published the research paper titled “ Leadership & Employee Retention – A Study with reference to Information Technology sector in Chennai”, at International Conference organised by Saveetha University on Managing the Metamorphosis of Make in India in the global Era – Roadmap & challenges Ahead, 21-22 December 2017.
- Presented and Published the research paper titled “A Study on Job-Hopping among working professionals in Chennai” at International Conference organised by St.Peter’s University on Frontiers of Management Practices for Economic Sustainability, 13 December 2017.
- Presented and Published the research paper titled “Mediation of Attitude towards Advertisements in the relationship between advertisements and purchase intention” at International Conference organised by St.Peter’s University on Frontiers of Management Practices for Economic Sustainability , 13 December 2017.
- 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 a& Development – An International Journal, vol.9, No.2, Feb. 2018, ISSN: 0976-0245.
- Presented and Published the research paper titled “A Study on Effectiveness of online recruitment process among working professionals in Chennai” on Two-day National Seminar on “Sustainable Development: Role of Business Education and Research” 20-21 March 2018, organised by Dept. Of Studies and Research in Commerce, University of Mysore, published in UGC Listed International Journal of Exclusive Management Research, Special Issue, March 2018, ISSN:2249-8672.
- Presented and Published the research paper titled “Customer Perception Towards Call-Taxi Services : A Study with reference to Chennai” at International conference on Entrepreneurship, Innovation and Good Governance for global Leadership, organised by Prestige Institute of Management and Research, Indore, 10-11 Feb. 2018, Published in

Prestige International Journal of Management and Research, (UGC listed journal), March 2018 Special Issue, Vol.10, No.4, ISSN:0974-6080.

- Published the research paper titled “Customer Satisfaction towards Call Taxi Services A study with reference to Chennai” on SCOPUS indexed International Journal of Pure and Applied Mathematics, Vol.119, No.12, March 2018, ISSN: 1314-3395.
- 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.
- Presented and Published the research paper titled “A Study on Emotional Stability at Workplace among I.T. Employees in Chennai” at International conference on Management, Technology and Social Sciences, organised by Geneva Business School, Geneva, Switzerland, 7th May 2018.
- Presented and Published the research paper titled “Growing Technology and Youth Hazards – A Study with reference to Smartphone users in Chennai” at 3rd Trinco - International conference on Glocalization, on 16-17 August 2018 at Trincomalee Campus, Eastern University of Srilanka, Srilanka.
- Published the research paper titled “Talent Acquisition of Mechanical Engineers with reference to Engineering Enterprises – A Critical investigation” on SCOPUS indexed International Journal of Civil Engineering and Technology(IJCIET), Vol.9, Issue 11, November 2018, ISSN: 0976-6308, pp-1970-1974.
- Published the research paper titled “Study on Job Satisfaction of the Mechanical Engineering Professionals with reference to Chennai” on SCOPUS indexed International Journal of Mechanical Engineering and Technology(IJMET), Vol.9, Issue 11, November 2018, ISSN: 0976-6340, pp-1476—1483.
- Presented and Published the research paper titled “Influence of Spirituality in Consumer Buying Behaviour - A Study with special reference to Patanjali Health Care Products” at International conference on Emerging Trends in Arts, Social Science, Management and Technology, on 5th December 2018 at AIMST University, Kedah, Malaysia.
- Presented and Published the research paper titled “Influence of Product Placement on Purchase Intention - A Study with reference to Tamilnadu” at International conference on Digitalization and Flexibility for Organizational Management and Transformation, during 18-20 December 2018 at IIM-Lucknow, Uttar pradesh.
- Presented and Published the research paper titled “Technology Obsession and Health Hazard -An empirical analysis with reference to South India” at International conference on Management, Technology and Social Sciences at Geneva Business School, Barcelona, Spain, on 5th May 2019.

- Presented and Published the research paper titled “Role of Communication and Job Satisfaction in Improving Work Effectiveness – A study with reference to South India” at International Multidisciplinary Conference held at University of Malaya, Kuala Lumpur, Malaysia during 7-8 September 2019, ISBN: 978-81-944235-2-2
- Presented and Published the research paper titled “Recognition and Reward Management Practices in Current Corporate Scenario – A study with reference to Chennai” at International Multidisciplinary Conference held at University of Malaya, Kuala Lumpur, Malaysia during 7-8 September 2019, ISBN: 978-81-944235-2-2
- Presented and Published the research paper titled “A Feasibility study on Rural Market Potential for Solar Energy panels with reference to select locations in Tamilnadu” at International Conference on Rejuvenation of Emerging Economies through Rural skill development at ManonmaniamSundaranar University, Tirunelveli during 13th-14th December 2019.
- Published the research paper titled “A Study on Influence of Digital Marketing in Hotel Sector with reference to Webboombaa”, Journal of the Gujarat Research Society(UGC listed journal), Vol. 21, Issue 17, ISSN: 0374-8588, December 2019, Pp 1605-1614.
- Published the research paper titled “A Study on Statistical process control through Smart Manufacturing in Wabco India” Journal of the Gujarat Research Society(UGC listed journal), Vol. 21, Issue 17, ISSN: 0374-8588, December 2019, Pp 1615-1627
- Published the research paper titled “A Study on Employee Attrition in India Cements” Journal of the Gujarat Research Society(UGC listed journal), Vol. 21, Issue 17, ISSN:0374-8588, December 2019, Pp 1628-1641.
- Published the research paper titled “A Study on Market Potential of ERP Software Among Micro Small And Medium Enterprises In Chennai” Journal of the Gujarat Research Society(UGC listed journal), Vol. 21, Issue 17, ISSN: 0374-8588, December 2019, Pp 1642-1650.
- Published the research paper titled “An Overview on Quality of Work Life of Employees with reference to Software Company” Studies in Indian Place Names(UGC listed journal), Vol. 40, Issue 1(s1), ISSN: 2394-3114, March 2020, Pp 331-340.
- Published the research paper titled “Psychological Issues and Challenges of Women Fish Vendors” on SCOPUS indexed TEST Engineering and Management journal, Jan-Feb 2020, ISSN: 0913-4120, pp-4920-4925.