



Sankhya

International Journal of Management and Technology

A Double Blind Peer-Reviewed Referred Journal

Vol.8

Issue - 1

December 2022

ISSN 0975 - 3915

- Comparative Study on Sustainable Investment- P.Venkatesh, V.Dhayalan, B.Bhuvaneswari, V.R Nivethaa Sri 1-12
- The Role of Hr in Total Quality Management for an Start up Companies- Thangaraja, M. Radhakrishnan 13-16
- Selection of Fast Food Items by the Young Consumers in Bangladesh- Nazrul Islam, Sharmina Afrin, Rifat Ara, Prince Das 17-37
- Consumer Credit – Double Edged Sword- G.sathyamoorthy, R.pattabiraman 38-45
- Effect of Social Responsibility on Business Organisation- Sanaa Ali Khan, Shruthi M, Swapna S, Vaishnavi S 46-53
- Impact of Financial literacy on financial inclusion of women in Northern Province of Sri Lanka- Rathiranee Yogendrarajah 54-62
- The Impact of National Ethnic Problem on Sri Lanka's Politico-Economic Crisis: An Evaluative Study- I.V.Makasenana 63-70
- Shopping Behaviour of Women Consumers in Online Context- Mushtaq Ahmad Darzi, Ratiba Riyaz, Yusra Showkat Bakshi 71-79
- Performance Appraisal System and Its Effectiveness With Reference to a Select Automobile Firm- B. Venkateswara Prasad 80-88
- Factors of Emotional Intelligence and Perceptual Differences on Its Outcomes at Work: an Inferential Analysis Using Non-parametric Tests- Narvekar Aruna Narendra Kaushika, Y.lokeswara Choudary 89-98
- Customer Preferences, Patterns and Perceptual Differences Towards Private Label Brands: a Descriptive Analysis- Suvendy.s, Y.lokeswara Choudary 99-108
- Challenges to Sustainable Development of Inter-state Migrant Construction Workers in Chennai - J.m.arul Kamaraj 109 -117
- Development of Smart Cities in India- Dhayalan V, Deepa V S, Chandrasekaran D K 118 -128
- A Comparative Study on Sip and Lumpsum Investment Returns on Mutual Funds - D.sathya Prasath Kumar 129 -142
- A Study on Customers Satisfaction and Service Quality of Credit Card With Special Reference to Chennai City-an Empirical Study- S. Senthil Kumar 143 -148
- Major Paradoxical Effects of Performance Pressure on Employees- Satyajeet Dalai M, Rahul R, Simeon V, Selva Kumar V 149 -155
- A Study on Consumer Preference and Satisfaction Towards Online Grocery Ordering and Delivery Service in Chennai- Gayathri V, S. Seethalakshmi 156 -168
- Opportunities and Challenges with Online Learning Education System- Rajni Verm Shalini Gupta, Manpreet Singh Manna 169 - 182
- Implications of Social Media Marketing Towards Customers in creating Bran Awareness- Jayasree M, Thirumurugan G, Murugan K 183 - 198
- Waste Management; Revenue generation model with reference on Chennai City Jagan S Naimur Rahmon C M, Immaculate P S, Ilakkiya T 199 - 203
- A Perceptive Study of Branding Purchase Intention among Chennai Consumers- N. Varsha, M. Srikanth 204 - 216



Sri SAI RAM INSTITUTE OF MANAGEMENT STUDIES

Sri SAI RAM ENGINEERING COLLEGE

Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Prosperity Through Innovative Management

(A+ rated B-School by Business India, Top 100 B-Schools in India by Dalal Street)

Sai Leo Nagar, West Tambaram, Chennai - 600 044. India.

The Journal is listed in Ulrich International Directory.