

## Department of Commerce

### Journals Details

S. No.	Author(s)	Title of the Paper	Name of the Journal	Year of Publication	Vol. No./ Issue No.	Page No.	ISSN
01.	Dr.D.Geetha	Life Risk Management and Health Insurance (with special reference to LIC new JeevanArogya policy in Coimbatore -	International Journal of Applied Management of res research IJAMR	Jan 2015.	Volume 7(1)	pp-248	ISSN No : 09748709 - 2015
02.	Dr.D.Geetha	Consumers brand Preference of Laptops	International Journal of Social and Allied Research	Feb 2015.	Volume 2(3),	PP 129-139,	ISSN No : 2319-3611(print) 2349-9311 (online) - 2015
03.	Dr.D.Geetha	A Non Government Organisation (NGO's) and the performance of LIC's Micro Insurance	International Journal of Social and Allied Research	Feb 2015.	Volume 3, Issue 2,	PP 55-62	ISSN No: 2319-3611(print) 2349-9311 (online) - 2015 Impact Factor - 3.20
04.	Dr.D.Geetha	Women Entrepreneurs Empowerment-Impact of	International Journal of Human Resource Research	Aug 2015.		p.no.276-232	ISSN No:2320-9704(o) 2347-

		Micro Finance-with Special Reference to Coimbatore - ,	Review				1622(p) - 2015
05.	Dr.D.Geetha	Global Warming- A Serious Environmental Issue-	International Journal of Human Resource Research Review,	Aug 2015		p.no.212-218.	ISSN No:2320-9704(o) 2347-1622(p) - 2015
06.	Dr.D.Geetha	Determinants of capital structure-Evidence from Indian steel companies-	International Journal of Social and Allied Research	June 2015.	Volume 3(3), Issue 3	PP 85-90	ISSN No : 2319-3611(print) 2349-9311 (online) - 2015
07.	Dr.D.Geetha	Perception towards LIC's Micro Insurance policies among policy holders - IPASJ-	International Journal of Management	Aug 2015.	Volume 3, ISSUE 8,	PP 11-15,	ISSN No:2321-645X - 2015
08.	Dr.D.Geetha	Medical Tourism in India - An overview	International Journal of Scientific Research	Sep 2015.	Volume 4, Issue 9,	PP 60-63,	ISSN No:2277-8179(print) - 2015
09.	<i>Dr.K.Kanniamal</i> & Dr.U.Jerinabi	Rural Women Empowerment through Micro Finance Enabled Technology in Tamilnadu – India.	Proceedings of the 5 <sup>th</sup> International Conference on Development Policy – Transfer of Technology for Sustainable Growth and Development- Lessons and	2015		Pp 9-20,	ISBN : 978818371 707 6.

			Experience. Scitech Publications, India Pvt Ltd.				
10.	Dr.V.Vimala	The Impact of Information Technology Adoption on the Customers of Bank of India, Bangalore Urban – An Evaluative Study	IOSR Journal of Business and Management [International Organisation of Scientific Research (IOSR) – Journals]	March 2015	Volume: 17 Issue: 3 (Version – I)	PP No. 39 – 44	ISSN No. P-ISSN: 2319-7668 E-ISSN: 2278-487x
11.	Dr.K.Kanniammal	A Study on Investment Pattern of Foreign Direct Investment in India	International Journal of Scientific Research	September 2015	Volume 4 Issue 9  Journal of DOI;10,15373/22778179. .Impact Factor3.2416	66-69	2277-8179
12.	Dr.U.Jerinabi& Abinaya. K	Impact of exchange rate volatility export growth of SAARC countries,	Imperial Journal of Inter disciplinary Research,	July 2016.	Vol:2 issue 8,	pp: 1670-1673	2454-1362

13.	Dr.D.Geetha	Strategic Financial Management - Road to sustainability and corporate efficiency -	International Journal of Applied Research	Jan 2016.	Volume 2(2), ,	PP 76-78	ISSN No: 2394-7500 (print) 2394-5869 (online) - 2016
14.	Vidhyakala K Santhi P	Consumers Involvement in buying green products-Astudy in Coimbatore city	International Journal of Research in Computer Application & Management	2016	Volume 6	33-36	2231-1009
15.	Dr.K.Kanniamal	Prospects of Volatility in Stock Prices on Dividend Anouncement in Automobile Industries	International Journal of Management and Social Sciences (Speak Foundations IJMSS)	January 2016	Volume 5 (2)	43-52	pISSN 2249-0191 eISSN2349-9761
16.	Dr.K.Kanniamal	A study on Investment Pattern of Government and Private Employees in Coimbatore City	International Journal of Research in Computer Application and Management.Impact Factor-3.578	November 2016	Volumen 6, Issue 11	146- 154	ISSN2231-1009
17.	Dr.K.Kanniamal	Production and Marketing of Jasmine Flowers with Reference	Asia Pacific Journal of Research Impact	June 2016	Volume 11,Issue XL	146-154	Print ISSN-2320-5504 .Online E

		to Sathyamangalam Taluk	Factor;6.58 ,				-ISSN-2347-4793
18.	Dr.K.Kanniammal	A study on Investment Pattern of Government and Private Employees in Coimbatore City	International Journal of Research in Computer Application and Management.Impact Factor-3.578	November 2016	Volumen 6, Issue 11	146- 154	ISSN2231-1009
19.	D.Vennila	Constraints of public sector banks in financing micro and small enterprises	Indian Journal of Applied Research	2016	6	71-74	2249-555x
20.	D.Vennila	Challenges of MSMEs and Recommendations of 12th Five year plan(2012-17)	Global Journal for Research Analysis	2016	5	22-24	2277-8160
21.	Dr.P.Deivanai	Factors influencing to preference of Fast Food Restaurants	IOSR Journal of Business and Management, UGC.S.No:46879, 3.52		e-2278-487X P-2319-7668,	18(8) (IV), 20-25	
22.	Dr.P.Deivanai	Procurement of electronic marketplaces utilization Through B2B E-Commerce	Asia Pacific Journal of Research,UGC.S.No: 45797, 0.472	2016,	e-2347-4793 P-2320-5504	PP 82-87	

					1(XLII) (VIII)		
23.	Dr.V.Vimala	The Impact of Gender Neutrality on Trade and Finance in Coimbatore – A Pragmatic Study	IRACST – International Journal of Commerce, Business and Management (IJCMB)	November 2016	Vol. 5, No. 6,	PP No. 48 – 60	ISSN: 2319 – 2828,
24.	Dr.U.Jerinabi& Abinaya. K	Causal Relationship between exports and exchange rate of SAARC Nations,	International Journal of Business and Management Invention,	2017	Vol 6 Issue 7,		2319-8028
25.	Dr.P.Sasirekha Dr.U.Jerinabi	Crowd Funding- An Online Investment Platform,	International Journal of Social Science,	February, 2017,		pp:128-132	2394-1316
26.	Dr.U.Jerinabi& Dr.S.Kavitha	Financial Innovation in Insurance sector and investment pattern of salaried person	Inter continental Journal of finance Research Review.	2017,	vol:5 issue :5	PP; 47-53	2347-1654
27.	Santhi P LathaNandhini D	Virutual shopping decision of consumers-an empirical study	V EI International Journal of Social Sciences	2017	Volume 03	55-63	2394-1316
28.	Arthi D and Santhi P	Adaptability of e cash transactionby retailers	VEI International Journal of Social Sciences	2017	Volume 03	49-53	2394-1316
29.	Arthi D and	Adaptability of customers towards	International Journal of	2017	8/2	30-38	0976-7789

	Santhi P	the transformation from branch banking to e-banking	Hospitality Business and Research				
30.	shanmugapriya S.R and Santhi P	Sustainability through Digital transformation with refernce to specific sectors	International Journal of Hospitality Business and Research	2017	8/2	192-199	0976-7790
31.	Dr.K.Kanniammal	Effect of Stock Delivery Position Among Banking and IT Industry	Intercontinental Journal of Finance Research Review-UGC Sponsored 7th International Conference on Development Policy. Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development	February 2017	Volume 5 .,Issue 5- Special Edition I - Impact Factor 4.236	116-126	2347-1654
32.	Dr.K.Kanniammal	Stock Performance of Selected Banking and Information Technology Companies	VEI-International Journal of Social Sciences	March 2017	Volume ;03 ,Special Issue ;07	68-78	2394-1316
33.	Dr.K.Kanniammal	Insurance in Tourism Industry	International Journal of	October	Volume	97-102	0976 7789

			Hospitality Business and Research	2017	8,Number 2		
34.	Dr.P.Deivanai	A comparative study on subscribers attitude and perception towards BSNL(Public) and Airtel(Private)services	Asia Pacific Journal of Research, UGC.S.No:45797, 0.472	2017,	E-2347-4793 P-2320-5504 1(LIII) (VII)	PP 28-33	
35.	Dr.P.Deivanai	A study on the effectiveness of Pop –Up advertisements towards internet users	International research journal of Business and Management, UGC.S.No:46906. 6.923	August 2017,	Issue 8, Volume No.X,	pp 58-66	ISSN: 2322-083X
36.	K.Vidhyakala	Consumers involvement in buying green products : A study in Coimbatore city	International journal Research in Computer application and management double blind peer reviewed (referred) journal	2017	Vol No.6 Issue No.10,	Pg No: 33-39	ISSNNo:2231-1009
37.	K.Vidhyakala	Purchase Intention and purchase behavior of environmentally sustainable products among Urban consumers-A socio-economic analysis.	Intercontinental Journal of Marketing Research Review UGC Sponsored the 7 <sup>th</sup> International conference on development Policy	2017	Impact Factor:4.31 1, Volume 5, Issue 5 –		ISSN: 2347-1670



			Leveraging Investment, Infrastructure and Intellectual capital for Economic Development		Special Edition II,		
38.	Dr.V.Vimala	Efficacy and Usage of ICT Tools for Quality Education and Learning among Selected Universities in Coimbatore District	Inter-Continental Journal of Finance Research Review, <i>(UGC Sponsored 7<sup>th</sup> International Conference on Development Policy – Leveraging Investment, Infrastructure and Intellectual Capital for Economic Development)</i>	February 2017	Vol. No. 5, Issue 5, Special Edition – I <i>Impact Factor: 4.236</i>	PP No. 76 – 93	ISSN No. 2347 – 1654
39.	Dr.V.Vimala	The Efficacy of Digital Marketing Strategy on the Performance of SBI Services towards their Customers in Coimbatore	International Journal of Management and Social Science (IJMSS) Speak Foundation	November 2017	Index Copernicus Journal id: 6913[IC <sup>TM</sup> Value: 72.44] Vol. 7(1)	PP No. 01 – 16	22490191, 23499761
40.	Dr.V.Vimala	Mobile Banking Technology	International Journal of	September		PP No.	2348-4705

		Adoption Empowerment among the Bank Customers - An Empirical Study	Business Intelligence and Innovation	2017	Volume - 1, Issue 1	445 - 460	
41.	Dr.P.Sasirekha and Dr.U.Jerinabi,	Crowd Funding- An Online Investment Platform	International Journal of Social Science	2017	Special issue	pp:128-132	2394-1316
42.	Jerinabi.U& S. Kavitha	Job Satisfaction of Employees-An Empirical Analysis, International,	Journal of Research in Commerce, Economics & Management	2018,	Vol:3 issue1	p:72	2231 – 245 UGC List: 43113
43.	Arthi D and Santhi P	Impact of electronic word of mouth on purchase intention	Shanlax International Journal of Arts.Science and Humanities	2018	5/1	154-158	2321-788X
44.	Shanmughapriya S.R and Santhi P	Customer Preference for Retail in e store and Brick and mortar store –A comparative analysis	Shanlax International Journal of Arts.Science and Humanities	2018	Volume6, S	123-128	2321-788X
45.	Shanmughapriya S.R and Santhi P	Foreign Direct Investment in Indian Retail Sector:an analysis with current trends	Shanlax International Journal of Commerce	2018	5/1	103-111	2320-4168
46.	Santhi P and Sangeetha S	Awareness on Pradhan MantriFasalBimaYojana scheme among farmers: An empirical analysis	International Journal of Multidisciplinary Research and Development	2018	5/1	51-56	2349-5979

47.	Santhi P and Rubeya S	Green Products Consumption- Paving way for Sustainability	TRANS Asian Journal of Marketing & Management,	2018	7/1	69-83	2279-0667
48.	Dr.K.Kanniammal	Financial Inclusion: Lending to Priority Sectors by Select Banks in Coimbatore City	Trans Asian Journal of Marketing and Management Research(TAJMMR)- Impact Factor:SJIF= 4.289	January 2018	Volume 7, Issue I	170-184	2279-0667
49.	Dr.K.Kanniammal	An Analysis of Share Price Movement of the Selected Companies	Trans Asian Journal of Marketing and Management Research(TAJMMR) - Impact Factor : SJIF =4.289	February 2018	Volume 7, Issue 2	51-61	2279-0667
50.	Dr.K.Kanniammal	Customer's Perception Towards Online Insurance	International Journal of Arts, Science and Humanities (A Peer_Reviewed Scholarly Quartely Journal Globally Indexed With Impact Factor, Impact Factor ; 2.114; UGC approval No ; 43960	Special Issue, February 2018	Volume:2 Volume 5		2321- 788X

51.	Dr.P.Deivanai	Brand Positioning and Customers Attitude Towards Brand Preference of Fast Moving Consumer Goods (FMCG)	Trans Asian Journal of Marketing and Management Research, The Asian Research Journals,UGC Journal No. 45104 ,7.209	January 2018	Impact Factor: SJIF =4.289e-, Vol 7, Issue 1,	, pp. 200-210	ISSN: 2279-0667
52.	Dr.V.Vimala	Ground Water Management Strategies for the Sustainability of Quality Water Resources in Coimbatore - A Case Study	Asian Journal of Multidimensional Research (AJMR)	January 2018	Volume 7, Special Issue 1, Impact Factor, SJIF – 4.708	PP No. 115 – 128	ISSN No. 2278 – 4853
53.	Dr.V.Vimala	Application of Information Communication Technology techniques in selected Universities – A Paradigm shift in Education System	Shanlax International Journal of Arts, Science and Humanities	February 2018	Volume -5, Special Issue-1, Impact Factor 2.114, SJIF	PP No. 50 – 54	ISSN No. 2321-788x
54.	Dr.V.Vimala	Safety Measures for Internet Banking Transactions among the Bank of India (BoI) Customers in	KA AV International Journal of Economics Commerce and Business studies - A	May 2018	, IF (2017): 7.8902, Impact	PP No. 114 – 125	ISSN No. – 2348-4969

		Coimbatore - An Empirical Study	Refereed Blind Peer Review Quarterly		factor 8.9901 Volume, 5, Special Issue 2		
55.	Dr.V.Vimala	Attentiveness of Cyber Surakshit Bharat (CBS) Initiative Programme among the Stakeholders of Coimbatore Constituency	UNNAYAN – International Bulletin of Management and Economics	July - 2018	Root Indexing-Impact factor 3.667 Volume – IX	PP No. 171 – 183	ISSN No. 2349-7165
56.	Dr.D.Geetha	<i>Dimensions of personality traits and investment pattern</i>	International Journal of Management and Social Science UGC Approved Journal - International	Jan 2019	Volume- 8; Issue 2.1;	PP:102-106	P ISSN: 2249-0191 E ISSN:2349-9761
57.	Dr.D.Geetha	<i>Public health care sector-towards strengthening India</i>	Journal of Management research and Analysis (JMRA) International Globally Indexed with Impact Factor	Jan-March 2019	Vol:3, Special Issue :1,	PP:317-320	ISSN-2394-2770 ISSN:2394-2762 -e
58.	Dr.K.Kanniam	Customer Perception towards	International Journal of	January	Volume	41-46	p-ISSN 2249-

	mal	Small Finance bank with special reference to ESAF Small Finance Bank	Management and Social Science (IJMSS),	2019.	8(2.1)Special Issue		0191 e-ISSN 2349-9761
59.	Dr.K.Kanniamal	Awariness of Digital Financial Services Among Rural Households – A Study with Special Reference to Malappuram Distirict	International Journal of Management and Social Science (IJMSS)	January 2019	Volume 8(2.1)Special Issue	92-96	p-ISSN 2249-0191 e-ISSN 2349-9761
60.	Dr.K.Kanniamal	Investors Preference towards life insurance investment protfolio	International Journal of Management and Social Science (IJMSS).	January 2019	Volume 8 (2.1) Special Issue	129-132-46	p-ISSN 2249-0191 e-ISSN 2349-9761
61.	Dr.K.Kanniamal	A Study of Economic Indicator and Prediction of Share Price in Pharmaceutical Sector	Journal of Management Research and Analysis	Jan.- March 2019	Vol.2,Spl.Is sue. No,1	101-107	ISSN: 2394-2762,e ISSN:2394-2770

62.	Dr.K.Kanniamal	An Empirical Study on Investment Behaviour of Women Teachers Working in Colleges in Malappuram Dist.	International Journal of Multidisciplinary Educational Research.IJMER. Impact Factor.6.014,IC, Value: 5.16, ISI Value;2.286 .	December 2019	Volume 8,Issue 12(7)	95-104	2277-7881
63.	Dr.K.Kanniamal	Attitude and Awareness towards Crowd Funding: A Study on Selected Group in Palakkad District	International Journal of Multidisciplinary Educational Research.IJMER Impact Factor.6.014,IC, Value: 5.16, ISI Value;2.286 .	December 2019	.Volume 8, Issue 12(7)	105-112	2277-7881
64.	Dr.K.Kanniamal	Attitude of Youth Towards Electronic Entrepreneurship with Special Reference to Kerala	International Journal of Multidisciplinary Educational Research.IJMER. Impact	December 2019	Volume 8, Issue 12(7)	113-123	2277-7881

			Factor.6.014,IC, Value: 5.16, ISI Value;2.286 .				
65.	M.P.Priyanks & Dr.D.Vennila	Behaviour of Consumers Towards online Shopping	International Journal of Multidisciplinary Educational Research	2019	8/ 12(7)	45-54	2277-7881
66.	Dr.K.Vidhyaka la	A Study on Factors Influencing of Ideology Decision Making towards Eco- Friendly Fast Moving Consumer	IOSR Journal Of Humanities And Social Science (IOSR-JHSS)	March. 2019	Volume 24, Issue 3,		e-ISSN: 2279- 0837, p-ISSN: 2279-0845
67.	Dr.K.Vidhyaka la	Purchase Gap between Intention and Behaviour for Green Products among Consumers	International Journal of Psychosocial Rehabilitation,	2019	Vol. 23, Issue 01,		(Scopus ) ISSN: 1475-7192
68.	Dr.V.Vimala	The Impact of e-RAKAM on the Indian Farmers – An Economic Perspectives	International Journal of Management and Social Science (IJMSS)	January 2019	Volume 8 (1)	Page No. 37 – 40	ISSN No. 2249- 0191,
69.	Dr.V.Vimala	Effects of Entrepreneurship Education in Emerging Innovative Intension among the Students	Think India Journal [UGC Care Approved International Indexed and Referred Journal]	December 2019	Vol. 22, Issue14	PP No. 6370-6382	ISSN No. 0971- 1260
70.	Dr.V.Vimala	The Consequences of Social Media and its Advanced Technology on the Adolescent	International Journal of Multidisciplinary Education Research (IJMER) – Peer	December 2019	, Vol. 8, Issue 12 (7)	Page No. 63 – 75	ISSN No. 2277- 7881



		Girls of Tamil Nadu – Empirical Evidences	Reviewed and Refereed International Journal, Journal DOI:4150-2667/IJMER01				
71.	Mrs.R.Mangalam And Dr.P.Sasirekha	Problems and Constraints Faced by The Farmers of Cooperative Societies in Madurai Districts in The Utilization of Kisan Credit Card,	Journal of Management Research and Analysis	2019	Special Issue Vol. No.2	Pp-40-45	2394-2762 UGC Approved No. 63796
72.	Dr. P. Sasirekha and Dr. U. Jerinabi	Adoption of Paytm App for Cashless Transaction in Coimbatore City	International Journal of Research and Analytical Reviews	2019	Special Issue	Pp-60-64	E - Issn 2348 – 1269
73.	Dr. P. Sasirekha and Dr. U. Jerinabi,	Consumer Attitude Towards App Based Cab Services in Coimbatore City	International Journal of Management and Social Sciences	2019	8/2.1	Pp-47-50	E- 2349-9761 Print-2249-0191 UGC Journal Id: 63251
74.	Medha Bhatt, Santhi P	Determinants of Customer's Store Patronage towards Organised Retail Stores-An Empirical Study	African Journal of Business and Economic Research	2020	15/3	1-12	ISSN 1750-4554, E ISSN 1750-4562
75.	S.Rubeya and Dr P.Santhi	Store attributes as strategic measure in retail apparel stores	Internatrional Journal Of Multidisciplinary Educational research	2020	9/3.1	222-228	2277-7881

76.	Dr.P.Deivanai	A study on impact of Digital Advertising on Consumer purchased Decision in Coimbatore City	Our Heritage Journal, UGC CARE List No. 188, 4.912	February 2020,	Volume 68, Issue 30, Impact fact: 4.912	PP.2035-2053	ISSN: 04749030
77.	Dr.P.Deivanai	Impulse buying behavior of cosmetic products towards social media Advertisement.	Our Heritage Journal, UGC CARE List No. 188, 4.912	February 2020,	Volume 68, Issue 30, Impact fact: 4.912	PP.2170 - 2176	ISSN: 04749030
78.	Dr.P.Deivanai	Role of social Media Marketing in New Product Development	Our Heritage Journal, UGC CARE List No. 188, 4.912	February 2020,	Volume 68, Issue 44, Impact fact: 4.912	PP.494-501	ISSN: 04749030
79.	Dr.K.Vidhyakala	Digital world and Eco-Friendly Products Consumption: A Green Perspective	Our Heritage Journal	February 2020	Vol:68 Issue:30,		ISSN No. 0474-9030
80.	Dr. V. Vimala	Pradhan Mantri Gramin Saksharta Abhiyan (PMGDISHA) and Rural Development in Association with the Poverty Line and Digital	Our Heritage [Multidisciplinary UGC Care Approved under Arts and Humanities]	February 2020	Vol. 68, Issue-44	PP No. 49 – 59 Online version Page	ISSN No. 0474-9030

		Literacy Rate Digital				No. 75 -85	
81.	Dr.V.Vimala	Exuberance Usage of Social Media and its Sophisticated Technology Stimulus the Younger Psychosomatic Aptitude.	<i>South African Journal of Economic and Management Sciences</i> Scopus ID: 15900154750 Scopus ASJC Code (sub-subject area) 1400 Cite Score – 1.2	October 2020	Volume 23(10) <a href="https://doi.org/10.4102/sajem.v23i2.7127">https://doi.org/10.4102/sajem.v23i2.7127</a>	PP No. 1 – 6	[ISSN: (Online) 2222-3436, (Print) 1015-8812]
82.	Dr.D.Geetha	“Financial Leverage and Shareholder’s Return-A Study of Indian Automobile Companies”	Shodhc Sanchar Bulletin, [An International peer Reviewed referred Research Journal] UGC CARE A LIST Group -1,	Jan – March, 2021			ISSN : 2229-3620
83.	Dr.D.Geetha	Capital Structure and Firm value of select Pharmaceutical Companies in India”	[An International peer Reviewed referred Research Journal] UGC CARE A LIST Group -1,	Jan – March, 2021			ISSN : 2229-3620

84.	Dr.K.Kanniamal	A Study on Factors Influencing Job Performance among Women Faculties of Select Arts and Science Colleges	International Journal of Research and Analytical Reviews.(IJRAR). Impact Factor 5.75	8.January 2021	Volume 8. Issue 1	5-16	E-ISSN 2348-1269,P-ISSN2349-513
85.	Dr.K.Kanniamal	Stock Return Volatility in National Stock Exchange: Analytical Study on Pharmaceutical Sector in India	Shodh Sanchar Bulletin (Journal of Arts, Humanities and Social Science). An International Multidisciplinary Quarterly Bilingual Peer Reviewed Research Journal.	October to December 2020	Volume10, Issue 40.	Pg:103-105	ISSN: 2229-3620.
86.	Dr.K.Kanniamal	Impact of Macroeconomic Indicators and select companies from Pharmaceutical Sector in NSE.	Anvesak (A bi-annual journal).	January-June(2021 )	Volume.51, No.1 (XIII).	Pg:32-38	ISSN:0378-4568.
87.	Dr.K.Kanniamal	Impact and Relationship Between CNX Nifty and Selected companies from FMCG Sectoral Indices of NSE	Journal of Education: RabindraBharathi University.	2020-2021	Volume.XX III,No.6.	Pg:23-27	ISSN: 0972-7175.

## Papers Published in International and National Journals

(b) National Journals							
<b>S.No</b>	<b>Name of the authors</b>	<b>Title of the paper</b>	<b>Name of the Journal</b>	<b>Year of Publication</b>	<b>Volume/Issue</b>	<b>Page No</b>	<b>ISSN No.</b>
1.	<i>Mrs.P.Sasirekha&amp;Dr.U.Jerin abi</i>	<i>Investors Attitude Towards Investment and Risk.</i>	Indian Journal of Applied Research.	September 2015	Vol: 5. Issue 9..	Pp: 56-58	, ISSN- 2249-555X. Impact Factor : 3.6241
2.	<i>Mrs.P.Sasirekha&amp;Dr.U.Jerin abi</i>	<i>Level of Awareness on Investment with reference to Professionals of Information</i>	PARIPEX – Indian Journal of Research.	Oct 2015	Vol : 4. Issue:10...	pp: 65-66	ISSN : 2250-1991

		<i>Technology Sector,</i>					
3.	Aruna S &Santhi P	Impulse Purchase Behaviour among Generation-Y	The IUP Journal of Marketing Management	2015	14/1	21-38	0972-6845
4.	Janaki P &Santhi P	Assessment of Customer Involvement and Consequences of Involvement in Home Appliances Purchase	Githam Journal of Management	2015	13/2	60-73	0972 – 740X
5.	Ranilakhmi S &Santhi P	Policyholders Service Satisfaction on Marketing Mix of Life Insurance Corporation of India	Asian Journal of Research in Business Economics and Management	2015	14/3	70-81	2249-7307
6.	Ranilakhmi S &Santhi P	Antecedents of Customer Perception of Service Quality of Life Insurance Corporation of India	The IUP Journal of Marketing Management	2015	5/2	97-109	0972-5342
7.	Sangeetha G &Santhi P	Atmospheric impact on mall image from customer	Asian Journal of Research in Business Economics and	2015	5/2	19-26	2249-7307

		perspectives	Management				
8.	Santhi P, Annapoorni C, Janani M & Kayathri Devi D	Customer Service Satisfaction with reference to select Textile Retail Store	Research Highlights	2015	Volume 25	322-332	2231-2374
9.	Dr.PDeivanai	Analytical study of Foreign Direct Investment in Indian Retail sectors	FDI and Economic Development	2015		PP-243- 248,	978-81- 929581-2-5
10.	Dr.PDeivanai	A study on factors influence on attitude and brand recognition towards purchase intention of online marketing	Consumerism in India- the changing paradigm of consumer protection	2015		PP 375- 381,	978-81- 931177-2-9
11.	Dr.PDeivanai	A study on Effect of sales promotion towards sale of online shopping goods in Madurai District	Socio Economic Damages of Climate Change in India	2015		pp.137- 144,	978-93- 80509-64-8,
12.	Dr.PDeivanai	A study on customers based brand preference of fast moving consumer goods in	New dimensions of management in globalized	2015		PP-41-47,	978-93- 80657-40-0

		rural markets	era				
13.	Dr.PDeivanai	Public preferences on acquiring branded watches- A study on  Special reference to Madurai district	New dimensions of management in globalized era	2015		pp.385-388,	978-93-80657-40-0
14.	Dr.PDeivanai	Liquidity analysis of Oil and Natural gas corporation (ONGC) Limited – A Case Study0`	New dimensions of management in globalized era	2015		Pp.320-325	978-93-80657-40-0.
15.	Dr.PDeivanai	A study on working women investors risk perception towards investments in Coimbatore district	New dimensions of management in globalized era	2015		Pp.107-111	978-93-80657-40-0.
16.	K.Vidhyakala	“An overview of Gold Price Fluctuations & its Impact on Indian Financial System”	Conference on “Trade, Economics and Finance Research”	February 2015			ISBN 978-93-84743-34-5



17.	Dr.P.Sasirekha and Dr.U.Jerinabi,	Level of Awareness on Investment with reference to Professionals of Information Technology Sector”,	PARIPEX- Indian Journal of Research	2015	4/10	Pp:65-68	2250-1991 Impact Factor 3.4163
18.	Dr.P.Sasirekha AND Dr.U.Jerinabi,	Investors Attitude Towards Investment and Risk	Indian Journal of Applied Research	2015	5/9	Pp.359-361	2249-555x Impact Factor:3.62 41
19.	Dr.D.Geetha	Factors influencing customers to adopt E-Banking Practices	Research High lights	2016	Volume No - 26 Issue No - 2	115 - 126	ISSN - 2231-2374 - 2374
20.	Saranya K &Santhi P	Enhancing Customer Delight in LED Televisions by using the KANO Model	Indian Journal of Marketing	2016	Volume 46	49-60	0973-8703
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