

**Dr. Senthil Kumar, Professor, Department of Management Studies, Anna University – List of publications during the last five years**

1. S.Venkatesh, Dr. N.Senthilkumar, "Impact of Humor Advertising in Radio and Print Advertising - A Review", International Journal of Engineering Science and Innovative Technology (IJESIT), Vol. 4, Issue 2, pp. 276-280 (2015).
2. Mr. S.Venkatesh Dr.N.Senthilkumar, "HUMOR IN ADVERTISING: A REVIEW ON USE OF TELEVISION RADIO AND PRINT ADVERTISING MEDIA", International Journal of Business and Administration Research Review, Vol. 2, Issue 9, pp. 198-206 (2015).
3. S.Venkatesh, Dr. N.Senthilkumar, "EFFECTIVENESS OF HUMOR ADVERTISING ON ADVERTISING SUCCESS", International Journal of Management and Social Science Research Review,, Vol. 1, Issue 9, pp. 171-179 (2015).
4. P.M.Asmini Dr.N.Senthil Kumar, "Total Quality Service (TQS) As Perceived by the Employees In SMEs", Research Journal of Social Science and Management, published by The International Journal Research's Publication'. Vol. 5, Issue 6, pp. 80-85 (2015).
5. Rajalakshmi Subramaniam, Dr. Senthilkumar Nakkeeran, " EXPLORING THE CHALLENGES ASSOCIATED WITH THE IMPLEMENTATION OF TWQ (TEAM WORK QUALITY) IN INDIAN SMALL AND MEDIUM ENTREPRISES (SMEs) – A REVIEW", International Journal of Advanced Engineering Technology, published by Technical Journals Online. pp. 69-76 (2016).
6. P.M. Asmini, Dr.N.Senthil Kumar, "DEMOGRAPHIC FACTORS ROLE ON TOTAL QUALITY SERVICE (TQS) AMONG THE EMPLOYEES IN SMES IN TIRUCHIRAPPALLI DISTRICT", International Journal of Advanced Engineering Technology, published by Technical Journals Online. pp. 05-09 (2016).
7. Rajalakshmi Subramaniam, Dr. Senthilkumar Nakkeeran, "Identifying the Impact of Team Size on Team Work Quality (TWQ) in Software Teams through an Empirical Approach", Asian Journal of Research in Social Sciences and Humanities, published by Asian Research Consortium. Vol. 6, Issue 4, pp. 151-171 (2016).
8. P.M.Asmini Dr.N.Senthil Kumar, " Achieving Quality Assurance through Total Quality Management (TQM) Practices in SMEs", REVISTA TECNICA DE LA FACULTAD DE INGENIERIA UNIVERSIDAD DEL ZULIA, published by Universidad Del Zulia, Venezuela. Vol. 39, Issue 1, pp. 124-130 (2016).
9. N Senthilkumar & S Venkatesh, " Impact of Television Media in Influencing Consumer Buying Behavior through Humorous Advertisements", Online Journal of Communication and Media Technologies, published by Marmara University, Turkey. Vol. 7, Issue 2, pp. 71-95 (2017). page 4 / 9 Dr. SENTHIL KUMAR N Professor, Department of Management Studies
10. RAJALAKSHMI SUBRAMANIAM and SENTHILKUMAR NAKKEERAN, " Relationship between group emotional intelligence and team work quality of software teams in India", ASIA LIFE SCIENCES, published by Rushing Water Publishers Ltd. . Vol. 26, Issue 2, pp. 201-219 (2017).
11. Pradeep Kumar Mohanty& N. Senthil Kumar, " Measuring farmer's satisfaction and brand loyalty toward Indian fertilizer brands using DEA", Journal of Brand Management, published by Macmillan Publishers Ltd. Vol. 24, Issue 5, pp. 467-488 (2017).
12. Deepika R, Margaret Divya, Dr. Senthilkumar N, "A MODERATING EFFECT OF INTERRUPTION FACTOR BETWEEN USER ATTITUDE AND INTENTION TOWARDS SMARTPHONE APPLICATIONS", International Journal of Pure and Applied Mathematics, published by IJPAM. Vol. 118, Issue 9, pp. 603-616 (2018).
13. Margaret Divya, Senthilkumar Nakkeeran, "The Mediating Effect of Perceived Knowledge, Subjective Norms, Health Consciousness on Willingness to consume Functional Foods in

India", TAGA JOURNAL OF GRAPHIC TECHNOLOGY, published by TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS. Vol. 14, Issue 1, pp. 1101-1120 (2018).

14. Deepika R, Dr. Senthilkumar N, "Unified payment interface: An empirical study on enhancing the usage of smartphone applications", TAGA JOURNAL OF GRAPHIC TECHNOLOGY, published by TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS. Vol. 14, Issue 1, pp. 1717-1728 (2018).