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Publications

1. KARTHIKEYAN, P. "AWARENESS ON PRECAUTIONARY MEASURES TOWARDS COVID-19 AMONG STUDENTS: A STUDY IN DHARMAPURI DISTRICT."
2. KARTHIKEYAN, P., and M. PALANISAMY. "INFLUENCE OF SOCIO-ECONOMIC VARIABLES ON LEVEL OF SATISFACTION IN TRADING ENTREPRENEURSHIP IN EDAPPADI TOWN-A MULTIPLE REGRESSION MODEL APPROACH."
3. Karthikeyan, P. "Factors determining the purchase decision in retail outlets in Dharmapuri." *International Journal of Engineering, Science and Mathematics* 6.8 (2017): 140-147.
4. Mohanraj, G., and P. Karthikeyan. "Green Marketing-New Opportunities and Challenges." *Asian Journal of Research in Social Sciences and Humanities* 6.7 (2016): 1238-1244.
5. Selvaraju, K., and P. Karthikeyan. "Impact on E-commerce towards Online Shopping and Customer Buying Behavior." *Asian Journal of Research in Social Sciences and Humanities* 6.7 (2016): 1260-1270.