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Area of Specialization: Marketing & Operations

S. No.	Title	Journal/Conference Proceedings	ISSN/ISBN No.	Listed
	<i>Examining the Existence of Random Walk Theory study with special reference to BSE</i>	Journal of Engineering Sciences	ISSN No.: 0377-9254	Yes Scopus
1.	<i>Rural Customer's Preferences of Banking Services in India-Factor Analysis and Reliability Test</i>	European Journal of Scientific Research	ISSN No.: 1450-216X	Yes WOS & Annexure II
2.	<i>Analysis of E-Tailing Service Quality in Rural Market: A Comparative Study</i>	European Journal of Social Sciences	ISSN No.: 1450-2267	Yes Scopus Annexure II
3.	<i>Patients Perception Towards Quality of Health Care & Hospitals in Rural India.</i>	Asian Journals of Research in social Sciences & Humanities	ISSN No.: 2249-7315	Yes Annexure II
4.	<i>Implementation of Statistical Process Control</i>	International Journal of Research and Analytical Reviews	ISSN No. 2349-5138	Yes UGC List 43602
5.	<i>An Empirical Evaluation Of Consumer Behaviour In Super Market</i>	International Journal of Management, IT & Engineering	ISSN No: 2249-0558	Yes UGC List 46823
6.	<i>Delighters Experience in Readymade Showrooms: An Analytical study</i>	Journal of Analysis and Computation	ISSN No: 0973-2861	Yes UGC List 26412
7.	<i>Graphing Capital Structure Analysis of IT Sector With Special Reference to HCL</i>	Asian Review of Social Sciences	ISSN No.: 2249-6319	Yes UGC List 63275

8.	<i>Training Effectiveness Among Employee's in Sugars and Chemicals Industries</i>	International Science and Technology Journal	ISSN No.: 1632-2882	Yes UGC List
9.	<i>Lack Of Employability In Management Graduates In Tamil Nadu: Facts And solutions</i>	International Journal of Business Administration and Research Review	ISSN No.: 2348-0653	Yes UGC List
10.	<i>Perception of Consumerism Movement in Rural Market: A Cogent Study</i>	International Journal of Management Research and Review	ISSN No.: 2249-7196	Yes UGC List
11.	<i>Application of SERVPERF for Rural Retailer: Reliability and Factor Analysis</i>	Asian Journal of Managerial Science	ISSN No.: 2249 6300.	Yes UGC List
12.	<i>Customer Preferences Vs Satisfaction Towards Two-Wheelers: An Exploration Study</i>	International Journal of Applied Business and Economic Research	ISSN No.: 0972-7302	Yes UGC List 2551
13.	<i>Diversification-Strategies for Managing A Business</i>	EXCEL International Journal of Multidisciplinary Management Studies	ISSN No.: 2249-8834	Yes
14.	<i>E-S-QUAL: Measuring Quality of E-Tailing Services in Rural Market</i>	Research Journal of Commerce & Behavioural Science	ISSN No.: 2251-1547	Yes
15.	<i>Feasibility Study of Agile Manufacturing In Automobile Industry</i>	Journal of Commerce and Trade, Meerut	ISSN No.: 0973-4503	Yes
16.	<i>Five "I" Model: Measuring Quality of Banks in Rural Market</i>	PSNA Journal of Business and System	ISSN No.: 2319-2909	Yes
17.	<i>Implication of Waste Management in Textile Industry</i>	Journal of Management and Entrepreneurship	ISSN No.: 229-5348	Yes
18.	<i>Dissimilar of Customers Perception and Expectation among Rural and Urban Market</i>	Journal of Contemporary Research in Management	ISSN No.: 0973-9785	Yes
19.	<i>A Brand Loyalty: A Perception Among Gems And Jewellery Retailers In Madurai District</i>	International conference edited book on CAASR International Conference on Contemporary Management Practices 2015	ISBN No.: 978-0-9948937-0-3	Yes
20.	<i>Service Quality in Rural Market</i>	International Conference edited book titled "International Conference on Contemporary Management (INCOCOM"12)"	ISBN No.: 978-93-82338-28-4	Yes
21.	<i>SERVPERF of Retail Banking in Rural Market: A Reliability and Factor Analysis</i>			Yes

22.	<i>Emergence of E-tailing in Rural Market and its Quality Measures</i>	International edited book on Research in Management: A Contemporary Approach	ISBN No. 978-81-9104-720-2	Yes
23.	<i>Consumerism in Rural Market: A Rational Study on Consciousness of Consumerism in Rural Market</i>	"1st International Edited Book on Consumer Protection and Globalization	ISBN No.: 9788190667197	Yes
24.	<i>Education Innovation Models</i>	National Conference edited book titled "Reaching the Unreached a Challenge to Technical Education	ISBN No.: 978-93-80657-71-4	Yes
25.	<i>A Study on the Teacher's Role in E Learning</i>	Proceedings of E-Learning Management Systems (E-LMS)	ISBN No. 978-81-909344-1-1	Yes
26.	<i>Lean service: A Strategic way to Improve Service Delivery in Rural Market</i>	National level Conference "Think global Go rural"	ISBN No.: 978-81-7446-836-9	Yes
27.	<i>SERVQUAL: Measuring the Quality of Rural Retailer in Krishnagiri District</i>			Yes
28.	<i>Training Effectiveness Among Employee's In Dharani Sugars And Chemicals Ltd, Vasudevanallur</i>	International Conference on Innovations in Science, Technology and Management	ISBN No. 978-93-86146-47-3	Yes
29.	<i>Employee Satisfaction Leads Increase Productivity In Textile Industries With Special Reference To LoyalTextile Mill Ltd, Kovilpatti</i>	International Conference on Innovations in Science, Technology and Management	ISBN No. 978-93-86146-47-3	Yes
30.	<i>Delighters Experience in Readymade Showrooms: An Analytical Study</i>	International Conference on Emerging Trends and Challenges	ISBN No. 9788190934480	Yes
31.	<i>Customer Preferences vs Satisfaction Towards Two-Wheelers: An Exploration Study</i>	International Conference on Emerging Trends and Challenges	ISBN No. 9788190934480	Yes
32.	<i>Financial Performance In Kannan Enterprises, Salvarpatti: An Analysis</i>	International Conference on Recent Trends in Engineering Education	ISBN No. 9788193786062	Yes
33.	<i>Process Improvement Methodologies</i>	International Conference on Recent Trends in Engineering Education	ISBN No. 9788193786062	Yes

34.	<i>Customer Preferences towards SUZUKI Two-Wheelers: An Exploration Study</i>	International Conference on Recent Trends in Engineering Education	ISBN No. 97881937 86062	Yes
35.	<i>An Empirical Evaluation Of Consumer Behaviour In Super Market</i>	International Conference on Recent Trends in Engineering Education	ISBN No. 97881937 86062	Yes
36.	<i>Economic influence of people at higher education</i>	National Conference on Innovation in Teaching and Learning Process in Higher Education	ISBN No. 97881937 86086	Yes
37.	<i>Government policy on Higher Education</i>	National Conference on Innovation in Teaching and Learning Process in Higher Education	ISBN No. 97881937 86086	Yes
38.	<i>Role of Social Media in Teaching and Learning Process</i>	National Conference on Innovation in Teaching and Learning Process in Higher Education	ISBN No. 97881937 86086	Yes