Dr. A. Thiruchelvi, Associate Professor, Department of Management Studies, Anna University

- The interplay of psychological contract breach, stress and job outcomes during organizational restructuring, T Arunachalam, Industrial and Commercial Training, 2020
- 2. Determinants of Sharing Travel Videos in Social Media, BVJT Arunachalam, International Journal of Creative Research Thoughts 8 (4), 4095-4098, 2020
- ANALYSIS OF CONSUMER BEHAVIOUR TOWARDS BREAKFAST CEREAL MUESLI, RAT Arunachalam, International Journal of Engineering Technology Research & Management, 2020
- 4. Perception of B School Students about Various CRM Activities of Mobile Service Providers, RAT Arunachalam, International Journal of Science, Engineering and Technology, 2020
- 5. A Study on Measuring the Effectiveness of Performance Management System TAS Karthik.M, Parishodh Journal 9 (3), 3187-3191, 2020
- A Study on Job Embeddedness of Gen Z Employees, A Manoj Kiran.P, Thiruchelvi Arunachalam & Jones Christopher, Parishodh Journal 9 (3), 3023-3030, 2020
- 7. The Influence of Machiavellianism and Self Esteem on Pirating Intention JCAT Arunachalam, International Journal of Engineering Technology Research & Management, 2020
- 8. Trade Videos Impact Destination Choice: An Indian Perspective, BVJT Arunachalam, IOSR Journal of Business and Management (IOSR_JBM) 22 (6), 14-17, 2020
- 9. Role of organizational climate and organizational justice in predicting employee engagement and organizational citizenship behavior, T Arunachalam, The International Journal of Indian Psychology 7 (4), 295-305, 2019
- 10.INFLUENCE OF QUALITY ON BEHAVIOURAL INTENTION AMONG EMPLOYEES TOWARDS AN E-LEARNING SYSTEM. T Arunachalam, Journal of Organisation & Human Behaviour, 2019
- 11.AN INVESTIGATION ON THE ROLE OF PERCEIVED EASE OF USE, PERCEIVED USE AND SELF EFFICACY IN DETERMINING CONTINUOUS USAGE INTENTION TOWARDS AN E-LEARNING SYSTEM, T Arunachalam, The Online Journal of Distance Education and e-Learning 7 (4), 268, 2019

- 12. An Investigation on the Factor Structure of Hindi Version of Oxford Happiness Questionnaire (OHQ), 2019
- 13.AN INVESTIGATION ON THE ROLE OF PERCEIVED EASE OF USE, PERCEIVED USE AND SELF EFFICACY IN DETERMINING CONTINUOUS USAGE INTENTION TOWARDS AN E-LEARNING SYSTEM, 2019
- **14.** Does the soft aspects of TQM influence job satisfaction and commitment? An empirical analysis, **2017**