

PUBLICATIONS OF Dr.P.THIRUMOORTHY

REFEREED JOURNAL PUBLICATIONS

S.No	Title of the publication	Name of the Journal & Issue
1.	Impact of job situation on the motivation of insurance companies staffs: A Development Perspective	Shanlax International Journal of Management, Volume 2, No.3, Pp-2432, ISSN: 2321-4643, January 2015.
2.	A Study on the Impact of Social Sites among the Youngsters with Special Reference to Vishnu Computers in Erode District	International Journal of Applied Research 1(11), Pg No: 9-12, ISSN Print: 2394-7500, Online: 2394-5869, 2015.
3.	Customer Relationship Management (CRM) Practices in Regional Rural Banks in India.	Asia Pacific Journal of Research Volume 1 issue XXV, 2015 , Pg No: 114-123, ISSN Print: 2320-5504, Online E-ISSN: 2347-4793, 2015
4.	Women Entrepreneurship in Indian Banking Industry.	Shanlax International Journal of Management, Volume 3, Pg No: 364-367, ISSN No: 2321-4643, Jan 2016.
5.	Mobility For Sustainable Development in Role of Women Entrepreneurs Development	Shanlax International Journal of Management, Volume 3, Pg No: 228-233, ISSN No: 2321-4643, Jan 2016.
6.	Job Satisfaction Theories Traceability to Employee Performance in Organisation	International Journal of Science Technology and Humanities, Volume 1, Pg No: 23-30, ISSN No: 2394-7209, E-ISSN: 2394-7217, Jan 2016
7.	Impact & Importance of Technology Automation in Textile Industry with Reference to Coimbatore	International Journal of Science Technology and Humanities, Volume 1, Pg No: 288-290, ISSN No: 2394-7209, E-ISSN: 2394-7217, Jan 2016

	District.	
8.	Importance of Teachers Work Environment in Higher Education	Golden Research Thoughts, International Recognition Multidisciplinary Research Journal, Volume 5, Issue 7, ISSN: 2231-5063, Pg No. 77-80, Jan 2016.
9.	Work – Life Balance Amongst Teachers	International Journal of Social Sciences, Volume 3, Issue 3, ISSN: 2394-1316, Pg No. 13-15, April 2016.
10.	The Role of NABARD and Regional Rural Bank	International Journal of Management and Social Science Research Review, Volume 1, Issue No-03, ISSN: 2349-6738. Pg No: 135-142, March 2016. (Listed & Indexed International Journal, Peer Reviewed Monthly)
11.	Information and Communication Technologies in Agricultural Development in India	Emperor International Journal of Finance and Management Research (EIJFMR), Vol: II, Special Issue-2, June 2016, ISSN: 2395-5929, Pg. No: 465-468
12.	Factors affecting Buying Behaviour on Mobile Phones of Rural Consumers	International Journal of Commerce and Management Research (PIJCMR), special Issue, Impact Factor: 4.532, ISSN Print: 2321-3604, Pg No: 67-71, September 2016.
13.	Factors Influence on Buying Behaviour on Smart Phones among Rural Consumers	International Management Research Review, IMMR, Vol. V, Issue II, Pg. No: 27-29, ISSN: 2231-2501, March 2017.

14.	Consumer Preference about Packaged Milk in Erode Town	<p>A Journal of Intercontinental Management Research Consortium</p> <p>Impact Factor: 5.603/5.351/5.414</p> <p>ISSN: 2347-1670/2347-1662/2347-1654</p> <p>Vol. – 6, Iss. – 1, February 2018</p>
15.	Role of International Technology Transfer in the Development of Indian Economy and Industry-an Empirical Study	<p>International Journal of Research in Management Studies, Pg. No: 53-59, ISSN: 2348-6511, July 5th 2018.</p>
16.	Whether Green Marketing Is Essential For The Present Technological Era?	<p>Impact: International Journal of Research in Humanities, Arts and Literature.</p> <p>ISSN(P):2347 – 4564</p> <p>ISSN(O):2321 - 8878</p> <p>Impact Factor: 3.7985, January 2019, Vol - 07, ISSN – 2, Pg.No:241 - 245</p>
17.	A Study Positive Impact of Print Media on Select Entrepreneurs in Erode City	<p>Impact: International Journal of Research in Humanities, Arts and Literature.</p> <p>ISSN(P):2347 – 4564</p> <p>ISSN(O):2321 - 8878</p> <p>Impact Factor: 3.7985, January 2019, Vol – 07, ISSN – 2, Pg. No: 266 – 270.</p>
18.	Digital Media cum Print Media (The need of an hour)	<p>International Journal of Emerging Technologies and Innovative Research</p> <p>ISSN: 2349 – 5162</p> <p>Impact Factor: 5.87, February 2019, Vol. – 6, Iss.- 2, Pg No: 303 - 308</p>
19.	Ecommerce in India: Emerging Trends	<p>International Journal of Emerging Technologies and Innovative Research</p> <p>ISSN: 2349 – 5162</p> <p>Impact Factor: 5.87, May 2019</p> <p>Vol -6, ISS – 5, Pg. No: 379 – 384.</p>

20.	The Key Contributors to the Growth of Online Grocery Segment of Ecommerce	International Journal of Emerging Technologies and Innovation Research ISSN: 2349 – 5162 Impact Factor: 5.87, May 2019 Vol -6, ISS – 5, Pg. No: 571 – 575.
21.	Effect of Role Conflict on Job Satisfaction among Nursing Staff Working in Selected Hospitals at Salem District	The International Journal of Analytical and Experimental Modal Analysis ISSN NO: 0886-9367 Impact Factor: 6.3 Vol – 11, ISS – 8, August – 2019
22.	The Impact of Digital Disruption Technologies in Customer Preferences: The Case of Retail Commerce	International Journal of Recent Technology and Engineering E-ISSN: 2277-3878 Impact Factor: 7.86, September 2019 Vol. – 8, Iss. - 3
23.	Unique Approach of Print Media and Reach behind the Readers towards Newspapers in Erode District, Tamil Nadu	The International Journal of Analytical and Experimental Modal Analysis ISSN NO: 0886-9367 Impact Factor: 6.3 Vol. – 11, Iss. – 11, November – 2019 Pg. No:747 - 755

ISBN PUBLICATION DETAILS:

S.No	Title	Publisher	Year of Published	ISBN No
1.	Technology Up Gradation in Make in India Mission	Hikey Media, Chennai-600014	January 2015	978-93-82570-56-1 Pg. No: 137
2.	Leading the Way; South is Safer for Women to Work	Hikey Media, Chennai-600014	January 2015	978-93-82570-56-1 Pg. No: 200-204
3.	Emerging Challenges in Online Banking	Shanlax Publications, Madurai-625 003	February 2015	978-93-85399-80-0

4.	Technology Influence in Banking Service Sector	Shanlax Publications Madurai-625 003	February 2015	978-93- 85399-80-0
5.	Impact of E-Banking Technology on Traditional Banking Services	Shanlax Publication Madurai-625 003	February 2015	978-93- 85399-80-0
6.	Using of Information Technology on Training and Development in Bank Employee Productivity.	Mithila Publications Erode.	July 2015	978-93- 80506-12-8 Pg No: 127-132
7.	Buying Behaviour on Mobile Phones among Rural Consumers.	Mithila Publications Erode.	July 2015	978-93- 80506-12-8 Pg No:170- 173
8.	A Conceptual Framework on-Awareness of Opportunities for the Entrepreneur Starting Business in Transports industry in India	PRIMS, Periyar University, Salem.	January 2016	978-93- 5254-673-2 Pg No:92- 98
9.	Uses of Various Technology Appliances in Retail Supply Chain Management	School of Humanities and Social Sciences	February, 2016	ISBN: 978- 93-5254- 974-0, Pg. No: 340- 343.
10.	A Study of Technology Transfer and Upgradation (TTU) and performance of Textile Export units with reference to Coimbatore Region	M.P.NachimuthuM.J aganathan Engineering College Erode	April 2016	ISBN No.: 978-93- 5196-165-9, Page 113 - 123.
11.	Issues and Benefits in Change Management	SakthiPathipagam, International Conference, Organized by VidhyaSagarWomen s College.	12 th August 2016	ISBN: 978- 93-81899- 69-4
12.	Future of U- Commerce in India	Shanlax Publications, Madurai	September , 2016	ISBN: 978- 93-85977- 59-6, Pg. No: 15-19

13.	U- Commerce- Components, Opportunities and its Threats	Shanlax Publications, Madurai	September , 2016	ISBN: 978-93-85977-59-6, Pg. No: 68-71
14.	Opportunities and Challenges of E- Commerce in Logistics Sector	Shanlax Publications, Madurai	September , 2016	ISBN: 978-93-85977-59-6, Pg. No: 87-90
15.	Green Marketing – Opportunities and Challenges	Bonfring, Coimbatore. National Conference organized by Karpagam University.	23 rd September 2016	ISBN: 978-93-86176-39-4, Pg. No: 95-96.
16.	Consumer Perception towards online Grocery shopping in Salem City.	Acharya Bangalore B School	14 th July 2019.	ISBN No: 978-81-909372-5-2

RECENT PAPERS PUBLISHED (Authors name, Journal name, Vol., year, pages)

1. **P.Thirumoorthi&M.Shirpi**, “Technological and Medical Advances in Healthcare Industry – Influential Factors of Human Resource Management”, Journal of Xidian University, Vol. 14, Issue 5, May 2020, Page: 5547 – 5553, (ISSN:1001-2400, Scopus Indexed, UGC Care) Listed)
2. **P.Thirumoorthi&D.Sundaramoorthi**,” A Study on Activities and outlook of Newspaper Readers’ in Erode District”, Purakala International, Vol-31 Issue-5, April 2020, Page: 87 – 93, (ISSN: 0971-2143, UGC CARE Listed)
3. **P.Thirumoorthi&D.Sundaramoorthi**, “Unique Approach of Print Media and Reach behind the Readers towards Newspapers in Erode District, Tamil Nadu”, The International journal of analytical and experimental modal analysis”, Volume XI, Issue XI, November 2019, Page: 747 – 755, (ISSN NO: 0886-9367, Scopus Indexed)
4. **P.Thirumoorthi&D.Bhuvaneswari**, “Work life Balance among Women Police in Salem City, Tamil Nadu”, International Journal of Recent Technology and

Engineering, Volume-8 Issue-4S2, December 2019, Page: 793 – 797, (ISSN: 2277-3878, Scopus Indexed)

5. **P.Thirumoorthi&Arunkumar Singh**, “The Impact of Digital Disruption Technologies on Customer Preferences: The Case of Retail Commerce”, International Journal of Recent Technology and Engineering, Vol. 8 Issue-3, September 2019, Page: 1255 - 1261, (ISSN: 2277-3878, Scopus Indexed)
6. **P.Thirumoorthi&D.Sundaramoorthi**, “Readers Perception and Problems faced by News Paper Industries in Erode District”, Journal of Interdisciplinary Cycle Research, Volume XII, Issue IX, September 2020, (ISSN No.: 0022-1945, UGC Care Listed Journal)
7. **P.Thirumoorthi&Arunkumar Singh**, “The Key Contributors to the Growth of Online Grocery Segment of Ecommerce”, Journal of Emerging Technologies and Innovative Research (JETIR)”, Volume 6, Issue 5, May 2019, Page: 571 -575 (ISSN No.: 2349 -5162)
8. **P.Thirumoorthi&Arunkumar Singh**, “eCommerce in India: Emerging Trends”, Journal of Emerging Technologies and Innovative Research (JETIR)”, Volume 6, Issue 5, May 2019, Page: 379 -384 (ISSN No.: 2349 -5162)
9. **P.Thirumoorthi&Arunkumar Singh**, “A study of emerging imperatives for Physical Grocery Store due to the Digital Disruption and the Online Grocery Store”, Journal of Xidian University, Volume 14, Issue 9, October 2020, Page Nos.: 157 – 166, (UGC CARE Listed Group 2 Journal, ISSN: 1001 - 2400)