

Dr. K. Sathyanarayanan
Associate Professor
Department of Management Studies
University of Madras
Publications

ARTICLES PUBLISHED IN JOURNALS

1. K.R Sugavanam & Dr. K. Sathyanarayan International journal of business intelligent & innovation issue :2 special edition issue 4 special volume February 2017 ISSN 2348 4705
2. R.Vasudha & Dr. K. Sathyanarayan Paper presented on International journal of business intelligent & innopvation issue :4 march 2016 special volume management perspective on globalization technology & innovation ISSN NO 2348 4705
3. S.Savitha and Dr.K.Sathyanarayan, Indian luxury market – an appraisal International journal of business intelligent & innovation issue :2 special edition July 2015 ISSN :23484705
4. S.Savitha and Dr.K.Sathyanarayan, “Taxonomy of Luxury Brand Value”, Research Explorer, Volume : 3, ISSN : 2250-1940, Page 86, Jan-Jun 2014,
5. S.Savitha and Dr.K.Sathyanarayan, “Consumers’ Attitude Towards Luxury Brands”, SELP Journal of Social Science, Volume: 5, Page – 83, ISSN: 0975-9999 Jan- Mar 2014.
6. P.Madhan Kumar and Dr. Sathyanarayan , “A conceptual study recovery Satisfaction” Impact factor - 1.2018 (GISI) Vol. III, ISSN 2231-5063, September 2013.
7. P.Madhan Kumar and Dr. Sathyanarayan, “FDI in Indian Retail Sector: Boon or Bane”, Journal of Management and Science. Vol. 1, Special Issue VII Printed ISSN : 2249 – 1260, Online ISSN: 2250-1819
8. R.Vasudha & Dr. K. Sathyanarayan “Emotional Intelligence, Leadership and Innovation for Successful Organization” in ‘Competency Building Strategies in Business and Technology for Sustainable Development September 2011.
9. R.Vasudha & Dr. K. Sathyanarayan “Emotional Intelligence, Leadership and Innovation for Successful Organization” in ‘Competency Building Strategies in Business and Technology for Sustainable Development September 2011.
10. Dr. K. Sathyanarayan , “Conspicuous Consumption to Conscious Consumption”, Sankhya International Journal of Management and Technology, Volume 1 , Page -100, ISSN 0975-3915, March 2010.
11. Dr. K. Sathyanarayan and Dr.N.Balasubramanian “A Study on Consumer Trust, Value and Loyalty in Relational Exchanges with Reference to Airlines”, SRM Management Digest, Volume: 6, ISSN 0973-6905, Page: 32, April, 2008.
12. Dr. K. Sathyanarayan and Dr.N.Balasubramanian, “A Study on Consumer Trust, Value and Loyalty in Relational Exchanges”, Indian Journal of Marketing. Volume: 38, April, 2008.

ARTICLES PUBLISHED IN BOOKS

1. Dr. K. Sathyanarayan Employee customer relationship management ISBN: 93-80055-96-X, October 2009

2. Dr. K. Sathyanarayan The role of employer customer relationship, Human Resources and Marketing – Missing Links & Bridging Gaps – 8th October 2009
3. Dr. K. Sathyanarayan Conspicuous consumption of conscious consumption ISSN : 0975-3615, March 2010
4. Dr.K.Sathyanaryan, "Building Global Leadership (ISBN 978-817446-889-5) Nov- 2010.
5. Poornima A.S & Dr. K. Sathyanarayan, "Financial Engineering –A Medicine for the Ailing Microfinance Sector",2011, ISBN NO978-93-80530-51-2
6. SanthanaKrishnan and Dr. K. Sathyanarayan "Emerging New Trends in Managerial Excellence" Department of Management Studies, Satyabhama University, October 2011, ISBN -979 81 909042 47.
7. Poornima A.S & Dr. K. Sathyanarayan "Microfinance in India Issues", 2011, ISBN NO979-81-920303-2-6.
8. Poornima A.S & Dr. K. Sathyanarayan," Models of Microfinance in India" in "Excellence in Management Practices"2011, ISBN NO979-821-920303-5-7.
9. "Strategic Human Resource Management in Global Perspective, Page no. 129.
10. Poornima A.S & Dr. K. Sathyanarayan, "New Perspective in Occupation Stress Management" March 2012, ISBN NO978-93-80530-51-2
11. "State Level Seminar on Rethinking Management Theories & Practices in the present Indian Economic Context 6th Jan. 2014. ISBN: 978 – 93-81899-33-5. A conceptual framework for the service Recovery Paradox. Page: 1-10.
12. Amet Business school Encore 2014 International conference on Best Organizational Practices. 22nd Feb. – 2014. ISBN – 978-81-926045-1-0. Best Organizational Practice to overcome service failures.