



Dr. M.V. Subha

Associate Professor, Department of Management Studies,
Anna University Regional Campus, Coimbatore

Stock Market Analysis
Predictive Analytics
Econometric Model Building

	All	Since 2015
Citations	382	289
h-index	9	8
i10-index	9	7

TITLE	CITED BY	YEAR
PERFORMANCE EFFICIENCY OF VARIOUS INDIAN STOCK MARKET INDICES–A NON-PARAMETRIC APPROACH D Venugopal, MV Subha INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES (IJMSS) 8 (2.6), 78-83		2019
Perception of Bankers on Factors Causing Non Performing Assets in the Indian Banking Sector Asian Journal of Research in Social Sciences and Humanities 6 (No. 8), 11 34 ...		2016
Assessing the Impact of Learning Organization on Innovation Performance in Renewable Energy Sector KM Priyadarsini, MV Subha Asian Journal of Research in Social Sciences and Humanities 6 (6), 1687-1700		2016
A Study on Corporate Governance and Disclosure Studies and its Effectiveness in India DL Prabha, MV Subha Asian Journal of Research in Social Sciences and Humanities 6 (9), 1768-1776		2016
Measuring Intellectual Capital–The Key to Innovation and Sustainability D Venugopal, MV Subha Asian Journal of Research in Social Sciences and Humanities 6 (8), 1097-1114	1	2016
Perception of Bankers on Factors Causing Non Performing Assets in the Indian Banking Sector MV Subha, RV Kumar Asian Journal of Research in Social Sciences and Humanities 6 (8), 1134-1149		2016
Impact of Quality Management Practices on Performance among Manufacturing Firms in Coimbatore District UC Harish, MV Subha, UC Harish Asian Journal of Research in Social Sciences and Humanities 6 (6), 1625-1635		2016
Testing Pricing Relationship between Bank Nifty futures & Bank Nifty Indices–Evidences from India MV Subha, A Musthaffa Asian Journal of Research in Social Sciences and Humanities 6 (7), 1397-1407		2016
HEALTH CHECK OF NEW PRIVATE SECTOR BANKS IN INDIA USING CAMEL MODEL. MV Subha, RV Kumar International Journal of Economic Research 12 (3)	1	2015
Reasons for selecting organized retail outlets with special reference to Coimbatore city MSS SUBHA, DRM GUNASEKARAN International Journal of World Research 1 (14), 37-42	1	2015
Modeling the impact of intellectual capital on corporate performance D Venugopal Chennai	2	2015
Impact of Intellectual Capital on corporate performance D Venugopal, MV Subha available on http://www.toknowpress.net	7	2015
The emerging role of financial literacy financial planning MV Subha, PS Priya Int. J. Innovat. Sci. Eng. Technol 1 (5), 400-408	12	2014
A Study on the Factors Determining Financial Literacy of Households MV Subha, PS Priya International Journal of Advanced Information Science and Technology 22 (22 ...	8	2014
Dynamic Volatility Relationship Between Bank Nifty Futures and Bank Nifty Indices–Evidence from India MV Subha, A Musthaffa International Journal of Business, Management and Allied Sciences 1 (2), 228-35	1	2014

TITLE	CITED BY	YEAR
Identifying the Dimensions of Service Quality as Antecedents to Passenger Satisfaction of Rajiv Gandhi International Airport. MV Subha, R Archana Journal of Contemporary Research in Management 8 (2)	8	2013
Investigating Causal Relationship between Indian and American Stock Markets MV Subha, ST Nambi Life Science Journal 10 (3)	1	2013
Measuring Service Quality In Terms of Passenger Satisfaction of Front Office Personnel in Private Airline Companies, India MV Subha, MR Archana Life Science Journal 10 (5s)		2013
Classification of Stock Index movement using k-Nearest Neighbours (k-NN) algorithm MV Subha, ST Nambi WSEAS Transactions on Information Science and Applications 9 (9), 261-270	25	2012
A study on service quality and passenger satisfaction on Indian airlines R Archana, MV Subha International Journal of Multidisciplinary Research 2 (2), 50-63	133	2012
COINTEGRATION OF THE SAUDI ARABIAN STOCK MARKET WITH OTHER MARKETS FROM EMERGING AND DEVELOPED MARKETS MVS ABDUL MONEM AL-ZALABANI, S.SAGARAN, N RAJIV MENON PAKISTAN BUSINESS REVIEW 13 (4), 615-630		2012
Balanced Adoption of Lean Manufacturing Practices in Engineering Goods Manufacturing Firms" SMV Jaisankar. S European Journal of Social Sciences.	11	2012
Passengers' perception on service quality in kingfisher airlines—An empirical research study MV Subha, R Archana South Asian Journal of Marketing & Management Research 2 (12), 101-107		2012
A study on level of passenger satisfaction of services delivered in Chennai International Airport a research paper M Subha, T Bina, R Archana European Journal of Social Sciences 33 (2), 289-297	1	2012
Intellectual capital and value creation efficiency-An empirical investigation into the intellectual capital and financial performance of Indian software industry D Venugopal, MV Subha European Journal of Social Sciences 33 (1), 119-132	22	2012
Redesinging an automotive assembly line through lean strategy KP Parantharan, MS Begam, SS Abuthakeer, MV Subha International Journal of Lean Thinking 2 (2), 1-14	22	2011
ADOPTION OF LEAN MANUFACTURING PRACTICES IN SMALL AND MEDIUM ENTERPRISES, (SMES)—A LEAN ENTERPRISE VEHICLE APPROACH MV Subha, S Jaisankar INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES (IJMSS) 1 (1), 88-94		2011
An empirical study on stock index trend prediction using markov chain analysis S Vasanthi, MV Subha, ST Nambi Journal of Banking Financial Services and Insurance Research 1 (1), 72-91	24	2011
A study on stationarity of global stock market indices MV Subha Journal of Contemporary Research in Management 1 (1), 42-46	5	2010
A study on cointegration between indian and american stock markets MV Subha, ST Nambi Journal of contemporary research in management 5 (1), 105-113	23	2010
Cointegration of Indian stock markets with other leading stock markets NR Menon, MV Subha, S Sagarar Studies in Economics and Finance	55	2009
An empirical study on the performance of select mutual fund schemes in India MV Subha, SJ Bharathi Journal of Contemporary Researching Management 1 (1)	9	2007

TITLE	CITED BY	YEAR
Indian Capital Markets-A Road Ahead MV Subha Indian Journal of marketing 36 (3)	5	2006
Managing Supply Chain MV Subha Indian Journal of Marketing 34 (4)	5	2004
Examining the interrelationship between the components of financial literacy and its influence on investment decisions of employees in IT ITES and banking sectors MV Subha Chennai		
CO-INTEGRATION OF THE SAUDI ARABIAN STOCK MARKET WITH OTHER MARKETS FROM EMERGING AND DEVELOPED ECONOMIES AM Al-Zalabani, S Sagarani, NR Menon, MV Subha PAKISTAN BUSINESS REVIEW, 615		
Relationship between quality management practices and the performance of manufacturing firms in Coimbatore district MV Subha Chennai		
Taking Stock of Research on Business Groups While Looking Into The Future MV Subha, RV Kumar		
Empirical investigation on predictability of Indian and global stock indices a data mining approach MV Subha Chennai		