



## Subramaniya Bharathy

Associate Professor, Periyar University

consumer behaviour

dairy industry

marketing

entrepreneurship

### GET MY OWN PROFILE

	All	Since 2015
Citations	15	15
h-index	3	3
i10-index	0	0

TITLE	CITED BY	YEAR
<b>INFORMATION TECHNOLOGY ENABLED SERVICES ARE CUSTOMER LOYALTY TOOLS: AN INDIAN HIGHER EDUCATION PERSPECTIVE</b> RSB K. Raja Annamalai International Journal of Business Studies and Research 8 (3), 252-263		2017
<b>A Study On Impact of Advertisement on Consumer Brand Choice Behaviour Towards Milk (With Special Reference To Tiruchengode Region)</b> DRRS BHARATHY, N Geetha CHIEF PATRON	3	2015
<b>A study on problems encountered in milk production in Salem district of Tamilnadu: an empirical study.</b> RS Bharathy, M Selvakumar Golden Research Thoughts 3 (10)	4	2014
<b>A study on dairy practices and opportunities in dairy industry in India.</b> RS Bharathy, M Selvakumar International Journal of Research in Commerce, Economics and Management 3 (9 ...		2013
<b>Innovations in dairy products developing healthy, functional dairy products through reformulation and new ingredients: Appeal for global consumers</b> N Geetha, RS Bharathy International Journal of Managment, IT and Engineering 3 (5), 415-424	1	2013
<b>A study on satisfaction level of women entrepreneurs in dairy sector in Salem district of Tamil nadu</b> P Manimekalai, RS Bharathy Pacific Journal of Research 1 (4), 43-53	7	2013
<b>A study on sustainable entrepreneurial opportunities by dairy cattle farmers.</b> RS Bharathy		
<b>A STUDY ON UTILIZATION OF MILLET PRODUCTS FOR CREATE AWARENESS TOWARDS DIABETIC PATIENTS IN SALEM DISTRICT</b> RS Bharathy, MR Rajapushpam		
<b>Role of Information Technology for Building Customer Loyalty in Educational Marketing</b> K Raja, RS Bharathy		
<b>A Case Study On Entrepreneurship Culture Among Cattle Farmers In Salem District.</b> RS Bharathy		

TITLE	CITED BY	YEAR
<a href="#">A study on milk distribution strategies in salem district</a> K Balaji Salem		
<a href="#">A study on the opportunities for micro and ssi units in dairy sector in salem</a> P Muralidharan Salem		
<a href="#">A study on problems and practices of milk producers in salem district with special reference to aavin</a> M Selvakumar Salem		
<a href="#">PERSPECTIVE OF STUDENTS ON SERVICE QUALITY DIMENSIONS IN SELF-FINANCING ENGINEERING INSTITUTIONS AT CHENNAI CITY</a> K Raja, RS Bharathy		
<a href="#">MEASURING SERVQUAL IN SELF FINANCING ENGINEERING INSTITUTES WITH REFERENCE TO TAMILNADU</a> K Raja, RS Bharathy		
<a href="#">A study on factors affecting brand loyalty among aavin mil consumers with special reference to tiruchengode taluk namakkal district</a> N Geetha Salem		
<a href="#">Linkages of climatic change with Human Health: Exploring the Effects</a> RS Bharathy		
<a href="#">INTERCONTINENTAL JOURNAL OF HUMAN RESOURCE RESEARCH REVIEW</a> RS BHARATHY, R RAMESH, SBI AHAMED		
<a href="#">A STUDY ON SERVQUAL DIMENSIONS IN SELF FINANCING ENGINEERING INSTITUTES WITH REFERENCE TO TAMILNADU</a> RS Bharathy, K Raja		
<a href="#">Information Technology as a Customer Loyalty Tool: An South Indian Educational Institution Perspective</a> K Raja, RS Bharathy		