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RESEARCH PAPERS PUBLISHED IN REFEREED JOURNALS

Scopus Indexed Journal

S.No.	Journal Name & Number	Paper Title	Authors & Co Authors	Date of Publication
1	International journal of mechanical and production Engineering Research and Development ISSN -22496890 Impact factor -7.6197	Impact of social media influence on loyalty intention with reference to Jewellery market in India	Dr. K Sathyanarayan & Poorinama A.S.	October 2018

UGC listed journals published

S.No.	Journal Name & Number	Paper Title	Authors & Co Authors	Date of Publication
1	An international journal multidisciplinary quarterly journals& ISSN2277-5730 JOURNAL NO -40776 IMPACT FACTOR -5.5	E- service quality in the banking service: literature analysis	Balaji K.C. & Dr.K Sathyanarayan	VOLUME VIII ISSUE – JAN To MARCH 2019
2	An international journal multidisciplinary quarterly journals& ISSN2277-5730 JOURNAL NO -40776 IMPACT FACTOR -5.5	A Concept of Experiential Marketing: Literature Analysis	Dr.K Sathyanarayan & P. subburaj	VOLUME VIII ISSUE – JAN To MARCH 2019
3	An international journal multidisciplinary	Impact of HRM Practice on Job	Dr. K sathyanarayan &	December 2018

	quarterly journals& ISSN2277-5730 JOURNAL NO -40776 IMPACT FACTOR -5.5	Satisfaction in IT /IT es industries in chennai	Rajanjayabalan	
4	Journal of management	Effect of organizational commitment, motivation, attitude towards works on job satisfaction. Job performance and turnover intension	Dr. K sathyanarayan & Dr B. Lathalavanya	Volume v Issue 4 July to august 2018
5	Journal of management Impact factor 2.4352	Innovation in social media marketing and technology acceptance among different age group –an empirical study	Poorinama A.S. & Dr. K Sathyanarayan	Volume iv Issue II October 2017
6	Journal of Management Research and Analysis ISSN-2394-2770 Impact factor- 4.878	Study on the effect of hedonic shopping value on repurchase intention of online consumer	Dr. K Sathyanarayan & Vasudha	Volume 5 Issue 4 December 2018

OTHER JOURNALS

sno	Journal name	Paper title	Author & co authors	Date of publication
1	Kaveripakkam college journal of management research Journal no 43989 ISSN-2249-6459	The impact of employee involvement on restructuring agile work force	Dr. K sathyanarayan & Rajanjayabalan	Volume VIII Issue 26 Jan march 2018
2	Shanlax international journal of management Ugc journal no 44278	Study on the impact of hedonic shopping value on repurchase intention of Chennai online consumer	Dr. K sathyanarayan	Volume 5 Special issue 3 August 2017

	ISSN 2321-4643 Impact factor 2.082			
3	International journal of business intelligence & innovation ISSN2348-4705	A conceptual study on the impact of social media on consumer buying behavior	Balaji K.C. & Dr.K. Sathyanarayan	Volume 2 Special issue August 2017
	International journal of business intelligence & innovation ISSN2348-4705	Novelty in teaching for sustained results	Dr. K Sathyanarayan & Mr. K.R Sugavanam	Special volume Issue 4 Feburary2017
4	Indian journal of applied research ISSN 2249-555X Impact factor 3.9	Under the role of hedonic shopping value in determine the repurchase intention and customer satisfaction in online shopping scenario	R Vasudha & Dr. K. Sathyanarayan	Volume 6 issue 4 April 2016
5	International journal of business intelligence & innovation ISSN2348-4705	Emotional regulation consumption : impact on consumer behavior	R Vasudha & Dr. K Sathyanarayan	Special volume Issue 4 March 2016
6	International Journal of management and social science research Review	Does social media marketing impact purchase and loyalty intension in customers	Poorinama A.S. & Dr. K Sathyanarayan	Volume 1 Issue 05 May 2016