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RESEARCH PUBLICATIONS

- 1. J Ashok EMOTIONAL INTELLIGENCE International Journal of Advanced Science and Technology 29 5 s 1640 - 1648 APR 2020**
- 2. B.Nandhini, J.Ashok Restaurant Selection Behaviour among Young Adult Consumers â?? An Empirical Study in Coimbatore District, Tamil Nadu, India TEST Engineering and Management 83 May-June 2824 - 2833 MAY 2020**
- 3. ANTONY RAJ J.M,ASHOK J,S.MURUGAPPAN TESTING CORRELATION BETWEEN SATISFACTION OF WORK RELATED BASIC NEEDS AND JOB ENGAGEMENT : A STUDY AMONG STAFF OF ENGINEERING COLLEGES IN ERODE INDIAN JOURNAL OF PUBLIC HEALTH RESEARCH AND DEVELOPMENT 10 NO 3 1066 - 1071 MAR 2019**
- 4. J Ashok Impact of Employee Empowerment on Productivity International Journal of Recent Technology and Engineering 8 4 - NOV 2019**
- 5. J.Ashok , Harshini.E A Study on Occupational Stress Among Bus Drivers International Journal of Modern Research in Engineering 1 5 33 - 40 MAY 2018**
- 6. Nandhini B, Ashok J A Study on the Types and Effects of Influence by Peers among Post Graduate Students in an Educational Institution JARDCS 10 5 333 - 336 JUL 2018**
- 7. A.Suselan., Dr. J Ashok Customer perception of Service quality towards SUN DTH in Coimbatore International Journal of Science and Research Volume 7 12 - DEC 2018**
- 8. J.Ashok A Study on Customer Satisfaction towards Housing Loans Provided by HDFC Limited Asian Journal of Research in Marketing Vol 6 No 1 1 - 9 FEB 2017**
- 9. J.Ashok ATTITUDE AND BEHAVIOURAL INTENTIONS OF CONSUMERS TO USE SUN DIRECT DTH IN COIMBATORE DISTRICT Global Journal of Research Analysis Volume 6 Issue 11 175 - 178 NOV 2017**
- 10. J. Ashok Attitude and Behavioral Intentions of consumers to Use Sun Direct DTH in Coimbatore District GJRA 6 11 175 - 177 NOV 2017**

- 11.** A. Sasirekha, J. Ashok Employees' Perception towards Performance Measurement Factors: Structural Equation Modeling Approach Asian Journal of Research in Social Sciences and Humanities Vol 6 No 1 1205 - 1214 OCT 2016
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- 14.** P. Sundaresalingam and J. Ashok A Study on Behavioural Changes Exhibited by Customer Towards Frooti, Chenna International Journal of Research in Management, vol. 1 2 47 - 57 JAN 2012
- 15.** S. Padmavathy and J. Ashok Merger Announcements and Stock Price Behavior: Empirical Evidence from Indian Stock Market International Research Journal of Finance and Economics 83 153 - 160 JAN 2012
- 16.** S. Padmavathy and J. Ashok A Study on the Impact of Mergers and Acquisitions on Share Price Vol. 1 Issue 12 17 - 20 APR 2012
- 17.** M. Umasankar and J. Ashok Employee Perception towards Effectiveness of Human Resource Practices followed in Commercial Banks in Erode District, Tamilnadu European Journal of Social Sciences Vol. 29 3 - APR 2012
- 18.** M. Umasankar and J. Ashok A Study on Employee Perception on HR Practices in Textile Retail Show Rooms in Erode International Journal of Multidisciplinary Management Vol. 2 80 - 91 SEP 2012
- 19.** J. Ashok, Mr. K. Subramani and J. Jocelyn Jennifer A Study on the opinions of Top Management on Food Safety International Journal of Management Vol. 1 3 133 - 138 SEP 2012
- 20.** T. J. Arun and J. Ashok Customer Relationship Management and Hospital Services, Serials Publications Serials Publications 227 - 233 2011
- 21.** J. Ashok Measuring of Quality of Work Life in Textile Industries An Integration of Conceptual Relationship with Productivity International Journal of Research in Commerce and Management Vol. 2, no. 4 67 - 70 APR 2011

- 22.** J. Ashok Stress And Depression Experienced by Women Software Professionals in Bangalore, Karnataka Global Journal of Management and Business Research vol. 11, no. 6 53 - 56 MAY 2011
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- 27.** J. Ashok Motivation in Cement Industry - A Case Study Institute for Technology and Management (ITM) 3 59 - 74 APR 2009
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- 31.** J. Ashok A Study on Developing Strategies to Improve the Sales of Maruthi Zen Passenger Cars JIMS 8M 41 - 45 MAR 2005
- 32.** P. Geetha and J. Ashok Motivation HRD Times 12 - 13 SEP 2003
- 33.** C. Natarajan and J. Ashok Socio - Economic Status (Child Labour) HRD Times 21 - 22 JUL 2002
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- 35.** J. Ashok, A. Jayakumar and T.J. Arun Customer Relationship Management (CRM) in Educational Services - A Study Leaders Voice 56 - 62