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**Publications**

1. Badrinath, M. N., and R. Venkatesh. "The role of Psychological empowerment and its moderating effect between market strategy and organizational performance: A conceptual framework." *International Journal of Pure and Applied Mathematics* 120.5 (2018): 1337-1350.
2. Badrinath, M. N., R. Venkatesh, and Chennai VIT. "A conceptual framework on factors enhancing financial sustainability of Self-help Groups: Recognizing market orientation and market strategy as key determinants." *International Journal of Pure and Applied Mathematics* 117.15 (2017): 655-666.
3. Venkatesh, R., and Sudarsan Jayasingh. "Transformation of business through social media." *Social Media Listening and Monitoring for Business Applications*. IGI Global, 2017. 1-17.
4. Ross, Dhyana Sharon, and R. Venkatesh. "Patient Experience: A Key Instrument in Analyzing Patient Satisfaction in Public Hospitals in Chennai." *Indian Journal of Science and Technology* 9 (2016): 47.
5. Jayasingh, R., Sudarsan, and R. Venkatesh. "Determinants of customer brand engagement in social media sites: A conceptual framework." *International Business Management* 10.15 (2016): 2802-2807.
6. Ross, Dhyana Sharon, and R. Venkatesh. "Role of hospital information systems in improving healthcare quality in hospitals." *Indian journal of science and technology* 9.26 (2016): 65-98.
7. Jayasingh, Sudarsan, and R. Venkatesh. "A Content Analysis of Online Retailer's Facebook Brand Pages." *International Journal of Marketing and Technology* 6.8 (2016): 28-38.
8. Venkatesh, R. "Impact of Technological Innovations in Healthcare Sector: An Analysis." *International Journal of Management, IT and Engineering* 6.8 (2016): 154-172.