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Publications

1. Subramaniam, Rajalakshmi, and Senthilkumar Nakkeeran. "Impact of corporate e-learning systems in enhancing the team performance in virtual software teams." *Smart Technologies and Innovation for a Sustainable Future*. Springer, Cham, 2019. 195-204.
2. Divya, Margaret, and Senthilkumar Nakkeeran. "The mediating effect of perceived knowledge, subjective norms, health consciousness on willingness to consume functional foods in India." *TAGA J. Graph. Technol* 14 (2018): 1101-1120.
3. Deepika. R, and Senthilkumar Nakkeeran. "Unified payment interface: An empirical study on enhancing the usage of smartphone applications." *TAGA J. Graph. Technol* 14 (2018): 1717-1728.
4. Deepika. R, Divya, Margaret, and Senthilkumar Nakkeeran. "A MODERATING EFFECT OF INTERRUPTION FACTOR BETWEEN USER ATTITUDE AND INTENTION TOWARDS SMARTPHONE APPLICATIONS" *International Journal of Pure and Applied Mathematics* (2018): 118:9:603-616.
5. SVenkatesh, Mr. "Impact Of Television Media In Influencing Consumer Buying Behaviour Through Humorous Advertisements." *Online Journal of Communication and Media Technologies* 7.2 (2017): 71.
6. Subramaniam, Rajalakshmi, and Senthilkumar Nakkeeran. "Relationship between group emotional intelligence and team work quality of software teams in India." *Asia Life Sciences*(2017), 26:2. 201-217.
7. Mohanty, Pradeep Kumar, and N. Senthil Kumar. "Measuring farmer's satisfaction and brand loyalty toward Indian fertilizer brands using DEA." *Journal of Brand Management* 24.5 (2017): 467-488.
8. Aswini, P. M., and N. Senthil Kumar. "DEMOGRAPHIC FACTORS ROLE ON TOTAL QUALITY SERVICE (TQS) AMONG THE EMPLOYEES IN SMES IN TIRUCHIRAPPALLI DISTRICT." *Int J Adv Engg Tech/Vol. VII/Issue II/April-June* 5 (2016): 09.
9. Subramaniam, Rajalakshmi, and Senthilkumar Nakkeeran. "EXPLORING THE CHALLENGES ASSOCIATED WITH THE IMPLEMENTATION OF TWQ (TEAM WORK QUALITY) IN INDIAN SMALL AND MEDIUM ENTREPRISES (SMEs) – A REVIEW." *International Journal of Advanced Engineering Technology*(2016), 7:2. 69-76.
10. Aswini, P. M., and N. Senthil Kumar. "Achieving Quality Assurance through Total Quality Management (TQM) Practices in SMEs" *Revista Tecnica de la Facultad de Ingenieria Universidad del Zulia* (2016): 39:1 124-130.
11. Subramaniam, Rajalakshmi, and Senthilkumar Nakkeeran. "Identifying the Impact of Team Size on Team Work Quality (TWQ) in Software Teams through an Empirical Approach." *Asian Journal of Research in Social Sciences and Humanities* 6.4 (2016): 151-171.
12. Venkathes, S., and N. Senthilkumar. "Humor in advertising: A review on use of television radio and print advertising media." *International Journal of Business and Administration Research Review* 2.9 (2015): 198-206.