

Selected Paper Publications

(a) International Publications with ISBN

- STET Publisher and Printers – ISBN: 978-81-931094-9-6: September 2015 Article entitled “A Recent Development of Rural FMCG sector in India” Page No: 212-216.

(b) International Publications with ISSN

1. International Journal of Management Research and Technology (**IJMRT**): Volume 06 ,Issue No: 01, January-June 2012 Article entitled “Managerial Challenges – A Tool for Absenteeism” Page No:57-69.
2. Article entitled in “Customer Relationship management in Indian life Insurance Sector” International Research Journal on Multidisciplinary (Research Explorer): Issue No.5 March 2013 with ISSN: 2250-1940, Page no. 166-169.
3. Article entitled “A Marketing Opportunities of FMCG in India” Sankhya International Journal of Management and Technology (**IJMT**) - ISSN 0975-3915: Volume III, Issue No II (A), February 2014, Page no. 325-328.
4. Primax International Journal of Commerce and management (**PIJCMR**) – ISSN 2321-3604: Impact factor: 2.532, Volume No.III, Issue No.3, October- December 2015, Article entitle “An Emerging Development of Retail Marketing in India” Page No: 64-68.

(c) National Level Publication

1. Article entitle in “Risk Management for Rural Marketing Services in India” “National Seminar on Emerging Issues on Service Sector” SELP Publication with ISBN N: 978-93-80509-05-1, Page no.195-197.
2. One day “National Seminar on Green Marketing in India Problems and Prospects” – Article entitle in “Green Marketing in India an Overview”- 12th December 2014 at M.R.Government Arts College, Mannargudi.
3. Article entitle in “GST Benefits and Impact on Indian Economy” Published by VISTAS, Chennai, with ISBN: 978-1-64255-366-6 , Page no.1-6.
4. Article entitled in “An Impact of Virtual Banking in India” Published in Journal of Advanced Management Research (**JAMR**) Impact factor 4.73 ISSN: 2393-9664 (UGC Approved), Page no.82-92.

(d) Scopus and UGC Approved Journal:

1. Article title “An Impact of Service Quality, Trust and Customer Satisfaction about DTH Services in Thanjavur District-Tamilnadu” Published in “International Journal of Pure and Applied Mathematics (**IJPAM**)”, Volume 119, Special Issue, ISSN: 1311-8080, Page No: 973-982, No.7 2018. (**SCOPUS**).
2. Article title “An Impact of Virtual Banking in India” published in “Journal of Advanced Management Research (**JAMR**)”, Impact factor 4.73 ISSN: 2393-9664 (**UGC Approved**), March 2018. Page No: 82-92,

3. Article title “ A Study on Successful HR (Human Resource) Strategies for Past, Present and Future Business Environment” Published in International Journal of Scientific Research and Review (**IJSRR**)” Scientific Journal Impact Factor -6.1, ISSN No.2279-543X, **UGC Approved Journal No.64650**, Volume No.VII, Issue No.8, August 2018, Page no.89-94.
4. Article title “An Improved Marketing Productivity Analysis of FMCG Companies in India” published in “International Journal of Research and Analytical Reviews (**IJRAR**)” Impact Factor:5.75 Google Scholar Approved by ISSN and **UGC Referred Journal , Indexed Journal**, E-ISSN 2348-1269, P-ISSN 2349-5138.Volume No:5,Issue No:4, October 2018. Page no. 29-35.

Awards

Sl.NO	Descriptions of the Award	Award Details (Certificates, Medal, etc)	Received Date
1.	Appreciation by the P.A. College of Engineering, Pollachi, For College NSS Coordinator.	Certificate	14 th March 2017