

LIST OF PUBLICATIONS (*scopus indexed*)

Prof. Dr. S. VENNILAA SHREE

1. Role of Brand Awareness, Brand Loyalty and Advertisements towards Consumer Buying Behaviour in Insurance Industry, *International Journal of Engineering and Advanced Technology*, Vol. 9, Issue 1, October 2019.
2. A Study on Quality and Production Recital of Core Industry, *International Journal of Mechanical Engineering and Technology*, Volume 9, Issue 13 December-2018
3. Customer satisfaction on Healthcare Insurance in India – A Study, *Indian Journal of Public Health Research & Development*, Volume 10, Issue 4, April 2018.
4. Concept of logical sort for idle time minimization of rental/critical machine in flowshop, *International Journal of Mechanical & Production Engineering Research and Development*, volume8, Issue1, FEB-2018.
5. A study of patient perceptions of service quality and satisfaction in health care and hospital service in Chennai city, *International Journal of Pure & Applied mathematics*, volume119, No.7, march-2018.
6. A Study on Social Security Schemes in Selected Non-Banking Financial Companies, *Indian Journal of Public Health Research and Development*, Volume 9, no.2, FEB-2018.