

Selected Paper Publications

Articles: Scopus & Indexed

1. Dr. V VIJAYALAKSHMI & Dr. R LAKSHMI “Recent Trends in Consumers’ Online Buying Behaviour in Chennai”-, International Journal of pure and applied Mathematics, Vol. 119 No.7, 2018, ISSN: 1211 – 1216 (Scopus& Indexed), Page No. 1211 – 1215
2. Dr. R LAKSHMI & Dr. V VIJAYALAKSHMI “Socio – Economic profile of the Mutual Fund investors in Kanchipuram District” National Conference on Digitalisation in Banking Sector and its impact in Indian Economy – NACON 2018, Journal of Advance Management Research, special issue, Page No..112-117, ISSN: 2393-9664
3. Dr. V VIJAYALAKSHMI & R MONISH, “Challenges in Cloud Computing and Solutions” National conference on Contemporary Management practices in Digital India, (Received Acceptance - scopus/ indexed)
4. Dr. V VIJAYALAKSHMI, BHARATHI RAJAN & R.MONISH, Green Engineering Research, International Conference on Emerging Trends in Engineering Research, ICETER’18, Uploaded.

UGC Listed Journals:

1. Dr. V VIJAYALAKSHMI , Samappan, A. Ramesh, “ Customer Relationship Management Strategies for Retail Banking in India”, Shanlax International Journal of Commerce, Vol 1 No.3, July 2013, ISSN No. 2320-4168, Page No. 50 -56.
2. Dr. V VIJAYALAKSHMI & S. SAVITHA, A Study on Stress Management of Women in Private Sector, ”, Shanlax International Journal of Commerce, Vol 3 No.1, Jan 2015, ISSN No. 2320-4168, Page No. 55 - 63.
3. C. GOMATHI & Dr. V VIJAYALAKSHMI, Shanlax International Journal of Commerce, Vol 3, Spl Issue No.1, Feb 2015, ISSN No. 2320-4168, Page No. 59- 67.
4. Dr. V VIJAYALAKSHMI, “The Buying Behaviour of Parents include children’s attitude towards Television Advertisements” National Conference on Innovative Business Strategies, held on 06 March 2015

Subject Oriented Books:

1. Dr. V. VIJAYALAKSHMI, P. PUGAZHENDHI & G. DEEPALAKSHMI, “MARKETING MANAGEMENT”,for Thiruvalluvar University 5th semester Syllabus, Thakur Publishers, Chennai, ISBN No.978-93-82249-46-7
2. Dr. V. VIJAYALAKSHMI, A. RAMESH, S.SAVITHA, & K.KANNAN, “MARKETING”, for Periyar University Syllabus, Shanlax Publications, Madurai, Dec 2013, ISBN No. 978-93-80686-62-2