

Selected Paper Publications

1. M. Kavitha¹, S. Sayeeda Jabeen², A Study On Customer Preferences On Green Marketing, Volume 10 • Number 9 • Jan 2019..-Scopus
2. R Sharmila¹ , M.Kavitha², Effectiveness Of Social Media Marketing, Volume 9 • Number 11 • November 2018. .-Scopus
3. M. Kavitha, A Study On Customer Experience In E-Tailing And Retailing, Volume 9 • Number 9 • September 2018..-Scopus
4. M. Kavitha¹ And S. Subramanian², A Study Of Customer Perception Of Youth Towards Branded Fashion Apparels In Chennai City, Volume 15 • Number 12 • 2017. .-Scopus
5. S. Subramanian¹ And M. Kavitha². Factors Influencing Employee’s Job Satisfaction - An Empirical Study Among Employees Of It Sectors In Chennai City, Volume 15,Number 21 2017.-Scopus
6. R. Sharmila And 2dr. M. Kavitha, A Study On Influence Of Social Media Marketing On Customer Engagement, Journal Of Management Research And Analysis (Jmra) Available Online At [Http://Jmraonline.Com](http://Jmraonline.Com) Issn: 2394-2770, Impact Factor: 4.878, Volume 05 Issue 04, December 2018, Pages: 161-164-Ugc Approved.

Awards

Sl.NO	Descriptions of the Award	Award Details (Certificates, Medal, etc)	Received Date
1.	Appreciation Award –Admission 2015 Vels University, Pallavaram, Chennai	Medal	November 2015
2.	Appreciation Award –Event Co-ordinator	Medal	2014