

## Selected Journal Publications

| S. No. | Authorship of Article /<br>Name of the Book  | Name of the Article  | ISSN<br>Number of Book                      | Volume &<br>Year                                  |
|--------|--|--|---|---|
| 1      | UGC Listed<br>International Journal of<br>Research and Analytical<br>Reviews (IRRAR)             | Service Quality analysis of<br>Digital marketing with<br>special Reference to Social<br>Media Network in Chennai   | E-ISSN<br>2348-1269<br>P-ISSN<br>2349-5138  | 2019  |
| 2      | Journal of Social<br>Sciences Research   | Impact of Taxation on<br>Financial Sector  | 2321-1091                                   | Volume 7<br>No.1<br>2019                          |
| 3      | Indian Journal of Public<br>Health Research and<br>Development                                   | Managing Technology<br>And Innovation Among<br>Entrepreneurs In Tamil  | 0976-0245                                   | May<br>2018                                       |
| 4      | International Journal of<br>Pure and Applied<br>Mathematics, (IJPAM),<br>Scopus Indexed Journal, | Role of Interpersonal<br>Competencies of Female<br>Teaching faculties towards<br>Knowledge Sharing through<br>Cloud Computing – A Study<br>with special Reference to<br>Chennai City                   | 1311-8080                                   | Volume<br>No.119,<br>Issue<br>No.7, 2018<br>March |
| 5      | Journal of Advanced<br>Management<br>Research,(UGC Listed)                                       | Influence of Service Quality<br>factors on Customer<br>Satisfaction -A study with<br>special reference to Digital<br>banking Services offered by<br>Public and Private Sector<br>Banks in Chennai City | ISSN : 2393-9664                            | Special<br>Issue<br>March<br>2018                 |
| 6      | Management Insight,<br>(UGC Listed)  | Influence of Emotional<br>Intelligence on Business<br>Sustainability of<br>Entrepreneurs- A Study with<br>special reference to Select<br>Entrepreneurs in Chennai<br>City” -                           | 0973-936X,                                  | Volume X,<br>No.2,<br>December<br>2014,           |
| 7      | International Journal of<br>Advanced Research in<br>Art and Science,                             | A Study on Constructive and<br>Off-putting Aspects of<br>Performance Appraisal –<br>With Reference to Select<br>Manufacturing Industry in<br>Chennai   | Print 2349-3380,<br>Online – 2349-<br>3399, | June 2014   |
| 8      | SRM University,<br>Kattankulathur  | Who is more Stressed and<br>Satisfied? – Comparative<br>Study between Working<br>Women and a Homemaker   | 0973-9905,                                  | Jan 2013  |
| 9      | Department of<br>Commerce, University<br>of Madras, Chennai,                                     | A Study on Consumers’<br>Attitude towards using Tetra<br>Pack Health Drinks -(With<br>Specific reference to some<br>part of South Chennai)   | 978-81-8094-158-0                           | Sep.2012.   |

## Awards

| <b>Sl.NO</b> | <b>Descriptions of the Award</b>  | <b>Award Details (Certificates, Medal, etc)</b> | <b>Received Date</b> |
|--------------|-----------------------------------|---|----------------------|
| 1.           | Best Young Researcher Award -2015 | Medal, Certificate                              | 2015                 |