

Selected Paper Publications

1. **Vijayanarayanan, A.G.** and Satish Kumar. V “Marketing Strategies of Private Sector Life Insurance Companies in Chennai city - An Empirical Study”, International Journal of Pure and Applied Mathematics, Vol. 119, No. 7 (2018), ISSN 1311-8080 (Printed Version), ISSN 1314-3395 (On-Line Version), P:1217-1224, 2018
2. **Vijayanarayanan, A.G.**, “Empowering Women through Financial Literacy”, Asia Pacific Journal of Research– A peer reviewed UGC Approved International Journal, ISSN: 2320 5504, UGC Approved Journal Number: 45797
3. **Vijayanarayanan, A.G.**, “Women Empowerment through Financial Awareness – An Empirical Study”, Journal of Advance Management Research, ISSN: 2393-9664, UGC Approved Journal Number: 42888
4. **Vijayanarayanan, A.G.**, “An Empirical Study on Satisfaction level of Employee welfare measures with reference to selected manufacturing companies in Bangalore” in 8thInternational Conference on Applied Research in Engineering and Management Sciences, Kuala Lumpur, Malaysia, August 12-17, 2016, ISBN: 978-0-9895150-6-1, PP.31-38
5. **Vijayanarayanan A.G.** “A study on effectiveness of Social Media Advertising among Millennials”, in Confluence, International Conference on Implementation strategies for sustainable innovation at D.G. Vaishnav college, Arumbakkam, 25th October 2017
6. **Vijayanarayanan A.G.** “An Empirical Study on Life and Career Skills of student youth (with special reference to Chennai city)” in International Journal of Business and Administration Research Review, Vol. No. I, Issue No. I, ISSN 2348-0653, E-ISSN 2347 – 856X

Awards

SI.NO	Descriptions of the Award	Award Details (Certificates, Medal, etc)	Received Date
1.	University Rank Holder (4 th Rank)	M.Com., University of Madras	April 2010
2.	Best Paper Presenter	II International Conference on Business and Management	December 2013