

PROGRAM SPECIFIC DOCUMENTS

P.13 LIST OF FACULTY PUBLICATIONS ALONG WITH DOIs AND PUBLICATION

S.No	Title of paper	Name of the authors	Name of the Journal / Book	Year of publication	ISBN/ISSN Number
1	An Empirical study on Salary versus Job Satisfaction	Mr.A.Manoj Kumar	Alochana Chakra Journal	2020	2231-3990
2	A Study on the impact of Empowerment on Employee Performance in Manufacturing Industry at Chennai	Dr.Thiruvagam and Mr.A.Manoj Kumar	Alochana Chakra Journal	2020	2231-3990
3	An Empirical study on Salary versus Job Satisfaction	Mr. Manoj Kumar and Mr.Lors Porseena	Alochana Chakra Journal	2020	2231-3990
4	Artificial intelligence (AI) in Marketing	Ms.J.Jessintha , Dr.T.Bina	Nehru Journal of Management and Research	2020	2230-7974
5	Impact of Influencer Marketing in Brands	Ms.J.R.Mary Sheela , Dr.T.Bina	Nehru Journal of Management and Research	2020	2230-7974

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6	Consumer Buying Behaviour of Millennial - The Future of Online Retails and Offline Retail in India	Dr.T.Bina	International Journal of Innovation Science and Research	2020	2319-9369
7	A study on Stress Management Strategies of Students	Mr.A.Manoj Kumar	Asian Journal of Science and Technology	2020	0976-3376
8	A Study on the customer preference towards online streaming services	Mr.K.Sampath Kumar	International Journal of Recent Advance in Multi-Disciplinary Research	2020	2350-0743
9	Importance and Scope of Digital Signage in Marketing	Ms.A.Aaziya	International Conference on Emerging Trends in Engineering and Management	2020	
10	Emotional Intelligence and Job Attitude (Emotional Resilience, Motivation) of Selected Health Care Professional in Erode District ,Tamilnadu	Mr.D.Prashanth	International Conference on Emerging Trends in Engineering and Management	2020	
11	A Study on Annual Growth Analysis of Non Performing Assets of Selected Public And Private Sector Banks in India	Mr.D.Prashanth	International Conference on Emerging Trends in Engineering and Management	2020	
12	Concept of Financial Literacy and its importance in India	Mr.Alinraj.O.P, Dr.P.Shanmugha Priya	International Conference on Emerging Trends in Engineering and Management	2020	

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13	Importance of Financial Literacy and its components - A Predictor of Investment Decision	Mr.Ajay Krishna, Dr.P.Shanmugha Priya	International Conference on Emerging Trends in Engineering and Management	2020	
14	A Study on comparison of index returns and returns of portfolio created using equal weightage index method	Mr.A.Arun Prakash	International Journal of Current Research	2020	0975-833X
15	A study on factors determining bank selection and preference in Indian Retail banking with special reference to Coimbatore District	Dr.R.Vishal Kumar	International Journal of Engineering Development and Research	2020	2321-9939
16	A Study on the impact of savings motive on investment decisions	Dr.C.Kanagaraj	International Journal of Advanced Multidisciplinary Research	2020	2398-8870
17	Examining Financial Needs of Low Income Individuals and their Financial Inclusion	Dr.P.Shanmugha Priya	International Journal of Development Research	2020	2230-9929
18	A study of Seasonally based Investment strategy for Indian Mutual Funds	Mr.R.Santhosh Raja	International Journal of Advance Research,Ideas and Innovation in Technology	2020	2454-132X
19	Assessing Financial Literacy Levels of Banking and IT/ITES Employees	Dr.P.Shanmugha Priya, Mr.R.Vishal Kumar	International Journal of Engineering and Advanced Technology	2019	2249-8958, Volume - 8, Issue - 5, June 2019

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20	Predictive analysis of the factors that influence customers' preference for online platforms while buying insurance policy	Ms. A.Indira	International Journal of Management and Social Sciences	2018	Volume – 8, No.1.2 (2018) – IJMSS – SEP 8(1.2) Special Issue 2018
21	College students' banking habit in Coimbatore District with reference to the usage of digital payment systems	Ms. A.Indira	International Journal of Scientific Research and Review	2018	Volume – VII, Sept -2018, ISSN No: 2279 – 543x
22	Influence of Financial Behaviour on Retirement Confidence among working adults	Dr.P.Shanmugha Priya	Indian journal of Applied Research	2017	ISSN – 2249-555X, Vol 8, Issue – 2
23	A study on employee engagement in public sector undertaking among managerial employees	Dr.S.Prabakar	Asian Journal Of Research In Social Sciences And Humanities	2016	ISSN 2249-7315, IN VOL. 6
24	Perceived stress and OCB- Mediation role of work motivation	Dr.S.Prabakar	Asian Journal Of Research In Social Sciences And Humanities	2016	ISSN 2249-7315, Vol 6 , Issue 9
25	A study on consumer adoption of smart phones	Ms. K.Soniya	International Journal Of Hit Transaction On Eccn	2016	ISSN 0973- 6875 ISSUES 2A

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26	A study on consumers perceived risk in online shopping with reference to coimbatore and calicut city	Ms. K.Soniya	Intercontinental Journal of Marketing Research Review	2016	ISSN 2321-0346, VOLUME 4,ISSUES 4
27	Job stress among the women bank employees in erode district	Dr.G.Thiruvassagam	Primax International Journal of Commerce and Management Research	2016	ISSN: 2348-0483
28	Does celebrity endorsement influence the brand preference? An analysis	Ms. K.Soniya	International Research Journal of Business And Management.	2016	ISSN NO : 2322 083X
29	Mobile application user experience assessment with respect to retail promotion in Coimbatore	Ms. K.Soniya	International Journal Of Exclusive Global Research	2016	VOL I, ISSUE I
30	Consequentiality of celebrity endorsement on the purchase decision of the consumers	Ms. K.Soniya	Asian Journal Of Research In Social Science And Humanities	2016	VOL 6, NO. 5, MAY 2016
31	Perception of Bankers on Factors Causing Non- performing Assets in Indian Banking Sector	Mr.R.Vishal Kumar And Dr.M.V.Subha	Asian Journal Of Research In Social Science And Humanities	2016	. VOL 6, NO. 8, JULY 2016.
32	A study on factors affecting savings behaviour of gen y	Ms.P.Shanmugha Priya And Dr.M.V.Subha	Asian Journal Of Research In Social Science And Humanities	2016	VOL 6, NO. 7, JULY 2016.

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33	Influence of demographic and work related factors on organizational climate and role stress of IT employees	Priyadarshini.M And Dr.Prabakar.S	Asian Journal Of Research In Social Science And Humanities	2016	VOL. 6, NO.12. PP.1575 TO 1585.
34	An empirical study of job satisfaction, organizational role stress and burnout among secondary school teachers in coimbatore	Priyadarshini.M And Dr.Prabakar.S	Asian Journal Of Research In Social Science And Humanities	2016	VOL. 6, NO.8. PP.1575 TO 1585.
35	A study on the effects of motivational factors on employees efficiency	Karthikeyan.N And Dr.Prabakar.S	Asian Journal Of Research In Social Science And Humanities	2016	VOL. 6, NO.7. PP.1833 TO 1842.
36	A Budding Dimension of social media as a marketing communication in Hotel Industry	Mr.Muthiah T	Primax International Journal of Commerce and Management Research	2016	ISSN 2321-3604
37	Mediation effect of hygiene factors between motivation factors and OCB	Rajkumar.M And Dr.Prabakar.S	Asian Journal Of Research In Social Science And Humanities	2016	VOL. 6, NO.5. PP.1095 TO 1111.
38	Health checks of new private sector banks in India using CAMEL Model	Mr. R.Vishal Kumar And Dr.M.V.Subha	Indian Journal of Economic Research	2015	VOL 12(3)
39	A study on social cause related marketing and its impact on customer brand preferences.	Dr.T.Bina Ms.P.Shanmugha Priya	International Journal Of Innovative Science Engineering And Technology	2015	ISSN 2348 7968

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40	A study on consumers opinion towards social media is an alternative marketing tool	Mr.Muthiah T	Shanlax International Journal of Management	2015	ISSN 2321-4643
41	Mental Health in relation with personality of rural Adolescent Students	Dr.S.Prabakar	Indian Streams Research Journal	2015	ISSN: 2230-7850
42	A study on competency mapping of employees with special reference to flow link systems private ltd	Ms. K.Soniya	Archers And Elevators Publishing House	2015	ISBN:978-93-83241-45-3
43	Inter Association between Financial Attitude, financial behaviour and financial Knowledge	Dr.Subha .M.V And Ms.P.Shanmugha Priya	Journal of Applied sciences Research	2015	ISSN: 1819-544X
44	Savings Behaviour, Financial Stress and Demand for Investment Advisory Services – A survey of employees in IT/ITes industry.	Dr.Subha .M.V And Ms.P.Shanmugha Priya	Advances in Natural and Applied Sciences	2015	ISSN: 1995-0772
45	A study on analysis of equity share price movements of selected banking scrips	Mr.A.Arun Prakash And Ms.P.Shanmugha Priya	Global Journal For Research Analysis	2015	ISSN NO : 2277-8160, Volume 4, July 2015, Issue 7
46	A study on day of the week effect of selected scrips with reference to banking sector	Mr.R.Santhosh Raja And Ms.P.Shanmugha Priya	International Organization Of Scientific Research	2015	ISSN : 2278 – 487 X, Volume 17, Issue 7 , July 2015

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47	A study on loan performance, NPAs and Net profit in new private banks of India	Dr.Subha .M.V And Mr.R.Vishal Kumar	International Journal Of Applied Business And Economic Research	2015	Vol 13, No.2
48	A study on the influence of financial literacy on individual savings behaviour	Dr.Subha .M.V And Ms.P.Shanmugha Priya	International Journal Of Applied Business And Economic Research	2015	Vol 13, No.4
49	A Study on the factors determining the financial literacy of households	Dr.Subha .M.V And Ms.P.Shanmugha Priya	International Journal Of Economic Research	2015	Vol 12(3)
50	Assessment of financial Literacy levels- A Case of financial Attitude, Behaviour and Parental Influence among Post Graduate students.	Dr.Subha .M.V And Ms.P.Shanmugha Priya	Man in India	2015	Vol 95(3)
51	An empirical study on investors awareness in insurance industry	Ms. K.Soniya	Pezzottaite Journals	2014	ISSN (PRINT):2279-0896, (ONLINE):2279-090X
52	A study on financial derivatives (future & options) with special reference to ICICI & SBI	Ms. K.Soniya	International Journal of Commerce and Business Studies.	2013	ISSN NO- 2347-2847
53	Importance - Performance analysis as a strategic tool for destination Attractiveness : An Analysis of domestic travellers to Kerala	Dr.C.Kanagaraj Ms.T.Bindu	International Journal of Management and Business Studeis	2013	ISSN 2230-9519, Vol 2, Issue 1

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54	An Analysis of Push and Pull Travel Motivations of Domestic Tourists to Kerala	Dr.C.Kanagaraj Ms.T.Bindu	International Journal of Management and Business Studeis	2013	ISSN 2230-9519, Vol 3, Issue 2
55	An Study on International Tourist's Satisfaction with tourism services in Kerala	Dr.C.Kanagaraj Ms.T.Bindu	Life Science Journal	2013	ISSN 0024 - 3205 , Vol 10
56	Experiential Retailing - A contemporary Approach in Customer Engagement and Retention	Dr.S.Selvabaskar	Srusti Management Review	2011	ISSN 0974 - 4274
57	Experiential Retailing in the Indian Context - A conceptual Approach	Mr.S.Selvabaskar	Annamalai Business Review	2010	
58	Adopter Categories of Electronic Banking Services	Dr.T.Bina	International Journal of Business and Engineering Research	2010	ISSN 0975-0479
59	Financial Literacy and its Role in promoting a sound Financial system	Ms.P.Shanmugha Priya	Strategic Issues in Business	2010	

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60	Business Groups in India : Emergence and Implications for Future Corporate Governance Research	Mr.R.Vishal Kumar	Managerial strategies for Excellence	2010	
61	Shopping Attributes and Related consumer behaviour in the context of food and grocery retailing	Mr.S.Selvabaskar	Management Researcher	2010	
62	Shopping Orientation and ideology towards shopping experience among 'shopaholics' in bangalore - An exploratory study	Mr.S.Selvabaskar	Journal of Contemporary Research in Management	2009	ISSN : 0973-9785
63	A Study on the factors determining the financial literacy	Dr.M.V.Subha Ms.P.Shanmugha Priya	Financial Management Practices for Organisational Sustainability	2009	ISSN 9789880627246
64	Assessing Board Effectiveness : A Conceptual Model of Corporate Governance	Mr.R.Vishal Kumar	Financial Management Practices for Organisational Sustainability	2009	ISSN 9789880627246