

FACULTY PROFILE

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List of Publications						
Sl No.	Title of the Article	Journal name	ISSN No.	Year of publication	Volume/Issue/Page No.	Impact factor
1.	A Study on Factors that Influence Purchasing Behavior of Consumers towards Green Consumer Products in Kanniyakumari District	Studies in Indian Place Names (UGC Care Journal)	ISSN: 2394-3114 I	2020	Vol-40 / Issue-18 / 527 – 534	6.1



2.	A Study on Customer Preference and Satisfaction towards Jewellery in Kanniyakumari District	Studies in Indian Place Names (UGC – Care)	ISSN No. 2394-3114	2020	Volume 40 / Issue – 80 / 112 – 116	6.1
3.	A Study on Customer Attitude towards Jewellery products in Nagercoil Region	Studies in Indian Place Names (UGC – Care)	2394-3114	2020	Volume 40 / Issue – 18 / 50 – 59	6.1
4.	A Study on Customer Satisfaction towards Jewellery in Nagercoil Region	Think India Journal (UGC – Care)	0971-1260	2019	Volume – 22 / Issue – 10 / 178 – 194	6.2
5.	A Pragmatic Analysis of Buying Behaviour of Customers towards Jewellery in Nagercoil Region	Journal of Applied Science and Computations (JASC)	1076-5131	2019	Volume 6 / Issue 5 / 3965 – 3973	5.8
6.	Stress Management: Cause and Effect	International Journal of Emerging Technologies and Innovative Research (www.jetir.org) (JETIR)	2349-5162.	2019	Vol.6 / Issue 5	

7.	Women Entrepreneurship	Shanlax International Journal Arts, Science and Humanities	2321-788X	2016	158	
8.	Corporate Social Responsibility and Sustainable Development	Roots	2349-8684	2016	120	
Proceedings of Seminars/conferences						
Sl. No.	Name of the Seminar/Conference	Title	International/National	Year of Publication	Venue	ISBN No.
1.	Multi-Disciplinary Research in Global Challenges and Perspectives of Sustainable Development	A Pragmatic Analysis of Customer Satisfaction towards Jewellery of Social Medias in Nagercoil Region	International	2019	St. Jerome's Arts & Science College, Nagercoil	978-81-934604-4-3
2.	Sustainability and Modern Management Strategies for Business Development	Social Media Strategies to enhance Jewellery Business in Nagercoil Town	International	2019	St. Jerome's Arts & Science College, Nagercoil	978813460430
3.	Productivity Enhancement Strategies	A Study on Diffusion of Supply Chain Stage and HR	National	2014	The American College, Madurai	978-93-80657-60-8

		practices among McGrey Groups, Chennai				
4.	Finance and Banking	A Study on E-Banking Technologies with special to ICICI Banks	International	2014	Hotel Singaar International, Kanyakumari	978-81-925275-1-2
5.	Emerging Trends in Marketing of Services in the Global Era	Total Quality Management in Higher Education	National	2013	The American College, Madurai	978-93-80686-89-9
6.	Women Entrepreneurship in the Changing Scenario	Social Empowerment of Beauticians in Kanyakumari District	National	2011	Women's Christian College, Nagercoil	978-81-8356-870-8
7.	Human Values and Ethics	Professionals and the Required System of Ethics		2011	Scott Christian College, Nagercoil	978-81-906512-0-2