


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.	DNA(Development Needs Analysis) of Women in SHG: with Special Reference to Finance	Journal of B-Research	0974-5920	Jan-Jun 2013	Vol. 12	-----
2.	Psychological and Psychographical Factors Influencing DNA(Development Needs Analysis) of Women Entrepreneurs in Self Help Groups	Shanlax International Journal of Arts, Science and Humanities	2321-788X	March 2016	Vol. 3	-----

3.	Consumers' Preferable Websites and Factors Influencing Online Buying Behaviour in Tirunelveli District	Review of Research-International Online Multidisciplinary Journal	2249-894X	March 2019	Vol. 8 Issue-6	(Impact factor:5.7631)
Proceedings of Seminars/conferences						
Sl. No.	Name of the Seminar/Conference	Title	International/National	Year of Publication	Venue	ISBN No.
1.	ICFB(International conference on Banking and Finance)	Financial and Motivational Factors Influencing Development Need Analysis(DNA)	International	2014	Singaar International , Kanniya Kumari.	978-81-925275-1-2
2.	SVASH - 2014	DNA (Development Needs Analysis)of Women in SHG: with Special Reference to Individual Freedom	International	2014	Vivekananda Cultural Institute, Thiruvananthapuram	978-81-907480-9-4
3.	National Conference on Emerging Trends in Finance & Accounting	E-Banking system in India-An Overview	National	2016	Scott Christian College (Autonomous)	978-93-84734-21-3

4.	International Conference on “Digital India – The Unfolding Opportunities and Challenges”	Green Banking in India :An overview	International	2017	Vivekananda Institute of Information and Management Studies, Tiruchengode, namakkal.	978-93-85977-88-6
5.	International Conference on Modern Research(Multidisciplinary)	Social Media sites on Academics: A study on the DNA(Development Need Analysis) of College Students	International	2019	Multimedia University, Malaysia.	