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List of Publications:

- **“A Study On Online Marketing With Reference to Kanyakumari District”**(2019), Studies In Indian Place Names, PP:143-147, ISSN: 2394-3114.
- **“The Impact Of Retail Business After Demonetization With Special Reference To Kanyakumari District”**(2019), ThinkIndia Journal, PP:154-159, ISSN:0971-1260.
- **“A Comparative Study On Global Investors Meet 2015 & 2019 On Government Of Tamilnadu With Reference To Investment Analysis In Various Sector”** (2020), Journal Of SRF-2020, PP:89-95, ISSN:0973- 2705.
- **“A study on customer satisfaction towards car loans provided by SBI in Kanyakumari District”** (2020), Studies In Indian Place Names, PP:122-126, ISSN:2394-3114.
- **“A Study on consumer preference towards passenger cars with special reference to Maruti cars in Nagercoil”** (2020), Our Heritage Journal, PP:130-135, ISSN: 0474-9030.
- **“Impact of stimuli on rural consumer behaviour with reference to Thiruvananthapuram district”**(2022), Exploring Opportunities in Commerce & Management – A Pragmatic Approach in the wake of Covid-19, PP: 180-184, ISBN:978-93-94428-06-5.

- **“Exploring the prospects of handloom weavers: The true masters behind ever remarkable classic green artistry”** (2023), New Paradigms in Economy and Commerce-Envisioning Industry 5.0 and society 5.0, PP: 103-108, ISBN: 978-93-94428-60-7.

Research Supervision:

❖ **Number of Ph.D Scholars**

- a) **Awarded : 1**
- b) **Sumbitted : 1**
- c) **Ongoing : 2**