

Dr. R.Gayathri

Publication

Sl. No.	Date	Topic	Journal Name	Issue No.
1.	15 th June 08	Private Equity-An emerging source of capital	Southern Economist	ISSN 0038-4046
2.	Dec 08	Inflation and its impact	Facts for you	ISSN 0970-2652
3.	June 2017	A Brief Capsulization Of Financial Literacy Literature	Intercontinental Journal of Finance Research Review Journal,	IMPACT FACTOR : 4.236
4.	Jan 2018	Demographics Persuade The Savings And Investment Pattern Of Farmers – An Empirical	StudyInternational Journal of Current Research and Modern Education (IJCRME)	Impact Factor: 6.925, ISSN (Online): 2455 – 5428 (www.rdmodernresearch.com) Volume 3, Issue 1, 2018
5	Mar 2018	Antecedents and Outcome of Work life Balance in Women Civil Police	MIRROR Peer Refereed International Research, Journal of Commerce, Management & Social Science- UGC Approved Journal	ISSN 2249-8117 Vol 8. No.2A-March 2018 Page 209-212
6.	March' 2018	A Study On Work Life Balance among Women Civil Police Officers In Kerala	PEZZOTTAITE JOURNALS SJIF	Volume 7, Number 1, ISSN (Print): 2279-0977, (Online): 2279-0985 7.056, Sjif (2017): 8.980
7	April 2018	Phosphorescence of Savings on Indian Economy	International Journal of Interdisciplinary Research in Arts and Humanities	ISSN;2456-3145, Impact factor 6.925

8.	Oct-Dec 2018	Shift in Online Buying Behaviour of Rural Consumers in Tamilnadu	Research Explorer- A Blind Review & Refereed Quarterly International Journal	Vol VI, Oct-Dec 2018, Issue 21, ISSN: 2349-1647 PP 47-51 Impact Factor 3.655(CIF) \, 2.78(IRJIF), 2.77(NAAS) Page 47-51
9.	Jul-Sep 2018	Millennial consumer satisfaction on online shopping in Pollachi Taluk	SELP Journal of Social Science	ISSN:2349-1655, Vol IX, Issue 38 Impact factor 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
10	March 2019	Impact of digitalization on Territory Sector	International Journal of Engineering Trends & Technology – IJETT,	Volume-67 Issue-3 Number-2 March 2019
11	July-Sep 2019	Economic Empowerment of Women entrepreneurs in Tiruppur District	SELP Journal of Social Science- A Blind review and refereed Quarterly Journal	Impact factor 3.66(CIF), ISSN 0975-9999, Volume X, Issue 42
12	July-Sep 2019	Financial Literacy of women Entrepreneurs	Research Explorer – A Blind review Refereed Quarterly International Journal	Impact factor 3.66(CIF), ISSN 0975-9999, Volume X, Issue 42
13	OCT 2019	Review of Brand Equity Dimensions	The International Journal of Analytical and Experimental Model analysis	ISSN No. 0886-9367, Volume XI, Issue X,
14	Sep 2019	A study on Brand equity towards Refrigerator	Journal of Informational and Computational Science- UGC A Care Approved Journal	ISSN No. 1548-7741 Volume 9, Issue 9, Impact factor 6.3
15	Feb 2022	An analysis of Export and Import(EXIM)performance of Gems and Jewellery in India	Online E Book publication- STC	ISBN -978-8-19-503366-9

16	Sep 2022	Social Status of Women Working in Unorganised Sector and its Impact on Living Condition	International Journal for Research in Applied Science & Engineering Technology	ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538 Volume 10 Issue IX Sep 2022- Available at www.ijraset.com
17	Oct 2022	Impact of Socio Economic Factors on the Nature of work in Unorganised Sector	NIU International Journal of Human Rights	ISSN. 2394-0298, Volume 9, Oct 2022
18	2022	Managing the family by Women labourers in Unorganised sector during Covid Pandemic	ANVESAK	ISSN:0378-4568, Vol.54, No.1(II) July-DEC 2022
19	2023	Brand equity for Refrigerator	International journal of Scientific research and Modern education(IJSRME)	Impact Factor: 7.137, ISSN (Online): 2455 – 5630 (www.rdmodernresearch.com) Volume 8, Issue 1, 2023
20	June 2023	Impact of chronic stress towards self-destruction attitude	Madhya Bharti - Humanities and Social Sciences UGC Care Group I Journal (मध्यभारती)	ISSN: 0974-0066 Vol-83 No. 19, January – June: 2023
21	June 2023	Self immolation attitude among school students on acute stress	Madhya Bharti - Humanities and Social Sciences UGC Care Group I Journal (मध्यभारती)	ISSN: 0974-0066 Vol-83 No. 19, January – June: 2023
22	Dec 2023	Women entrepreneurs financial constraints on wealth creation	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	ISSN: 0972 – 8945, Vol. XXI, No.16, July – December: 2023,
23	Jan-June 2024	Social Media Advertising on consumer buying behaviour A study on mobiles with special reference to youngsters of Kozhikode corporation	International Journal of cultural studies and social sciences	ISSN: 2347-4777 Vol-20, Issue 01, No.50 Jan-June 2024

24	Jan-June 2024	Impact of Social Media Platforms on impulsive buying behaviour- A study with special reference to the customers of Nesto Hyper Market, Hi-Lite Mall Kozhikode	International Journal of cultural studies and social sciences	Vol-20, Issue-1, No.50, January - June: 2024 :: ISSN: 2347-4777 (UGC CARE Journal)
25	January -June 2024	Role of Social Media Advertisement On Building Brand Preference among The Youngsters Of Kozhikode Corporation A Study with Special Reference To Electronic Products	IPE Journal of Management	ISSN 2249-9040 Volume 14, No 10, January-June 2024
26	January -June 2024	Impact of store atmosphere on impulsive buying behaviour	IPE Journal of Management	ISSN 2249-9040 Volume 14, No 10, January-June 2024