

1. Published in ISSN Book “ **Customer Satisfaction on online Bus Ticket Booking** ” - with Special Reference to Pollachi Taluk” in Intercontinental journal of marketing research review”(Volume 3 Issue 12 December 2015, Impact factor 0.882).
2. Published in ISBN Book “**Users Satisfaction On Social Media Network**” in Journal of Commerce and Management Thought (Volume 10-1,2019,pp 73-77).
3. Published in ISSN Book “**A Study on College Students Perception towards Celebrity Endorsement**” Pramana Research Journal (Volume 9,Issue 4,2019 Impact factor 6.2).
4. Published in E-ISSN Book “**Users Satisfaction On Whatsapp Messenger**” in research review International journal of multidisciplinary,(Volume 3 Issue 10 October 2018 Impact factor 4.184 Reference no:RRJ2018031071).
5. Published in ISSN Book “**A Study on College Students Perception towards Celebrity Endorsement**” Pramana Research Journal (Volume 9,Issue 4,2019 ,Impact factor 6.2).
6. Published in ISSN “**Customer Preference Towards Online Banking Research Explorer**” – A Blind Review & Referred Quarterly International Journal (UGC approved March 2019 Impact factor 3.655).
7. Published in ISSN Book “**Customer Satisfaction towards Mobile Banking**” in International Refereed and Indexed Journal for Research Publication (**Customer Satisfaction** Sr.No.62841, May 2019 , Impact factor 6.76).
8. Published in Scopus " **Harmony in family business**" International journal of recent technology and engineering (IJRTE) ISSN:2277-3838,volume-8 Issue-3, September 2019.
9. Published in “**Customer Satisfaction on OLX**” - International And Journal Of Analytical And Experimental Model Analysis, UGC approved group II, IJAEMEA Journal Volume XII, ISSUE III,MARCH 2020, (Impact Factor no 6.3)
10. **Published in “ Predictors of Green Consumerism in Pollachi”** – International and Journal Anvesak , UGC approved group I, Volume 51, no.1(I), , Pages:108-115 January –June2021
11. **Published in “Users Perception towards Google Pay”**- International journal PalArch’s Journal of Archaeology of Egyptology, PJAEE Volume 18 (1), 2021.
12. Published in“**Determinants of bank Preference**”- on “Shodh Sanchar Bulletin” UGC care listed journal volume 11, January – March 2021,PP 276-284.

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14. Published in **“ Buying Behaviour of Eco Friendly Products”**- “Shodh Sarita UGC care journal , Volume 8 ,January-March 2021 , Pages :267-268.
15. Published in **“Reading Habit In Digital Era”** - A Study With Specific Reference To College Students Pollachi Taluk, Tamilnadue-ISSN 2320 –7876 Vol.11,S Iss 1, 2022., UGC CARE List (Group I)
16. Published in **“A Study on Factors Influencing Buying Behaviour of Eco-Friendly Products”**, UGC Care ,Journal of The Asiatic Society of Mumbai Issn: 0972-0766, Vol. XCVI, No.24, 176-189176-189 ,
17. Published an Article on **“Consumer Awareness And Satisfaction Towards Organic Products”** in International Journal of Cultural Studies and Social SciencesVol-20, Issue-1, No.38, January - June: 2024 :: ISSN: 2347-4777Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal.
18. Published an Article on **“ Consumer Buying Behaviour Towards Organic Products”** in Humanities and Social Science, Vol-13, Issue-1, No.36, January - June: 2024 :: ISSN: 2319 -829 X with IF - 7.28Double-Blind, Peer Reviewed, Multidiciplinary referred journal UGC CARE Listed Journal.
19. Published an Article on **“Recent Trends in Marketing of Organic Food Products”** in Humanities and Social Science, Vol-13, Issue-1, No.36, January - June: 2024 :: ISSN: 2319 -829 X with IF - 7.28Double-Blind, Peer Reviewed, Multidiciplinary referred journal UGC CARE Listed Journal.
20. Published an Article on **“Determinants of Consumer Preference towards Organic Food Products”** in, IPE Journal of management Vol-14 , No.7, - July - December: 2024 ISSN: 2249 -9040 X with IF - 7.138 Double-Blind, Peer Reviewed, UGC CARE Listed Journal.