

## PUBLICATIONS

1. Published an article entitled, **“Consumer Awareness Towards Branded Instant Food Products (With special reference to Coimbatore District)”**, International Journal of Cultural Studies & Social Sciences, Volume: 21, Issue: 2, No33, June-December :2024; ISSN: 2347 - 4777
2. Published an article entitled, **“A Study on Policyholders’ Satisfaction on Services Offered with Child Insurance Plan”**, *Arthshastra, Indian Journal of Economics and Research*, Volume: 13, Issue: 3, No1, June-July :2024
3. Published an article entitled, **“Investor’s Awareness on Post Office Savings Schemes”**, *International Journal of Cultural Studies and Social Sciences*, Volume-20, Issue-1, No.57, January - June: 2024 : ISSN: 2347-4777
4. Published an article entitled, **“Work Life Balance and Job Stress of Women Employee in IT Industry with Reference to Coimbatore City”**, *Journal of The Oriental Institute*, ISSN: 0030-5324, Volume 72, Issue 03, No.13, 2023
5. Published an article entitled, **“Job Stress of Women Employee in IT Industry With Reference to Coimbatore City”**, *Journal of Advanced Zoology*, ISSN: 0253-7214 Volume 44 Issue S-7 Year 2023 Page 1927:1930
6. Published an article entitled **“Impact of Job Stress Among Women Police”** in *Kanpur Philosophers*, ISSN 2348-8301, *International Journal of Humanities, Law and Social Sciences* Published Biannually by New Archaeological & Genological Society Kanpur India, Vol. X, Issue I(E) : 2023
7. Published an article entitled, **“A Study on Policyholders Preference on Child Insurance Plan”**, *Industrial Engineering Journal*, ISSN: 0970-2555, Volume: 52, Issue 4, No. 5, April : 2023
8. Published an article entitled **“Occupational Stress Among Women Police in Coimbatore District”**, in *Journal of the Asiatic Society of Mumbai*, ISSN: 0972-0766, Vol. XCV, No.6, 2022
9. Published an article entitled **“A Study on Policyholders Awareness on Child Insurance Plan”**, in *Shodha Prabha* (UGC CARE Journal), ISSN: 0974-8946, Vol. 47, No.04: 2022

10. Published an article entitled, **“Consumer Awareness and Preference of Patanjali Products”**, *ANVESAK*, ISSN : 0378 – 4568 UGC Care Group 1 Journal, Vol. 51, No.1(I) January – June 2021
11. Published an article entitled, **“A Study on Impact of Worklife Balance of Women Employees Towards their Job Satisfaction in ITES Industry with Reference to Coimbatore City”**, *CIKITUSI Journal for Multidisciplinary Research*, Volume 6, Issue 6, June 2019, ISSN NO: 0975-6876
12. Published an article entitled, **“A Study on Consumer Awareness and Satisfaction towards Online Advertisement”**, *Palarch’s Journal Of Archaeology Of Egypt/Egyptology*, Volume: 18(1). ISSN 1567-214x
13. Published an article entitled, **“Consumer Satisfaction on Patanjali Products”**, in *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)* ISSN (Online): 2456 – 3145, Volume 3, Issue 2, 2018
14. Published an article entitled. **“Consumer Preference and Awareness on AIRTEL 3G Network”**. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 – 6119, Volume 4, Issue 2, 2018