

Publication Details:

1. Consumers Attitude on Television Advertisement, International Journal of Commerce, Business and Management (IJCBM), ISSN: 2319 – 2828, Vol. 3, No. 6, December 2014. Citation – 8, Peer Reviewed Journal, Impact Factor – 2.133, Global Impact Factor – 0.674.
2. Television Viewing Behaviour of Consumers and Television Advertisements’ Impact on Consumers’ Purchase Decision, Clear International Journal of Research in Commerce and Management, Vol. 6, Issue. 10, October 2015, Double Blind Peer Reviewed Refereed/Juried Open Access International e-Journal, ISSN: 0976-2183, IC Value: 5.09.
3. Impact of Online Advertisement on Internet Users, International Journal of Applied and Advanced Scientific Research (IJAASR) – Bi-Annual Open Access – Peer Reviewed Fully Refereed International Journal, Vol. 3, Issue 1, January 2018, ISSN: 2456 – 3080, Impact Factor: 5.655, www.dvpublication.com.
4. User Preference on Mobile Applications among College Students, International Journal of Current Research and Modern Education, Vol. 3, Issue. 1, January 2018, ISSN: 2455-5428, International Referred Journal, Impact Factor – 6.925.
5. Perception on Television Advertisement by Home Makers’ on their Buying Behaviour, International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH), Vol.3, Issue 1, January 2018, ISSN: 2456-3145, Impact Factor: 5.225, Bi-Annual Open Access – Peer Reviewed – Fully Referred International Journal, www.dvpublication.com.
6. Impact of Demonetisation on Cash to Cashless Economy among Job Goers, Emperor International Journal of Finance and Management Research, Vol. 5, Special Issue. 2, February 2019, Mayas Publication – www.eijfmr.com., Peer Reviewed Index Journal, ISSN: 2395-5929, Impact Factor: 0.673.
7. Effects of Trusts on Television Advertising Format and Program Rating, Journal of Engineering, Computing and Architecture, Vol. 10, Issue 2, 2020, ISSN No: 1934 – 7197, Impact Factor – 6.1, UGC CARE Approved (Group II), Category Journal, Peer Reviewed – Referred Open Access Journal.
8. Green Initiatives in Business – An Insight Over the Pros, Cons and Notions behind it, PalArch’s Journal of Archaeology of Egypt/Egyptology, Vol.18, Issue 1, 2021, Pg.No.4634 – 4639, Group II – Scopus Indexed.
9. A Study on Employees Empowerment at Amar Seva Sangam, Ayikudi, Design Engineering (Scopus Indexed Journal), Issue: 7, 2021, Pg.No.7217 – 7224, ISSN No: 0011-9342.

10. Consumers' Attitude on Television Advertising in the Internet Era, Two Days International Conference Proceedings on Global Economic Impact of COVID - 19, Kamadhenu Arts and Science College, Sathyamangalam, Erode on June 9th& 10th 2020, Pg. No. 243 – 249
11. A primer working comparative analysis on Android Operating System and i-Phone Operating System in Mobile Phones – A Customers Perspective, Conference Proceedings of One Day International Conference on Emerging Trends in Science and Technology (ETIST – 2021) organised by Nallamuthu Gounder Mahalingam College, Pollachi on 27th October 2021, Volume 3, ISBN No. 978-81-953602-2-2, Pg. No. 5-13.
12. Impact and Customer Satisfaction on Internet of Things Through Digital Seva Centers Services With Special Reference to Pollachi, Conference Proceedings of One Day International Conference on Emerging Trends in Science and Technology (ETIST – 2021) organised by Nallamuthu Gounder Mahalingam College, Pollachi on 27th October 2021, Volume 3, ISBN No. 978-81-953602-2-2, Pg. No. 29 – 34.
13. Growth of Digital Platforms and its Impact on Green Business Implications, Conference Proceedings of One Day Virtual International Conference on Make in India: Redefined in a Digital Era for Sustainable Development organised by G R Damodaran Academy of Management, Coimbatore on 27th October 2021, ISBN : 978-93-91286-12, Pg. No. 24-28.
14. The Ethics of Data Privacy in Digital Marketing: Consumer Perceptions and Industry Practices, Book Chapter (International Edition) in peer reviewed edited book entitled Fusion of Knowledge: Multidisciplinary Perspective in Research, Volume 2, ISBN: 978-93-5879-211-9, September 2023
15. The Role of AI in Talent Acquisition: Opportunities and Challenges, Journal of Foundation Research, Volume XXXII, No. 1 (II), January-June 2024, ISSN: 2395-5635, UGC CARE Indexed, peer reviewed and referred Journal.