

PUBLICATIONS

1. Perception and Satisfaction of Rural policyholders towards products and services offered by LIC of India in Coimbatore - International Journal of Multidisciplinary Research and Modern Education, ISSN:2454-6119, Volume3, Issue 1, 2017, pp .117-123-107, Impact Factor-6.725.
2. Rural policyholder's satisfaction towards the office services of LIC – International Journal of Applied and advanced scientific research, ISSN: 2456-3080, Volume 2, Issue 1, 2017, pp.101-107, Impact Factor-5.255.
3. Rural policyholders awareness and satisfaction on online services of LIC – International Journal of Interdisciplinary Research in Arts and Humanities, ISSN:2456-3145, Volume 2, Issue 1, 2017, pp.70-74. Impact Factor-5.255.
4. Importance of skill development for graduate students - International Journal of Research Humanities, Arts and Literature, ISSN(P): 2347-4564, ISSN(O):2321-8878, Volume-VI, Issue-10, October-2018, pp.45-49, Impact Factor:3.7985.UGC Approved Journal-40893.
5. Type of Investments – cost Management, Tax Planning, Corporate Governance and Organizational Growth - A Perspective of Finance Professional, ISBN:978-81-909884-9-0, 2018, pp.23-32.
6. A study on “Awareness and Satisfaction on Paytm Users”, Proceedings of the International Conference on Business Innovation Through Technological Advancement, ISBN 978-81-941015-0-5, March 2019, pp.101-106.
7. “Preferences and Awareness level about Baby products through online Shopping”, Wesleyan Journal of Research, An International Research Journal, Humanities, Social & Applied Sciences, Vol 13 N0 24 September2020, pp-53-59. (UGC care listed journal)
8. Published a book chapter in ICSSR sponsored seminar on “Impact of digital learning in education sector : a pandemic perspective” entitled on ‘Education Management

Syatem, organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. First Edition: 2023 Volume: II, ISBN: 978-93-94004-08-5, Pp:156-157

9. Published a book chapter in NAAC sponsored national level virtual seminar on “Innovation strategies and practices in teaching, learning and evaluation process for arts and science colleges towards new education policy-2022”, entitled on “Overview of national educational policy in India” organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi on 3rd & 4th November 2022. Volume II, ISBN No: : 978-93-94004-05-4, Pp: 138-141.
10. Published a book chapter in ICSSR sponsored seminar on “co-creation model of learning, teaching & curriculum –staff & students as partners towards national educational policy 2022”, entitled on “Role of Teachers in NEP”, organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. ISBN: 978-93-94004-17-7 Pp:46-52.
11. Published a book chapter in ICSSR sponsored national seminar on “women’s employment, entrepreneurship and empowerment” entitled on “women empowerment through education”, organised by department of B.Com(E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi held on 15.03 2023 .First Edition: 2023 ISBN: 978-93-5891-103-9 Pp:124-127
12. Published a book chapter in ICSSR sponsored seminar on “National education policy: 2020-challenges and opportunities for higher educational institution” entitled on ‘National education policy’ organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. First Edition: 2023 ISBN: 978-93-94004-20-7 Pp:11-16.
13. Published a book chapter in ICSSR sponsored seminar on “Impact Of Digital Learning In Education Sector : A Pandemic Perspective” entitled on ‘Education Management systems’ organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. First Edition 2023 Volume: II ISBN: 978-93-94004-08-5 Pp:156-157

14. Published a book chapter in ICSSR sponsored seminar on “Implementation of ICT skills for the students for their employment in skill based jobs” entitled on ‘ICT Tools in Education, organised by department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. on VOLUME 1, ISBN : 978-93-95482-15-8, year :2023, Pp-306-310
15. Published a book chapter in ICSSR sponsored seminar on “ Vision for Vishva Guru India: Initiatives for Global Leadership by 2047” entitled on ‘Technological reforms in Educational Growth’ organised by Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi. ISBN No. 978-93-94004-23-8. Year:2023, Pp:389-398.
16. Published a book chapter in ICSSR sponsored seminar on “Perspective of ICT tools in Education” entitled on ‘ICT tools in Teaching and Learning Process’ organised by Department of Commerce (BPS), Nallamuthu Gounder Mahalingam College, Pollachi. ISBN :978-93-94004-27-6.Year:2023,Pp.24-28.
17. Paper published in UGC care list journal of International Journal of humanities, Law and Social Sciences, on ‘Factors influences towards investment decision of rural policyholders’, Published biannually by New Archaeological & Genological Society. Kanpur India, Vol. IX, Issue II No.3 : 2022, Vol. IX, Issue II No.3 : 2022. Pp.149-159.
18. Paper published in UGC care list in Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal on “Customer’s perception on digital coupon code based sales promotional activities” Published by Dr. Harisingh Gour University (□□□□□□□□□□) ISSN: 0974-0066 Vol-85 No. 2, January–June: 2024,Pp.50-55
19. Published a book chapter in ICSSR sponsored seminar on “yoga for Health, Happiness & Harmony” entitled on ‘Stress management for formers through Yoga’ organised by Department of Commerce, SNR College, Coimbatore. First Edition. ISBN :978-96-97043-52-4.Year:2024,Pp.643-647