

LIST OF EDITED ISBN BOOK / ISSN PUBLICATION

1. ***“The Role of MSMEs-Promoting Employment opportunity in India”***- Department of Commerce and International Business, International Conference on globalization is Irreversible: Need for Branding India Inc. & Making MSMEs Competitive in association with MSME Department, Commissionerate of Industries and Commerce, Government of Tamil Nadu and CODISSIA, Coimbatore held on 2nd and 3rd March 2012, Sree Saraswathi Thyagaraja College, Pollachi, March 2012, Published by Laser Park Publication House, Coimbatore, pp.56-59, ISBN No: 978-81-910472-9-5.
2. ***“Supply Chain management and Customer relationship Management on Indian retailing Business”***- International Conference on Shifting Paradigms of Business, Department of E-Commerce, VHNSN College, Virudhunagar on 23rd and 24th July 2012, pp. 280-281, ISBN No: 978-93-81723-05-0.
3. ***“Impact of Foreign Direct Investment (FDI) on Growth of Indian Retail Industry”***- Managerial Herald, Bi-Annual Journal of thoughts, Department of Business Administration, St. Michael College of Engg. & Tech, Kalayarkoil, Sivagangai (Dt.) on July-December 2012, Shanlax publication, Madurai, pp. 18-23, ISBN No: 938068613-7.
4. ***“A Study on Profitability Position of Select Retail Companies in India”***- Banking, Financial Services and Insurance (Trends, Opportunities, Issues and Challenges), 2013, pothi.com, Mudranik Technologies Pvt. Ltd, pp.103-112, ISBN No: 978-93-82359-59-3.
5. ***“Determining the Risk Factor Measuring on Profitability and Liquidity position of select Retail Companies in India”***- Emerging Research Paradigms in Social Sciences, 2013, Bloomsbury Publishing India Pvt. Ltd., New Delhi, pp.126-137, ISBN No: 978-93-82951-32-2.
6. ***“Performance Evaluation of Mergers and Acquisitions of Scheduled Commercial Banks in India”***- International Conference on Strategic Management: Emerging Economies Perspective Organized by the Oxford College of Business Management, HSR Layout, Bangalore on 25th October 2013, pp. 147-152, ISBN No: 978-93-5142-199-3.
7. ***“Determinants of Foreign Direct Investment (FDI) On Select Indian Retail Companies - An Econometric Analysis”***- Emerging Trends In Finance, 29th May 2014, No: 978-93-83241-24-8.

8. ***“Foreign Direct Investment (FDI) on Growth of Select Retail Companies in India”***- Kaveripakkam College Journal of Management Research, Chennai, Vol.III, Issue No. 7, Quarterly Journal, April-June 2013, pp.37-45, ISSN No: 2249-6459.
9. ***“Profitability and Trend Analysis of Select Retail Companies in India”***- Indian Journal of Finance, New Delhi, Vol. VII, Number. 12, December 2013, ISSN No: 0973-8711.
10. ***“Determining the Risk Factor Measuring on the Profitability and Liquidity Position of Select Oil and Petroleum Companies in India”*** - Business Intelligence and Innovations for Emerging Market, Vol. I, Number. 1, March 2014.
11. ***“Impact of Foreign Direct Investment (FDI) in Select Indian Retail Companies-With Respect to Equity Investment”***, Journal of Global Economy, Vol. II, Number.3, September 2015, pp.189-200 ISSN No: 0973-8711.
12. ***“Performance of Retail Context in Host Countries – A Study with Respect to Select Macro- Economic Variables”***, EPRA International of Economic and Business Review, Vol. I, Number.3, September 2015, pp.40-51 ISSN No: 0973-8711.
13. ***“Performance of Select Oil and Petroleum Companies in India -With Respect to Profitability and Liquidity Analysis”***, Finance India, The quarterly Journal of Indian Institute of Finance, Greater Noida, UP, Vol. XXXII, Number.1, March 2018, pp.139-156 ISSN No: 0970-3772.
14. ***“An Overview of Retail Industry and Determinants of FDI in Select Macro-Economic Variables in Host Countries of India and United States”***, International Journal of Research and Analytical Reviews, Vol. VI, Issue. 1, Jan-March 2019, pp.i727-i741 ISSN No: 2349-5138.
15. ***“Retailers’ Satisfaction Towards FDI Impact in Indian Economy-With Respect to Coimbatore District”***, Cikitusi Journal for Multidisciplinary Research, Vol. VI, Issue. 6, April 2019, ISSN No: 0975-6876.
16. ***“Gender Equality in the Implementation of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) Scheme in India,”*** Our Heritage for Multidisciplinary Research, Vol. 68, Issue. 2, January 2020, ISSN No: 0474-9030.
17. ***“Perception About New Education Policy (NEP) In Teaching Fraternity - With Respect to Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 1, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 56-61.

18. ***“Consumer’s Awareness, Perception And Satisfaction Towards Online Medicine Buyer’s-With Special Reference To Coimbatore City”***, Shodhak : A Journal of Historical Research, ISSN : 0302-9832, Volume: 53, Issue: 03, No: 01, September - December : 2023, Pp. 121 - 132.
19. ***“Growth And Satisfaction Level Towards Online Medicine Buyer’s - With Special Reference to Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-84 No. 6, July – December: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 133 - 141.
20. ***“Male E-Bike users Awareness and Perception – An Empirical Analysis with Respect to Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 19, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 107-122.
21. ***“Awareness And Perception Towards Female E-Bike Users – An Empirical Analysis with Respect to Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 18, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 142-151.
22. ***“Impact Of FDI In Indian Economy with Macro – Economic Variables”***, Humanities and Social Science Studies, Vol. 13, Issue 2, No.3, January – June: 2024, ISSN 2319-829X, Pp. 66-71.
23. ***“Perception Towards E-Bike Users in Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 19, January – June: 2024, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 107-124.
