

## **RESEARCH PAPERS PUBLISHED:**

1. Published an article on “Assessing the Level of Digital Literacy Among College Students Concerning the Use of Social Media Platforms” in Humanities and Social Science Studies, Vol. 13 Issue (1) No 36 January – June : 2024, Pp: 125-132.ISSN 2319-829X.
2. Published an article on “Social Media Engagement and its Effects on College Students’ Lifestyle Patterns” in Humanities and Social Science Studies, Vol. 13 Issue (1) No 36 January – June : 2024, Pp: 143-148, ISSN 2319-829X.
3. Published an article on “Usage and Impact of Social Networking Sites among the College Students” in International Journal of Cultural Studies and Social Sciences, Vol-20, Issue-1, No.37, January - June: 2024, Pp:143-150,ISSN: 2347-4777.
4. Published an article on “Academic usage of social networking sites by the College Students” in Journal of the Oriental Institute, Volume-72,Issue05,No.12, 2024, Pp: 123-132, ISSN: 0030-5324.
5. Published an article on “The Impact of Social Networking Sites on the Lifestyle of College Students in Coimbatore District” in International Journal of humanities, Law and Social Sciences, Vol. X, Issue I(E) : 2023, Pp: 158-162, ISSN 2348-8301.
6. Published an article on “A Study on the Usage of Social Networking Sites by the College Students in Coimbatore District” in ShodhaPrabha (UGC CARE Journal), Vol. 47, No.04: 2022, Pp: 36-41, ISSN: 0974-8946
7. Published an article on “Impact of Advertisement on Buying Behaviour” in ACME International Journal of Multidisciplinary Research, Volume – II, Issue – XI, Nov – 2014, Pp:23-28, ISSN: 2320-236X.