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Paper Published & Presented at the National Journals

Sl. No.	Date	Title	Publication	Level
1.	Feb 2015	Sustainable Development A Rethinking of Construction Industry India	National Conference ICSSR ISBN – 978-81-930024-2-1	National
2.	21 Jan 2016	Customer perception towards internet banking service with special reference to Kancheepuram district	National Conference (Impact Factor: 2.532). ISSN 2321-3604	National
3.	21 Jan 2016	A study on measuring the risk and return of the optimal portfolio using William Sharpe model	National Conference (Impact Factor: 2.532). ISSN 2321-3604	National
4.	29 th & 30 September, 2016	Impact of Mobile Banking Service in Madurai District	National conference on “ ICSSR SPONSORED Payments Banks: Opportunities & Challenges ISBN: 978-93-81723-58-6	National
5.	17 th March, 2017	Financial Inclusion in India	National conference on “PRIDE OF COMMERCE” ISBN: 978-93-86537-25-6	National
6.	14 & 15 September 2017	A Study on Customer Buying Behaviour towards Online Marketing – A Pivotal Study in Virudhunagar District	“ National Conference on Consumer Empowerment issues and challenges ISBN: 978-81-929959-4-6	National
7.	14 th January 2018	A Study on Work Life Balance of workers women in garment industries with special reference to Tiruppur District	“National Conference on Contemporary issues in commercial Practices in India” (Impact Factor: 3.017). ISSN No:2320-4168	National
8.	04 January 2018	Women Entrepreneurship in India	“National Conference on entrepreneurship in India Opportunities and challenges	National
9	August 2018	A Study on work life balance in safe and healthy working conditions among workers on knitted garments industries in Tiruppur District	College SADHANA Journal For Bloomers Of Research ISSN 0974- 6838	National

10	23January 2019	Role of information technology in Banking Industry	Emerging issues in Business and Management ISBN:978- 93-88398-27-5	National
11	23January 2019	Role of information technology in Banking Industry	Emerging issues in Business and Management ISBN:978- 93-88398-27-5	National
12	January 2020	A Study on preference towards online Digital portal learning among students in Madurai city	Sustainability, Transformation, Development in Business and Management ISBN:978- 93-89658-48-4	National
13	November 2020	A Study on Consumer Attitude towards Social Media Marketing With Special Reference to Madurai City	Impact of covid-19 on the Global Economy ISBN: 978-81-940480-4-6	National
14	<i>1June,</i> <i>2021</i>	Effectiveness Of Sustainability In Private Sector Banks In Madurai City	<i>Journal of Research & Development' Impact Factor-7.265, ISSN: 2230- 9578,</i>	National
15	<i>1June,</i> <i>2021</i>	A Study On Role Of E- Commerce In Sustainable Development Of Business	<i>Journal of Research & Development' Impact Factor-7.265, ISSN: 2230- 9578,</i>	National

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Paper Published & Presented at the International Journals

Sl.No.	Date	Title	Publication	Level
1.	June 2015	Electronic Customer Relationship management with special reference to State Bank of India	International Conference of Applied Management Research ISSN 097-48-70-9	International
2.	3&4 March 2016	A quality of work – life balance among workers with special reference to textile industry in Tiruppur district	International Conference Native Economy Commerce and Trade	International
3.	19 th & 20 th August 2016	Troubles and Prospects of Garments Industry in Tiruppur – Pivotal Focus	International Conference on Make in India- Initiatives, Ideas & Challenges ISSN 0974- 6838	International
4.	November 2016	An Empirical Study on Occupational Stress among the Bank Employees in Madurai District.	International Conference on Business Innovation & Sustainable Development ISSN 2230- 7974	International
5.	27 th July 2017	The Triple Bottom line A framework for sustainable development in MFIs	International Conference on The Triple Bottom line for sustainability ISSN: 2278 – 65462	International
6.	10 & 11 August 2017	A Study on Quality of Work Life among in the Employees of Chettinad Food Processors in Madurai District	International Conference on Contemporary Practices in Commerce, Business & Management	International
7	November 2017	Job Satisfaction and Quality of work life of employees in Tirupur Textiles Industries A Pivotal Focus	“International Journal of Economic Research” ISSN: 0972-9380”	International

8	June 2018	Perception and Behavioural attitude of consumers – An Empirical study with reference to consumer forum in rural areas.	“International Journal of Pure and plied Mathematics” ISSN No: 1314-3395	International
9	July 2018	Public opinion on the E – Governance in Madurai District – A study	“International Journal of Pure and plied Mathematics” ISSN No: 1314-3395	International
10	July 2018	A study on consumer awareness on consumer rights in Dindigul district	“International Journal of Pure and plied Mathematics” ISSN No: 1314-3395	International
11	September 2018	The mantle of possibilities for development and using human capacities in attaining desirable quality of work life	“International Journal of Management and Social Sciences” ISSN No:2349-9761	International
12	September 2018	Contribution of safe and healthy working conditions to worker’s quality of work life A case of Tirupur knitted industry.	“International Journal of Pure and plied Mathematics” ISSN No: 1314-3395	International
13	February 2020	A Study on consumer satisfaction level towards Indian Post Payment Bank Services Special Reference to Madurai City	“The International journal of analytical and experimental model analysis” ISSN No: 0886 - 9367	International
14	March 2020	A Study on Youth Perception towards Entrepreneurship in Madurai City	International Conference on Women Empowerment through entrepreneurship: Opportunities and Challenges ISSN No: 2321 -788X, Impact Factor: 3.025	International
15	May-2021	A Study on Customer Awareness towards Green Marketing with Special Reference to Madurai City	Research Journey’ International E-Research Journal Impact Factor - (SJIF) – 6.625 (2019), E-ISSN : 2348-7143	International

16	27 May 2021	A Study on Factor that Influencing Work Life Balance among Women in Banking Sector	One Day Online International Multidisciplinary Conference ISBN - 978-81-951586-8-3	International
17	12 June 2021	Customer's level of Satisfaction towards service and service quality of State Bank of India – Special reference to Madurai city	International Journal of Advanced and Innovative Research ISSN – 2394 -7780 <i>Impact Factor-7.36</i>	International
18	12 June 2021	Problems for Implementing sustainable manufacturing practices by Textile industries in Virudhunagar District	International Journal of Advanced and Innovative Research ISSN – 2394 -7780 <i>Impact Factor-7.36</i>	International