

1. Published in ISSN Book “ **Customer Satisfaction on online Bus Ticket Booking** ” - with Special Reference to Pollachi Taluk”in Intercontinental journal of marketing research review”( Volume 3 Issue 12 December 2015, Impact factor 0.882).
2. Published in ISBN Book“**Users Satisfaction On Social Media Network**” in Journalof Commerce and Management Thought (Volume 10-1,2019,pp 73-77).
3. Published in ISSN Book “**A Study on College Students Perception towards Celebrity Endorsement**” Pramana Research Journal (Volume 9,Issue 4,2019 Impact factor 6.2).
4. Published in E-ISSNBook “**Users Satisfaction On Whatsapp Messenger**” in research review International journal of multidisciplinary,(Volume 3 Issue 10 October 2018Impact factor 4.184 Reference no:RRJ2018031071).
5. Published in ISSN Book “**A Study on College Students Perception towards Celebrity Endorsement**” Pramana Research Journal (Volume 9,Issue 4,2019 ,Impact factor 6.2).
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7. Published in ISSN Book “**Customer Satisfaction towards Mobile Banking**” in International Refereed and Indexed Journal for Research Publication (**Customer Satisfaction** Sr.No.62841, May 2019 , Impact factor 6.76).
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9. Published in “**Customer Satisfaction on OLX**” - International And Journal Of Analytical And Experimental Model Analysis, UGC approved group II, IJAEMEA Journal Volume XII, ISSUE III, MARCH 2020, (Impact Factor no 6.3)
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11. **Published in “Users Perception towards Google Pay”**- International journal PalArch’s Journal of Archaeology of Egyptology, PJAAE Volume 18 (1), 2021.
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14. Published in “**Buying Behaviour of Eco Friendly Products**”- “Shodh Sarita UGC care journal , Volume 8 , January-March 2021 , Pages :267-268.
15. Published in “**Reading Habit In Digital Era**” - A Study With Specific Reference To College Students Pollachi Taluk, Tamilnadu-ISSN 2320 –7876 Vol.11, S Iss 1, 2022., UGC CARE List ( Group I)
16. Published in “**A Study on Factors Influencing Buying Behaviour of Eco-Friendly Products**”, UGC Care , Journal of The Asiatic Society of Mumbai Issn: 0972-0766, Vol. XCVI, No.24, 176-189 176-189 ,
17. Published an Article on “**Consumer Awareness And Satisfaction Towards Organic Products**” in International Journal of Cultural Studies and Social Sciences Vol-20, Issue-1, No.38, January - June: 2024 :: ISSN: 2347-4777 Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal.
18. Published an Article on “**Consumer Buying Behaviour Towards Organic Products**” in Humanities and Social Science, Vol-13, Issue-1, No.36, January- June: 2024 :: ISSN: 2319 -829 X with IF - 7.28 Double-Blind, Peer Reviewed, Multidisciplinary referred journal UGC CARE Listed Journal.
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