

Dr.N.Sumathi

List of Publication

BOOK PUBLISHED

1. **Cost Accounting, November 2023,Multi Spectrum Publication.**
2. **Digital Marketing, November 2024,Multi Spectrum Publication.**

Editor In Book

1. **Vision Viksit Bharat 2047: Contribution and Initiatives of Digital India for empowering Rural Women, Vol I& Vol II ,Shanlax Publications,978-93-94004-84-1 Jan 2025**

ARTICLES PUBLISHED IN SCOPUS

1. **“Determinants of Dividend Policy-Evidence from Select Pharmaceutical Companies in India”, Journal of Advanced Research in Dynamical & Control Systems, Vol-15, Oct 2017.**
2. **“Impact of Dividend Policy on Shareholders wealth –Reference to the Automobile Companies in India”, International Journal of Pure and Applied Mathematics, Vol.118, No.18, pp.3435-3441, 2018.**

ARTICLES PUBLISHED

No.	Title	Source / Journal	Volume / Issue / ISBN/ISSN	Date
1	Indian Textile Industry	fibre2fashion.com	–	Nov-2006
2	Role of Banking System in India	Journal of Global Economy, Mumbai	Vol 2 No.4	Dec-2006
3	Emerging Trends In Customer Relationship Management	fibre2fashion.com	–	Jan-2007
4	A Study on Growth and Financial Performance of	Journal of Global Economy,	Vol 3 No.2	Apr-2007

	Selected Textile Companies in Coimbatore District	Mumbai		
5	A Study on Relationship and Factors Influencing the Profitability of Selected Textile Companies in Coimbatore District	Finance India	Vol XXIII No.4	Dec-2009
6	Real Estate Sector in India – An Overview	Emerging Dimensions in Management	ISBN 978-93-82338-33-8	Feb-2013
7	Indian Banking Sector – A Current Scenario	Management Blue Print	ISBN 978-93-82338-73-4	Sep-2013
8	Role and Development of Regional Rural Banks	Problems and Prospects of Rural Banking	–	Dec-2014
9	Constraints of Women Entrepreneur	Int. Journal of Research & Business Innovation	ISSN 2321-5615, Vol 3 No.6	Feb-2015
10	A Study on Performance Analysis of Select Textile Mills in Coimbatore District	Journal of Progressive Research in Social Sciences	ISSN 2395-6283, Vol 2 No.1	Jun-2015
11	A Study on Investor Perception in Indian Share Market	Int. Journal of Industrial Engineering & Management Science	ISSN 2250-1096, Vol 6	Feb-2016
12	A Study on Financial Performance of Cement Companies in India (Ultratech & OCL)	Int. Journal for Research in Applied Science & Engineering Technology	ISSN 2321-9653, Vol 4 Issue III	Mar-2016
13	Comparative Study of Working Capital Management on Profitability of JSW Steel Ltd and TATA Steel Ltd	Int. Journal of Research in Applied Management, Science & Technology	ISSN 2455-7331, Vol III Issue II	Apr–Jun 2018
14	Indian Insurance Industry Growth and Customer Relationship Management – An Overview	Indo Asian Journal of Advanced Management	Vol 40 Iss.5	2018
15	Determinants of Dividend Policy in Indian Automobile Industry	History Research Journal	Vol 5(6), pp.2089–2094	2019
16	Factors Influencing	Wesleyan Journal	Vol 13	2020

	Dividend Payout in Select Cement Companies in India	of Research	Iss.51, pp.96-102	
17	Implementing Changes in New Education Policy – A Theoretical Approach	Innovation Strategies in Teaching & Learning	ISBN 978-93-94004-05-4	Dec-2022
18	Emerging Enhancement Pedagogy in E-Learning	Co-Creation Model of Learning & Curriculum	ISBN 978-93-94004-17-7	Mar-2023
19	Role of ICT Tools in Women Empowerment	Perspective of ICT Tools in Education	ISBN 978-93-94004-27-6	2023
20	Financial Inclusion of MSMEs and Its Impact on Society	Sustainable Developments Through MSMEs	ISBN 978-93-94004-58-0	2023
21	Industry 4.0: Key Drivers, Challenges, and Opportunities in Manufacturing Industry	Enhancing India's Workforce for AI Future	ISBN 978-93-94004-64-1	2024
22	The Role of AI in Job Transformation: Balancing Innovation with Employment	AI in Logistics & Supply Chain Management	ISBN 978-93-94004-85-6	2025
23	Empowering Salaried Women Through AI-Driven Financial Strategies	Int. Journal of Scientific Research in Engineering & Management (IJSREM)	ISSN 2582-3930, Vol 9 Issue 9	Sep-2025
24	AI in Manufacturing and Services: A Strategic Imperative for India's Economic Transformation	Harnessing AI, Innovation & Technology	ISBN 978-93-94004-62-7, Pg 499	Oct-2025

ARTICLE CONTRIBUTED FOR THE PUBLICATION OF BOOKS

1. **” Role of the Insurance Regulatory and Development Authority(IRDA)”** has been published in the book Insurance Sector Reforms in India: Challenges and opportunities, Edited by Dr.D.Chennappa,Osmania University,Hyderabad,March 2007.
2. **“The Study on Consumer Acceptance level towards Private Insurance and LIC”** has been published in the book entitled “Indian insurance Sector in 21st Century- An Outlook”, Edited by Dr.A.Vijayakumar, Erode Arts College, Erode. Published by Gyan bokks PVT LTD ,New Delhi.

3. **“Globalization of Insurance”** has been published in the book entitled “Indian insurance Sector in 21st Century- An Outlook”, Edited by Dr.A.Vijayakumar, Erode Arts College, Erode. Published by Gyan bokks PVT LTd, New Delhi.
4. **“Insurance Industry and Use of Technology”** has been published in the book entitled “Indian insurance Sector in 21st Century- An Outlook”, Edited by Dr.A.Vijayakumar, Erode Arts College, Erode. Published by Gyan books PVT LTd , New Delhi.
5. **“Rural Market in India”**, has been Published in the book entitled “Indian Rural Marketing in Liberalized Era”. Edited by Dr.A.Vijayakumar and Published by Authors press, New Delhi.
6. **“A Role of Financial Inclusion and Women Empowerment”** , has been Published in the book entitled Financial Empowerment: The Role Of Women In Shaping Contemporary Economic Paradigms Edited by Dr. D. Padma, Dr. C. Radha Priya Shanlax Press, Madurai 2025