

RESEARCH PUBLICATIONS – DR.S.B.GAYATHRI

1.	Factors Influencing Entrepreneurship Intentionsof students in pollachi Taluk	Inter continental management research review	Issn no:2320-9704
2.	Attitude towards Entrepreneurship Among College Students In Pollachi Taluk	Inter continental management research review	Issn no:2321-0346
3.	Financial Efficacy Of Selected Textiles Spinning Mills In India	International journal of engineering and management research	Issn no:2250-0758
4.	Attitude Towards Entrepreneurship Among College Students In Pollachi Taluk	International journal of research in economics and social sciences	Issn no:2249-7382
5.	Preference And Satisfaction Towards Solar Water Heater At Households-A Study With Special Reference To Pollachi Taluk	International journal of inter disciplinary research in arts and humanities (ijirah)	Issn No:2456-3145
6.	Satisfaction Towards Solar Water Heater At Households-A Study With Special Reference To Pollachi Taluk	International journal of multi disciplinary research and modern education (ijmrme)	Issn No:2454-6119
7.	Service Quality Dimensions On Internet Banking With Special reference to state bank of india in pollachi taluk	International journal of current research and modern education (ijcrme)	Issn No:2455-5428
8.	Role of human resource management in business	Innovative HR practices in corporate world	Isbn No:978-93-82570-68-4
9.	Study on annual growth analysis of NPA of selected public and private sector banks in India	Think India Journal	volume 22 issue 14, Year 2019
10.	Financial performance analysis of selected private sector banks in India	International journal of engineering and management research	volume 8 issue 4, Year 2018
11.	THE IMPACT OF SOCIAL NETWORKING SITES ON THE LIFESTYLE OF COLLEGE\ STUDENTS IN COIMBATORE DISTRICT	: International Journal of humanities, Law and Social Sciences	Vol. X, Issue I (E) : 2023

RESEARCH PUBLICATIONS – DR.S.B.GAYATHRI

12.	Social Media Engagement and its effects on college student's lifestyle patterns	Humanities and Social Science Studies journal	Vol. 13, Issue 01
13.	Assessing the Level of Digital literacy among students concerning the use of social media platforms	Humanities and Social Science Studies journal	Vol. 13, Issue 01
14.	Empowering Women in it: Work-From-Home benefits for achieving work-life balance	Journal of the School of Language, Literature and Culture Studies	ISSN 0972-9682 with IF=7.13 Series: 22, Year: 2024
15	A study on the usage of social networking sites by the college students in Coimbatore district	Shodha Prabha;	ISSN 0974-8946