

**(a) LIST OF EDITED ISBN BOOK PUBLICATION**

1. ***“The Role of MSMEs-Promoting Employment opportunity in India”***- Department of Commerce and International Business, International Conference on globalization is Irreversible: Need for Branding India Inc. & Making MSMEs Competitive in association with MSME Department, Commissionerate of Industries and Commerce, Government of Tamil Nadu and CODISSIA, Coimbatore held on 2<sup>nd</sup> and 3<sup>rd</sup> March 2012, Sree Saraswathi Thyagaraja College, Pollachi, March 2012, Published by Laser Park Publication House, Coimbatore, pp.56-59, ISBN No: 978-81-910472-9-5.
2. ***“Supply Chain management and Customer relationship Management on Indian retailing Business”***- International Conference on Shifting Paradigms of Business, Department of E-Commerce, VHNSN College, Virudhunagar on 23<sup>rd</sup> and 24<sup>th</sup> July 2012, pp. 280-281, ISBN No: 978-93-81723-05-0.
3. ***“Impact of Foreign Direct Investment (FDI) on Growth of Indian Retail Industry”***- Managerial Herald, Bi-Annual Journal of thoughts, Department of Business Administration, St. Michael College of Engg. & Tech, Kalayarkoil, Sivagangai (Dt.) on July-December 2012, Shanlax publication, Madurai, pp. 18-23, ISBN No: 938068613-7.
4. ***“A Study on Profitability Position of Select Retail Companies in India”***- Banking, Financial Services and Insurance (Trends, Opportunities, Issues and Challenges), 2013, pothi.com, Mudranik Technologies Pvt. Ltd, pp.103-112, ISBN No: 978-93-82359-59-3.
5. ***“Determining the Risk Factor Measuring on Profitability and Liquidity position of select Retail Companies in India”***- Emerging Research Paradigms in Social Sciences, 2013, Bloomsbury Publishing India Pvt. Ltd., New Delhi, pp.126-137, ISBN No: 978-93-82951-32-2.
6. ***“Performance Evaluation of Mergers and Acquisitions of Scheduled Commercial Banks in India”***- International Conference on Strategic Management: Emerging Economies Perspective Organized by the Oxford College of Business Management, HSR Layout, Bangalore on 25<sup>th</sup> October 2013, pp. 147-152, ISBN No: 978-93-5142-199-3.
7. ***“Determinants of Foreign Direct Investment (FDI) On Select Indian Retail Companies - An Econometric Analysis”***- Emerging Trends In Finance, 29<sup>th</sup> May 2014, No: 978-93-83241-24-8.

**(b) LIST OF ISSN JOURNAL PUBLICATION**

1. ***“Foreign Direct Investment (FDI) on Growth of Select Retail Companies in India”***- Kaveripakkam College Journal of Management Research, Chennai, Vol.III, Issue No. 7, Quarterly Journal, April-June 2013, pp.37-45, ISSN No: 2249-6459.
2. ***“Profitability and Trend Analysis of Select Retail Companies in India”***- Indian Journal of Finance, New Delhi, Vol. VII, Number. 12, December 2013, ISSN No: 0973-8711.
3. ***“Determining the Risk Factor Measuring on the Profitability and Liquidity Position of Select Oil and Petroleum Companies in India”*** - Business Intelligence and Innovations for Emerging Market, Vol. I, Number. 1, March 2014.
4. ***“Impact of Foreign Direct Investment (FDI) in Select Indian Retail Companies-With Respect to Equity Investment”***, Journal of Global Economy, Vol. II, Number.3, September 2015, pp.189-200 ISSN No: 0973-8711.
5. ***“Performance of Retail Context in Host Countries – A Study with Respect to Select Macro- Economic Variables”***, EPRA International of Economic and Business Review, Vol. I, Number.3, September 2015, pp.40-51 ISSN No: 0973-8711.
6. ***“Performance of Select Oil and Petroleum Companies in India -With Respect to Profitability and Liquidity Analysis”***, Finance India, The quarterly Journal of Indian Institute of Finance, Greater Noida, UP, Vol. XXXII, Number.1, March 2018, pp.139-156 ISSN No: 0970-3772.
7. ***“An Overview of Retail Industry and Determinants of FDI in Select Macro-Economic Variables in Host Countries of India and United States”***, International Journal of Research and Analytical Reviews, Vol. VI, Issue. 1, Jan-March 2019, pp.i727-i741 ISSN No: 2349-5138.
8. ***“Retailers’ Satisfaction Towards FDI Impact in Indian Economy-With Respect to Coimbatore District”***, Cikitusi Journal for Multidisciplinary Research, Vol. VI, Issue. 6, April 2019, ISSN No: 0975-6876.
9. ***“Gender Equality in the Implementation of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) Scheme in India,”*** Our Heritage for Multidisciplinary Research, Vol. 68, Issue. 2, January 2020, ISSN No: 0474-9030.
10. ***“Perception About New Education Policy (NEP) In Teaching Fraternity - With Respect to Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 1, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 56-61.

11. ***“Consumer’s Awareness, Perception And Satisfaction Towards Online Medicine Buyer’s-With Special Reference To Coimbatore City”***, Shodhak : A Journal of Historical Research, ISSN : 0302-9832, Volume: 53, Issue: 03, No: 01, September - December : 2023, Pp. 121 - 132.
12. ***“Growth And Satisfaction Level Towards Online Medicine Buyer’s - With Special Reference to Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-84 No. 6, July – December: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 133 - 141.
13. ***“Male E-Bike users Awareness and Perception – An Empirical Analysis with Respect to Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 19, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 107-122.
14. ***“Awareness And Perception Towards Female E-Bike Users – An Empirical Analysis with Respect to Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 18, January – June: 2023, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 142-151.
15. ***“Impact Of FDI In Indian Economy with Macro – Economic Variables”***, Humanities and Social Science Studies, Vol. 13, Issue 2, No.3, January – June: 2024, ISSN 2319-829X, Pp. 66-71.
16. ***“Perception Towards E-Bike Users in Coimbatore City”***, Madhya Bharti -Humanities and Social Sciences, Vol-83 No. 19, January – June: 2024, IF=6.28, UGC Care Group I Journal, ISSN: 0974-0066, Pp. 107-124.
17. ***“Bridging Educational Gaps: A Study on Beneficiary Perceptions of the Tamil Pudhalvan Scheme in Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 8, January-June: 2025, ISSN: 0974-0066, Pp. 70-75.
18. ***“Exploring College Students’ Awareness about the Tamil Pudhalvan Scheme: A Coimbatore District Perspective”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 4, January-June 2025, ISSN: 0974-0066. Pp. 122-127.
19. ***“The Role of Satisfaction in the Performance of the Pudhalvan Scheme: A Statistical Perspective”***, Madhya Bharti -Humanities and Social Sciences, Vol-14, Issue No. 1, No. 13, January-June 2025, ISSN 2319-829X, Pp. 137-142.

20. ***“Integrating Skill training with Curriculum: A Study on NAAN Mudhalvan in Arts & Science Colleges”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 02, July-December 2025, ISSN 0974-0066, Pp. 26-31.
21. ***“From Campus to Career: The Role of the NAAN Mudhalvan Scheme in Shaping Job-Ready Graduates in Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 2, July-December 2025, ISSN 0974-0066, Pp, 42-48.
22. ***“Empowering Young Minds: The Impact of the Tamil Pudhalvan Scheme on Academic Growth in Coimbatore District”***, Madhya Bharti -Humanities and Social Sciences, Vol-86, Issue No. 1, July-December 2025, ISSN 0974-0066, Pp, 90-95.
23. ***“The Role of Emerging Technologies in Business Evolution”***, Journal of management Science and humanities, Volume 12, Issue No 2, ISSN: 2395-0625, Pp: 287-290.

**(c) LIST OF NO OF BOOKS PUBLISHED:**

1. ***“Performance of Retail Industry and Determinants of Foreign Direct Investment (FDI) On Select Macro- Economic Variables in Host Countries”***, Published by LAP LAMBERT Academic publishing, International Book Market Service Ltd., Mauritius. ISBN: 978-620-0-11828-8.
2. ***“Perception and Satisfaction towards the Tamil Pudhalvan Scheme: Its Impact on the Academic Growth of young minds in Coimbatore District”***, Published by Shanlax Press, ISBN: 978-93-344-3294-7.
3. ***“Consumer’s Awareness, Perception and Satisfaction towards Online Medicine Buyers- With Special Reference to Coimbatore City”***, Published by Shanlax Press, ISBN: 978-93-344-5800-8.
4. ***“Retailers Perception and Satisfaction towards the Impact of Foreign Direct Investment (FDI) on Indian Retail Market Segments with Reference to Host Countries: A Recent Outlook”***, Published by Shanlax Publications, ISBN: 978-93-5626-355-0.
5. ***“Future of Enterprise: Strategic Finance, Global Management, and Economic Innovation”***, Published by Shanlax Publications, ISBN: 978-93-6163-464-2.

**(d) LIST OF NO OF CHAPTERS PUBLISHED:**

1. ***“Integrating Indian Knowledge Systems with Digital Circularity: A Sustainable Model for the Technology Sector”***, chapter published by Sankara College of Science and Commerce, ISBN: 978-93-344-5330-0, Pp: 13-22.
2. ***“An Empirical Study on Consumer Trust and Privacy Concerns in Voice-Activated Digital Marketing Systems”***, chapter published by Jai Shivaasni Publications, ISBN: 978-81-989640-4-5, Pp: 17-27.
3. ***“Impact of Recent Developments in Regulation and Consumer Protection in the Insurance Sector”***, chapter published by Sri Ramakrishna College of Arts & Science, ISBN: 978-81-964453-7-9, Pp: 961-970.
4. ***“Retailers Perception towards Impact of FDI on Indian Retail Market Segments”***, chapter published by PSGR Krishnammal College for Women, Coimbatore, ISBN: 978-81-987468-8-7, Pp: 41-58.
5. ***“Financing Innovation: Venture Capital, Incubators, and Government Missions in India”***, chapter published by Sri Ramakrishna College of Arts & Science, ISBN: 978-93-94004-50-4, Pp: 522-529.