

Publications

1. Published an article entitled, “Customers Preference and Satisfaction on Airtel 3G Data Service with Special Reference to Pollachi Taluk” in Intercontinental Journal of Marketing Research Review (Impact Factor: 0.882, Volume 3, Issue 9, September 2015)
2. Published an article entitled, “Customers’ Satisfaction on K7 Antivirus Software” in International Multidisciplinary Peer-Reviewed Research Journal of Global Academic research journal (Impact Factor: 5.56, Volume 4, Issue 3, March 2016)
3. Published an article entitled, “Users Satisfaction on Online Map Application” in International Journal of Recent Research and Applied Studies (Impact Factor: 4.665, ISSN 2349-4891, Volume 5, Issue 2, February 2018)
4. Published an article entitled, “Taxpayers Awareness and Satisfaction on E-Filing”, in the International Journal of Management and Social Science Review (ISSN 2349-9761, Volume 8, Issue 1.3, October 2018)
5. Published an article entitled, “Customers’ Preference towards Departmental Stores” in the Suraj Punj Journal for Multidisciplinary Research (Impact Factor: 6.1, ISSN 2394- 2886, Volume 8, Issue 12, December 2018).
6. Published an article entitled, “Factors Influencing Buying Behavior of Women on Apparels”, in the Cikitusi Journal of Multidisciplinary Research (Impact Factor: 6.1, ISSN 0975- 6876, Volume 6, Issue 3, March 2019).
7. Published an article entitled, “Women’s Store Choice Determinants” in the European Journal of Business & Social Sciences (EJBSS) (Impact Factor: 5.92, ISSN: 2277-3878, Volume 7, Issue 6, June 2019)
8. Published an article entitled, “Harmony in family Business” in the International Journal of Recent Technology and Engineering (IJRTE),(Impact Factor :6.76, ISSN: 2235-767X, Volume 8 Issue 3, September 2019)
9. Published an article entitled, “Customers’ Satisfaction towards OLA Cab” in the Sardar Patel Institute of Economic and Social Research, anvesak, A bi-annual journal, UGC Care Group-1, (ISSN: 0378-4568, Volume 51 Issue 1(I), January-June 2021)
10. Published an article entitled, “Users Perception towards Google Pay” in the Palarch’s Journal of Archaeology of Egypt/Egyptology (ISSN: 1567-214X, Volume 18 Issue 1, April 2021).

11. Published an article entitled, "Online Apparel Buying Behaviour of College Girls" in the Journal of Education: Rabindra Bharati University (ISSN: 0972-7175, Volume 23, Issue 7(II), 2020-2021, pp.208-213)
12. Published an article entitled, "Factors Impacting Online Buying Behaviour of College Girl Students towards Sari" in the SJCC Management Research Review(ISSN: 2249-4359, Volume 12, Issue 1, June 2022, pp.80-86)
13. Published an article entitled, "Women Consumers' Price Consciousness on Apparels" in the A Journal of Composition Theory (ISSN: 0731-6755, Volume XV, Issue IX, September 2022, pp.193-201)
14. Published an article entitled, "Customers Attitude towards Ajio online Shopping" in the Kanpur Philosophers, Biannual Journal of New Archacological & Genological Society (ISSN: 2348-8301, Volume 9, Issue 2(F), 2022, pp.27-31)
15. Published an article entitled, "Problems Faced by Women Handloom Weavers in Pollachi Taluk" in the SJCC Management Research Review(ISSN: 2249-4359, Volume 12, Issue 2, December 2022, pp44-52)
16. Published an article entitled, "Students' Perception on Online Education" in the Industrial Engineering Journal (ISSN: 0970-2555, Volume 52, Issue 4(5), April 2023, pp.45-48)
17. Published an article entitled, "Working Women Perception Towards E-Bike" in the Madhya Bharti-Humanities and Social Sciences (ISSN: 0974-0066, Volume 84, Issue 9, July-December 2023, pp.180-184)
18. Published an article entitled, "Role of Educational Institutions in Fostering Entrepreneurship" in the Madhya Bharti-Humanities and Social Sciences (ISSN: 0974-0066, Volume 84, Issue 15, July-December 2023, pp.24-28)
19. Published an article entitled, "Issues Faced by Women Entrepreneurs in E-Business" in the South India Journal of Social Sciences (ISSN: 0972-8945, Volume 22, Issue 1, January-June 2024, pp.22-25)
20. Published an article entitled, "Factors Influencing Women Entrepreneurs in E-Business" Humanities and Social Science Studies (ISSN: 2319-829X, Volume 13, Issue 1(36), January-June 2024, pp.59-64)
21. Published an article entitled, "Users' Preference towards Mamaearth App" in the Indian Journal of Psychology (ISSN: 0019-5553, Volume 99, Issue 5, January-March 2025, pp.75-80)

22. Published an article entitled, "Users' Perception towards LinkedIn App" in the Indian Journal of Psychology (ISSN: 0019-5553, Volume 99, Issue 5, January-March 2025, pp.138-144)
23. Published an article entitled, "Understanding Digital News Consumption: A Study of Readers' Perception and Preference" Humanities and Social Science Studies (ISSN: 2319-829X, Volume 14, Issue 2(1), July-December 2025, pp.90-94)
24. Published an article entitled, "Awareness on Digital Gold: An Investor's Perspective" International Journal of Cultural Studies and Social Sciences (ISSN: 2347-4777, Volume 22, Issue 2(2), July-December 2025, pp.184-187)
25. Published an article entitled, "Use of Social Media as a Business Tool by Women Vloggers" Research Journal of Humanities and Social Sciences (ISSN: 0975-6795 (Online) 2321-5828 (Print), Volume 16, Issue 4, October-December 2025, pp.323-325)
26. Published an article entitled, "Challenges Faced by LinkedIn Users" Asian Journal of Management (ISSN: 0976-495X (Print), 2321-5763 (Online), Volume 16, Issue 4, October-December 2025, pp.333-335)
27. Published an article entitled, "Students' Awareness towards Educational Mobile Apps" International Journal of Research in Economics and Social Sciences (IJRESS) ISSN: 2249-7382, Volume 16, Issue 3, March 2026, pp.69-76
28. Published an article entitled, "Students' Preference towards Educational Mobile Apps" International Journal of Research in Social Sciences (IJRSS), ISSN: 2249-2496, Volume 16, Issue 4, April 2026, pp.7-13
29. Published an article entitled, "Users' Awareness and Preference towards Perplexity App" International Journal of Management, IT & Engineering (ISSN: 2249-0558, Volume 16, Issue 5, May 2026, pp.11-16)
30. Published an article entitled, "Students' Satisfaction towards Perplexity App" International Journal of Physical and Social Science (ISSN: 2249-5894, Volume 16, Issue 5, May 2026, pp.1-7)
31. Published an article entitled, "Role of Digital Platform in Promoting Green Purchase Products" International Journal of Research in Social Sciences (ISSN: 2249-2496, Volume 16, Issue 5, May 2026, pp.24-31)
32. Published an article entitled, "Digital Platform in MSME: Opportunities and Barriers" International Journal of Marketing and Technology (ISSN: 2249-1058, Volume 16, Issue 5, May 2026, pp.18-23)

33. Published an article entitled, "Students' Perception towards Educational Mobile Applications" Research Journal of Humanities and Social Sciences ISSN: 2321-5828, Volume 17, Issue 2, April-June 2026, pp.95-98
34. Published an article entitled, "Students Satisfaction towards Educational Mobile Applications" International Journal of Multidisciplinary Research and Development, ISSN:2349-4182, Volume 13, Issue 2, April-June 2026, pp.492-494