

Publications

1. Published an article entitled, “Apparel choice and Buying Behaviour of College Girls”, in the International Journal of Marketing Research Review (Impact Factor: 4.311, ISSN (Online): 2347-1670, Vol. 5 (9), 2017)
2. Published an article entitled, “Rural Customer’s Awareness and Satisfaction on Online Shopping”, in the Shanlax International Journal of Commerce (Impact Factor: 3.017, ISSN 2320-4168, Vol.5 (4), 2017).
3. Published an article entitled, “Working Women Awareness on Handloom Saris”, in the International Journal of Scientific Research and Review (Impact Factor: 6.1, ISSN 2279-543X, Vol.7 (11), 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, Vol.8 (1.3), 2018.
5. Published an article entitled, “Working Women Preference for Handloom Saris”, in the European Journal of Business & Social Sciences (Impact Factor: 6.76, ISSN 2235-767X, Vol.7 (5), 2019).
6. Published an article entitled, “Harmony in Family Business”, in ‘International Journal of Recent Technology and Engineering (IJRTE)’, ISSN: 2277-3878 (Online), Volume-8 Issue-3, September 2019. Page No.: 6660-6666. The B Impact Factor of IJRTE is 5.92 for the year 2018.
7. 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
8. 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.
9. 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)

10. 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)
11. 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)
12. 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)
13. 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)
14. 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)
15. 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)
16. 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)
17. 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)
18. Published an article entitled, "Issues Faced by Working Women towards E-Bike" Humanities and Social Science Studies (ISSN: 2319-829X, Volume 13, Issue 1(36), January-June 2024, pp.65-70)
19. Published an article entitled, "Users' Perception towards Smart Watch" in the Indian Journal of Psychology (ISSN: 0019-5553, Volume 99, Issue 5, January-March 2025, pp.125-130)
20. Published an article entitled, "Students' Awareness and Preference on E-Learning" in the Indian Journal of Psychology (ISSN: 0019-5553, Volume 99, Issue 5, January-March 2025, pp.131-137)

21. 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)
22. 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)
23. 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)
24. 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)
25. Published an article entitled, "Determinants of Customer Perception towards Digital Home Services: A Study on Urban Company" International Journal of Management, IT & Engineering (ISSN: 2249-0558, Volume 16, Issue 5, May 2026, pp.17-22)
26. Published an article entitled, "Challenges and Opportunities: Students' Experiences with AI Tools" International Journal of Physical and Social Science (ISSN: 2249-5894, Volume 16, Issue 5, May 2026, pp.8-15)
27. Published an article entitled, "Balancing Work and Clean: Satisfaction of Working Women on Robo Vacuum Cleaner" International Journal of Research in Social Sciences (ISSN: 2249-2496, Volume 16, Issue 5, May 2026, pp.13-18)
28. Published an article entitled, "Factors Shaping Working Women's Preference for Robo Vacuum Cleaners" International Journal of Marketing and Technology (ISSN: 2249-1058, Volume 16, Issue 5, May 2026, pp.24-30)
29. Published an article entitled, "Digital Transformation, User Choices and E-Startup Challenges" Research Journal of Humanities and Social Sciences ISSN: 2321-5828, Volume 17, Issue 2, April-June 2026, pp.108-110