

No	Title and Publication Details
1.	“A Study on customer behaviour towards gold jewellery purchase with reference to Pollachi taluk”. In Intercontinental Journal of Marketing Management, Vol. No. 2, Issue 2, (ISSN No. 2350-0891, Year of Publication, Feb 2015).
2.	“A study on trade between SAARC nations” In Intercontinental Journal of Finance Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0354, Year of Publication, Feb 2015).
3.	“A study on impact of liberalization and globalization of Indian Industries” In Intercontinental Journal of Finance Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0354, Year of Publication, Feb 2015).
4.	“A Study on country wise exports of gems and jewellery from India” In Intercontinental Journal of Marketing Management, Vol. No. 2, Issue 2, (ISSN No. 2350-0891, Year of Publication, Feb 2015).
5.	“ A Study on Lifestyle of House hold Products on Women Consumers with special reference to Pollachi Taluk” In Intercontinental Journal of Marketing Management, Vol. No. 2, Issue 2, (ISSN No. 2350-0891, Year of Publication, Feb 2015).
6.	“ A study on country wise export of plastic from India” In Intercontinental Journal of Marketing Management, Vol. No. 2, Issue 2, (ISSN No. 2350-0891, Year of Publication, Feb 2015).
7.	“A study on Customer Awareness of Smart phones with special reference to pollachi” In Intercontinental Journal of Marketing Management, Vol. No. 2, Issue 2, (ISSN No. 2350-0891, Year of Publication, Feb 2015).
8.	“A study on country wise export of spices from India” In Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 1I, Issue 2, (ISSN No. 2350-0875, Year of Publication, Feb 2015).
9.	“A study on performance appraisal and motivation with special reference to sakthi soyas private limited” In Intercontinental Journal of Human Resource Management, Vol. No. 1I, Issue 2, (ISSN No. 2350-0859, Year of Publication, Feb 2015).
10.	“Impact of exports – A Study with special reference to Handicrafts of India” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 1, (ISSN No. 2321-0346, Year of Publication, Jan 2015).
11.	“Customer satisfaction towards Honda active with special reference to pollachi taluk” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
12.	“A study on customer buying behaviour in selecting smart phones with special reference to pollachi” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
13.	“A study on customer satisfaction towards gold jewellery purchase with reference to pollachi taluk” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).

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14.	“A study on customer preference for broad band service providers with special reference to pollachi taluk” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
15.	“A study on Customer Awareness about broad band service with special reference to pollachi Taluk” In Intercontinental Journal of Marketing Management, Vol. No. 2, Issue 2, (ISSN No. 2350-0891, Year of Publication, Feb 2015).
16.	“ A study of customers perception and awareness towards E-banking with special reference to pollachi” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
17.	“A study on commodity wise export of spices products from India” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
18.	“A study on satisfaction level of house hold products on women consumers with special reference to pollachi taluk” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
19.	“A study on commodity wise export of plastics in India” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
20.	“A study on commodity wise exports of gems and jewellery from India” In Intercontinental Journal of Marketing Research Review, Vol. No. 3, Issue 2, (ISSN No. 2321-0346, Year of Publication, Feb 2015).
21.	“A Study on training and development with special reference to sakthi soyas private limited” In Intercontinental Journal of Human Resource Research Review, Vol. No. 3, Issue 2, (ISSN No. 2320-9704, Year of Publication, Feb 2015).
22.	“A study on problems faced by food and beverage exporters with special reference to Coimbatore District” In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)
23.	“A study on multimodal transportation with special reference to Coimbatore District”. In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)
24.	“A study on problems and prospects of lorry operators of Pollachi Taluk”. In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)
25.	“Impact of commodity boards in Indian Tea Exports”. In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)
26.	“Export performance of Commodity Boards in India. With special reference to Coffee Board”. In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)

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27.	“Role of APEDA in Export Performance”. In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)
28.	“E-Supply chain management with special reference to Coimbatore District”. In the Intercontinental Journal of Marketing Research Review, Vol. No. 4, Issue 3 (ISSN No. 2321-0346, Year of Publication, March 2016)
29.	“Study on problems faced by food and beverage exporters with special reference to Coimbatore District”. In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
30.	“A study on level of multimodal transportation with special reference to Coimbatore District”. In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
31.	“A study on problems faced by lorry operators with special reference to Pollachi Taluk”. In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
32.	“Region Wise export of Tea Products with special reference to SAFTA and GCC”. In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
33.	“Region Wise export of Coffee Products with special reference to G8 and Common wealth Countries.” In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
34.	“Region Wise export of Floriculture Products with special reference to BRICS and SAARC”. In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
35.	“A study on implementation of E-Supply chain Management with special reference to Coimbatore District”. In the Intercontinental Journal of Marketing Management, Vol. No. 3, Issue 3 (ISSN No. 2350-0891, Year of Publication, March 2016)
36.	“Export performances on edible fruits and nuts”. In the Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 4, Issue 3 (ISSN No. 2350-0875, Year of Publication, March 2017)
37.	“A study on country wise exports of textile of India”. In the Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 4, Issue 3 (ISSN No. 2350-0875, Year of Publication, March 2017)
38.	“A study on country wise exports of gems and jewellery from India” In the Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 4, Issue 3 (ISSN No. 2350-0875, Year of Publication, March 2017)
39.	“A study on cost of logistics components in the shipment of cargo from inland container depots with special reference to Coimbatore District”. In the Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 4, Issue 3 (ISSN No. 2350-0875, Year of Publication, March 2017)

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40.	“A study on country wise exports of coir products from India.” In the Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 4, Issue 3 (ISSN No. 2350-0875, Year of Publication, March 2017)
41.	“A study on factors influencing inventory optimization decisions among the manufacturing companies” In the Intercontinental Journal of Banking, Insurance and Finance, Vol. No. 4, Issue 3 (ISSN No. 2350-0875, Year of Publication, March 2017)
42.	“A study on commodity wise exports of coir from India”. In the Intercontinental Journal of Finance Research Review, Vol. No. 5, Issue 3 (ISSN No. 2321-0354, Year of Publication, March 2017)
43.	“A Study on inventory management of manufacturing companies”. In the Intercontinental Journal of Finance Research Review, Vol. No. 5, Issue 3 (ISSN No. 2321-0354, Year of Publication, March 2017)
44.	“Country wise export performance of Overall trade commodities” In the Intercontinental Journal of Finance Research Review, Vol. No. 5, Issue 3 (ISSN No. 2321-0354, Year of Publication, March 2017)
45.	“A study on commodity wise exports of gems and jewellery from India” In the Intercontinental Journal of Finance Research Review, Vol. No. 5, Issue 3 (ISSN No. 2321-0354, Year of Publication, March 2017)
46.	“A study on commodity wise export of textile products of India” In the Intercontinental Journal of Finance Research Review, Vol. No. 5, Issue 3 (ISSN No. 2321-0354, Year of Publication, March 2017)
47.	“A study on logistics cost management in inland container depots with special reference to Coimbatore District.” In the Intercontinental Journal of Finance Research Review, Vol. No. 5, Issue 3 (ISSN No. 2321-0354, Year of Publication, March 2017).
48	“Export Performance Of Principle Commodities From India” ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.9 (5), May (2019), pp. 496-508
49	“A study on export performance of ethanol in India.”International Journal of Management Technology and Engineering (IJMTE). (ISSN No. 2249-7455, Year of Publication, July 2020.
50	“A study on export performance of photographic or cinematographic in India.”International Journal of Management Technology and Engineering (IJMTE). (ISSN No. 2249-7455, Year of Publication, July 2020.
51	“Iron and Steel Export Performance in India.”International Journal of Management Technology and Engineering (IJMTE). (ISSN No. 2249-7455, Year of Publication, July 2020.
52	“A study on Export Performance of Man Made Filments in India” International Journal of Management Technology and Engineering (IJMTE). (ISSN No. 2249-7455, Year of Publication, July 2020.
53	“A Study on Export Performance of wood and articles in India “International Journal of Management Technology and Engineering (IJMTE). (ISSN No. 2249-7455, Year of Publication, July 2020.

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54	“Comparison Study on Digital and Traditional Market”, International Journal of Computational Research and Development, Volume 7, Issue 1, Page Number 45-47, 2022.
55	“Top 15 Commodities Export Performance in India”, International Journal of Computational Research and Development, Volume 7, Issue 1, Page Number 48-50, 2022.
56	“Top 15 Commodities Export Performance in India”, International Journal of Computational Research and Development, Volume 7, Issue 1, Page Number 51-53, 2022.
57	“Glass and Glass Ware Export Performance in India”, International Journal of Computational Research and Development, Volume 7, Issue 1, Page Number 63-65, 2022.
58	“Agri and Allied Products Export Performance in India”, International Journal of Computational Research and Development, Volume 7, Issue 1, Page Number 75-79, 2022.
59	“Cosmetics Export Performance in India”, International Journal of Computational Research and Development, Volume 7, Issue 1, Page Number 80-84, 2022.
60	“Fresh Fruits and Vegetables Products Export Performance in India”, International Journal of Scientific Research and Modern Education, Volume 7, Issue 1, Page Number 82-85, 2022.
61	“Agri and Allied Products Export Performance in India”, International Journal of Scientific Research and Modern Education, Volume 7, Issue 1, Page Number 86- 90, 2022.
62	“Comparison Study of Digital and Traditional Market”, International Journal of Scientific Research and Modern Education, Volume 7, Issue 1, Page Number 91-93, 2022.
63	“Top 15 Commodities Export Performance in India”, International Journal of Scientific Research and Modern Education, Volume 7, Issue 1, Page Number 103-106, 2022.
64	“Glass and Glass Ware Export Performance in India”, International Journal of Scientific Research and Modern Education, Volume 7, Issue 1, Page Number 107-110, 2022.
65	“Cosmetics Export Performance in India”, International Journal of Scientific Research and Modern Education, Volume 7, Issue 1, Page Number 115-120, 2022.
66	“Export Performance Of Coir Products From India” Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal ISSN: 0974-0066 Vol-83 No. 18, January – June: 2023 Page 115.
67	“Export Analysis Of Leather And Leather Products” Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal ISSN: 0974-0066 Vol-83 No. 19, January – June: 2023 Page 75
68.	“Post-Purchase Behaviour Of Mahindra & Mahindra Car Consumers In Pollachi” Madhya Bharti - Humanities and Social Sciences UGC Care Group I Journal ISSN: 0974-0066 Vol-85 No. 13, January–June: 2024

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69.	“Brand Satisfaction And Loyalty Of Samsung Product Consumers In Pollachi” Madhya Bharti - Humanities and Social Sciences UGC Care Group I Journal(ISSN: 0974-0066 Vol-85 No. 13, January–June: 2024
70.	“A study on usage and satisfaction of SBI ATM card (a special reference to SBI in palakkad taluk)” Madhya Bharti -Humanities and Social Sciences UGC Care Group I Journal ISSN: 0974-0066 Vol-85 No. 16, January–June: 2024
71	“Impact of Sports and Mental Health “Advances in Sports Science and Technology –© 2024 Taylor & Francis Group, London, ISBN 978-1-041-01765-3. DOI: 10.1201/9781003616283-99© Page no :493-496
72.	“Consumer’s Awareness And Preference Of E-Pharmacy With Special Reference To Coimbatore City” Madhya Bharti -Humanities and Social Sciences ISSN: 0974-0066 Vol-86 No. 02, July–December: 2025 Page no: 36-41.
73.	“Awareness And Level Of Satisfaction With E-Pharmacy Usage” Madhya Bharti -Humanities and Social Sciences ISSN: 0974-0066 Vol-86 No. 1, July–December: 2025 Page no: 85-89.
74.	“A Study On Consumer’s Awareness And Preference Of E-Pharmacy With Special Reference To Coimbatore City” ISSN 2319-829X Humanities and Social Science Studies, Vol. 14, Issue 1, No.13, January – June: 2025. Page no: 158-165.
75.	“Growth And Satisfaction Level Towards Online Medicine Buyer’s- With Special Reference To Coimbatore City” Madhya Bharti -Humanities and Social Sciences (म भारती) ISSN: 0974-0066 Vol-84 No. 06, January – June: 2025. Page no: 133-141.
76.	“Consumer’s Awareness, Perception And Satisfaction Towards Online Medicine Buyer’s-With Special Reference To Coimbatore City” Madhya Bharti -Humanities and Social Sciences ISSN: 0974-0066 Vol-84 No. 06, January – June: 2025. . Page no: 121-132.
77.	“Exploring Various Business Models And Challenges In Digital Commerce” Madhya Bharti - Humanities and Social Sciences ISSN: 0974-0066 Vol-87 No. 1, January–June: 2026. Page no: 91-95.
78	“An Empirical study on the export dynamics of APEDA Commodities: Trends, Growth & Stability “IJIFR.ISSN:2347-1697, Volume 13, Issue 9 May 2026. Page No: 1639-1643.