

Dr. P. ANITHA

LIST OF PUBLICATIONS

1. Published an article entitled, “**Determinants of Level of Job Satisfaction Among Single Working Women in Pollachi Taluk**”, *International Journal of Multidisciplinary Research and Development*, Volume: 13, Issue: 2, ISSN: 2349-4182, June 2026
2. Published an article entitled, “**Job Satisfaction Among Single Working Women in Pollachi Taluk: A Study of Influencing Factors**”, *International Journal of Physics and Social Science*, Volume: 16, Issue: 6, ISSN: 2249-5894, June 2026
3. Published an article entitled, “**Socio-Economic determinants of Student Engagement in Online Gaming: An Empirical Investigation**”, *International Journal of Marketing and Technology*, Volume: 16, Issue: 5, ISSN: 2249-1058, May 2026
4. Published an article entitled, “**User Satisfaction and the Behavioral Impact of Online Advertisement on Social Media**”, *International Journal of Research in Social Science*, Volume: 16, Issue: 5, ISSN: 2249-2496, May 2026
5. Published an article entitled, “**Digital Payment to Employment: An Analysis of Student Satisfaction with Online Job Portals**”, *International Journal of Management, IT & Engineering*, Volume: 16, Issue: 5, ISSN: 2249-0558, May 2026
6. Published an article entitled, “**User Satisfaction Towards Online Loan Applications: An Empirical Study**”, *International Journal of Physics and Social Science*, Volume: 16, Issue: 5, ISSN: 2249-5894, May 2026
7. Published an article entitled, “**Occupational Stress Among Single Working Women**”, *International Journal of Management, IT & Engineering*, Volume: 16, Issue: 3, ISSN: 2249-0558, March 2026
8. Published an article entitled, “**Digital Payment Methods Adopted by College Students**”, *International Journal of Research and Analytical Review*, Volume: 13, Issue: 1, ISSN: 2348-1269, March 2026
9. Published an article entitled, “**Consumer Satisfaction Towards Branded Instant Food Products (With Special Reference to Coimbatore District)**”, *International Journal of Research in Social Science*, Volume: 16, Issue: 3, ISSN: 2249-2496, March 2026

10. Published an article entitled, **“Policyholders Awareness on Various Life Insurance Companies Offering Child Insurance Plan”**, *International Journal of Innovative Research in Technology*, Volume: 11, Issue: 11, ISSN: 2349-6002 April:2025
11. Published an article entitled, **“Consumer Preference Towards Branded Instant Food Products (With Special Reference to Coimbatore District)”**, *International Journal of Creative Research Thoughts*, Volume: 13, Issue: 3, ISSN: 2320-2882 March: 2025
12. Published an article entitled, **“Consumer Awareness Towards Branded Instant Food Products (With Special Reference to Coimbatore District)”**, *International Journal of Cultural Studies and Social Sciences*, Volume: 21, Issue: 2, No. 33 ISSN: 2347-4777 July=December 2024 :2024
13. Published an article entitled, **“Investor’s Awareness on Post Office Savings Schemes”**, *International Journal of Cultural Studies and Social Sciences*, Volume: 20, Issue: 1, No1, ISSN: 2347-4777 January-June :2024
14. Published an article entitled, **“A Study on Policyholders’ Satisfaction on Services Offered with Child Insurance Plan”**, *Arthshastra, Indian Journal of Economics and Research*, Volume: 13, Issue: 3, No1, June-July :2024
15. Published an article entitled, **“Work Life Balance and Job Stress of Women Employee in IT Industry with Reference to Coimbatore City”**, *Journal of The Oriental Institute*, ISSN: 0030-5324, Volume 72, Issue 03, No.13, 2023
16. Published an article entitled, **“Job Stress of Women Employee in IT Industry With Reference to Coimbatore City”**, *Journal of Advanced Zoology*, ISSN: 0253-7214 Volume 44 Issue S-7 Year 2023 Page 1927:1930
17. Published an article entitled **“Impact of Job Stress Among Women Police”** in *Kanpur Philosophers*, ISSN 2348-8301, *International Journal of Humanities, Law and Social Sciences* Published Biannually by New Archaeological & Genological Society Kanpur India, Vol. X, Issue I(E) : 2023
18. Published an article entitled, **“A Study on Policyholders Preference on Child Insurance Plan”**, *Industrial Engineering Journal*, ISSN: 0970-2555, Volume: 52, Issue 4, No. 5, April : 2023
19. Published an article entitled **“Occupational Stress Among Women Police in Coimbatore District”**, in *Journal of the Asiatic Society of Mumbai*, ISSN: 0972-0766, Vol. XCV, No.6, 2022

20. Published an article entitled **“A Study on Policyholders Awareness on Child Insurance Plan”**, in *Shodha Prabha* (UGC CARE Journal), ISSN: 0974-8946, Vol. 47, No.04: 2022
21. Published an article entitled, **“Consumer Awareness and Preference of Patanjali Products”**, *ANVESAK*, ISSN : 0378 – 4568 UGC Care Group 1 Journal, Vol. 51, No.1(I) January – June 2021
22. Published an article entitled, **“A Study on Impact of Worklife Balance of Women Employees Towards their Job Satisfaction in ITES Industry with Reference to Coimbatore City”**, *CIKITUSI Journal for Multidisciplinary Research*, Volume 6, Issue 6, June 2019, ISSN NO: 0975-6876
23. Published an article entitled, **“A Study on Consumer Awareness and Satisfaction towards Online Advertisement”**, *Palarch's Journal of Archaeology Of Egypt/Egyptology*, Volume: 18(1). ISSN 1567-214x
24. Published an article entitled, **“Consumer Satisfaction on Patanjali Products”**, in *International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)* ISSN (Online): 2456 – 3145, Volume 3, Issue 2, 2018
25. Published an article entitled. **“Consumer Preference and Awareness on AIRTEL 3G Network”**. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, ISSN (Online): 2454 – 6119, Volume 4, Issue 2, 2018