

Articles- Dr.M.Shanmuga Priya B.Com(CA)

1. Published An Article Entitled, “Rural Policyholders On Health Insurance –With Special Reference To Pollachi Talk “In Asian Journal Of Management Research (Online Open Access Publishing Platform For Management Research) (Impact Factor : 0.30,Issue8 2014
2. Published An Article Entitled, “Rural Policyholders Awareness on Health Insurance –With Special Reference To Pollachi Talk “In Intercontinental Journal Of Marketing Research Review(Impact Factor : 0.612,Issue8 , Volume 2 2014
3. Published An Article Entitled, “Rural farmers satisfaction on crop Insurance scheme –With Special Reference To Pollachi Talk “In Intercontinental Journal Of Marketing Research Review(Impact Factor : 0.612,Issue1 ,Volume 6 January 2018
4. Published an Article Entitled, “Rural farmers Awareness on crop Insurance scheme –With Special Reference To Pollachi Talk “In Intercontinental Journal Of Marketing Research Review(Impact Factor : 0.612,Issue1 ,Volume 6 January 2018
5. A Study on Consumer Awareness and Satisfaction towards Online Advertisement, PalArch’s Journal of Archaeology of Egypt /Egyptology 18(1) 2021
6. A Study On Policyholders Preference On Child Insurance Plan, Industrial Engineering Journal: ISSN 0970-2555, Volume: 52, Issue 4, No. 5, April: 2023 UGC Care Approved, Group I, Peer Reviewed Journal with IF=6.82.
7. A Study on Policyholders Awareness on Child Insurance Plan, Shodha Prabha (UGC CARE Journal), ISSN: 0974-8946, Vol. 47, Shri Lal Bahadur Shastri Rashriya Sanskrit Vidyapeetha
8. A Study on Policyholders’ Satisfaction on Service Offered with Child Insurance Plan, Arthshastra, Indian Journal of Economics and Research, Vol 13, Issue 3, No 1, June-July: 2024
9. A Study on Customer Awareness, Preference on E-Banking Services, Humanities and Social Science Studies, Vol 13, Issue (1) No36, January – June 2024
10. A Study on Customer Satisfaction towards online Shopping – With Special Reference to flip kart Intercontinental Journal Of Marketing Research Review(Impact Factor : 0.612