

List of Publications

2011-12 Year of Publication	Name of the Staff	Title of the Paper	Name of the Journal/ Period (include page nos.)	Impact factor/ indexed
2011-2012	Dr.R.Saravanan	Determination of Financial Capital Structure on the Insurance Sector Firms in India	Euro Journal of Social Sciences, Volume 29, No.2, 2012, ISSN- 1450-2267 ,p.p.228-294	indexed
2011-2012	Dr.R.Saravanan	A Comparative Analysis of FDI in India and China	Euro Journal of Social Sciences, Volume 29 No 1, 2012, ISSN- 1450-2267 ,p.p.26-37	0.436
2011-2012	Dr.R.Saravanan	Empirical Study on Factors Influencing on Quality of Work Life of Commercial Bank Employees	Euro Journal of Social Sciences, Volume 28, No 1, 2012, ISSN- 1450-2267 ,p.p.119-127	0.436
2011-2012	Dr.R.Saravanan	Export performance of Indian Textile Industry During Post Reform Periods	International Journal of Management Entrepreneurship and Technology, Volume1, Issue 1,2011 ISSN 2162-155X,p.p. 44-52	indexed
2011-2012	Dr.S.Aravinth	Perspective Retail formats of Super Markets with Competitive Benchmarks to attract the consumers	INDO-ASIAN journal of advance management ISSN: 22501266, Vol1,No1 January (2012).	
2011-2012	Dr.S.Aravinth	A Study on Consumer Preference towards Electronic Goods	International Journal of Industrial Engineering and management Science, vol 2,no 1,March(2012)	Indexed
2011-2012	A Vennila	Study on Performance Evaluation of Mutual Fund Schemes in India During Pre-Recession, Recession and Post-Recession Period	International Journal of management vol 3,1 January(2012)ISSN 0976-6367	indexed

2011-2012	A Vennila	Role of Micro finance	Vol 2, Issue 2, Feb(2012)	indexed
2011-2012	P.Prakash	A Study on stock market liquidity and Business Life Cycle with special Reference to Indian Capital Markets.	International Journal of Research in Finance & Marketing vol 2, issue 2(Feb 2012),ISSN 2231-5985	indexed
2011-2012	R.Saravanan	Application of SERVPERF for Rural Retailer: Reliability and Factor Analysis	Vol 1. No.1 Jan 2012	indexed
2011-2012	A Elgin	International Journal of Retailing and Marketing	International Journal of Retailing & Marketing Vol 2, No 2, July 2011	indexed
2011-2012	A. Vennila	A Study on Customer Satisfaction towards Hero Honda motor Cycles in Coimbatore.	Vol 5, No 6, June 2011	indexed
2011-2012	A. Vennila	E-Finance in the Mobile World	Journal of Finance, Accounting and Management, 2(2), 12-22, July 2011	indexed

2012-2013

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2012-2013	Dr.R.Saravanan	A study on motivating factors to enter into poultry farming with special reference to Suguna Broiler Contract Farms in CbeDistrict	International Journal of Marketing, Financial services & management Research, Vol 2(3), March 2013, pp 207-215	indexed
2012-2013	Dr.R.Saravanan	A Comprehensive Study on Female buying Behaviour for Apparel segment in Coimbatore	International Journal of Textile and Fashion Technology, Vol 3, Issue1, March 2013, ISSN 2250-2378pp 67-82.	0.7235

2012-2013	Dr.R.Saravanan	A study on economic returns in poultry farming with special reference to Suguna Broiler contract farms in Coimbatore district	International Journal of Research in Computer Application & Management, ISSN 2231-1009, Vol 3, February,2013,p.p 76-79	indexed
2012-2013	Dr.R.Saravanan	Perception of consumerism movement in rural market: a Cogent study	International Journal of Management and Review,ISSN 2249-7196,Jan2013, Vol 3, No-11/2252-2261	indexed
2012-2013	Dr.R.Saravanan	A study on factors influencing on Quality of work life of Bank employees	ITM nach, ISSN 0975 3249, Vol.6, August 2012, pp 66-80	indexed
2012-2013	Dr.R.Saravanan	Influence of Spiritual Practice on Human Performance– A Quantitative Research Study	International Research Journal of Commerce, Business and Social Sciences, Volume 1, Issue 3,June 2012, ISSN2277-9310, p.p.132-138	indexed
2012-2013	Dr.R.Saravanan	Diversification – Strategies for Managing a Business	Excel International Journal of Multidisciplinary Management Studies, Volume 2, Issue 5, May 2012,ISSN 2249 8834.p.p 64-73	0.675
2012-2013	Dr.R.Saravanan	Rural Customer Preferences of Banking Services in India-Factor Analysis and Reliability Test	Euro Journal of Social Sciences, Volume 74, No.1, 2012, ISSN- 1450-2267 ,p.p. 143-153 (Impact factor-)	0.436
2012-2013	Dr.R.Saravanan	A Study on Capital Structure with Special Reference to Pharmaceutical Industries in India	Euro Journal of Social Sciences, Volume29, No.3, 2012, ISSN- 1450-2267 ,p.p.343-354	0.436
2012-2013	Dr.R.Saravanan	Perception of Consumerism Movement in Rural Market: A Cogent Market	International Journal's of Management Research and Review ISSN 2249-7196Volu 3,Janu 2013	indexed

2012-2013	Dr.R.Saravanan	“Does retail market in India need FDI in Multi – Brand retail trade?”	Journal of Humanistic and Social Sciences, ISSN 2009 – 4612, Vol 1(1), pp 37 – 48,	indexed
2012-2013	Dr.R.Saravanan	A study on capital expenditure of the Indian Pharmaceutical companies”	Journal of Management and Science, Vol 1, Special issue 4, June 2012, ISSN 2250 – 1819	indexed
2012-2013	Prof. S.Sudhakar	Adoption of Consumer Relationship Management Technologies Among Indian Small & Medium Enterprises – A review and Suggested Model	Euro Journal of Social Sciences, Volume 28, No.4, 2012, ISSN- 1450-2267 p.p.538-548	0.436
2012-2013	Prof A Elgin, Prof.B.Sathish Kumar	Financial Performance of Selected Indian Mutual Funds Schemes	Euro Journal of Social Sciences, Volume 29, No.3, 2012, ISSN- 1450-2267 ,p.p.450-457	0.436
2012-2013	Prof A Elgin	An Analytical Study into the Effects of Service Quality on the Perception of Domestic Airline Image with Special Reference to frequent fliers at Trivandrum City in India	Euro Journal of Social Sciences, Volume 29, No.4, 2012, ISSN- 1450-2267 p.p.521-527	0.436
2012-2013	Prof. S.Sudhakar	Employee Skill matrix mapping for Fortech industries, India – A Case Study`	International Research Journal’s of Social Science & Management volume : 01 ISSN : 2251-1571, Num 11, March(2012)	indexed
2012-2013	Dr.S.Aravinth	The Way for Business Sustainability and Growth in Indian Manufacturing	Journal of International Academic research for Multidisciplinary, ISSN:2249-7137, Volume 2, issue 7, July 2012	0.420

2012-2013	Dr.S.Aravinth	The Way for Business Sustainability and growth in Indian Manufacturing Industries	ACADEMICA :An International Multidisciplinary Research Journals vol 2,Issue 7(July 2012)	0.35
2012-2013	A Vennila	Investors' Preference towards Mutual Funds in Coimbatore City	Euro Journal of Social Sciences, Volume 29, No.1, 2012, ISSN- 1450-2267 ,p.p.115-125	indexed
2012-2013	A Elgin	Financial Performance of Selected Indian Mutual Fund Scheme	European Journal of Social Sciences, ISSN 1450 2267 Vol.29, No.3(2012), pp.450 - 457	0.436
2012-2013	A Elgin	An Empirical Study on Competition among Selected Indian Mutual Funds Scheme	International Journal of Applied Financial management Finance perspectives vol 1,No 2,Oct (2012) ISSN 2279-0896	indexed
2012-2013	Prof .M.Padmavathi	Enterprise Risk Management Practices in Tamil Nadu Companies	Vol 1 Issue 4 2012	indexed

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2013-2014	Dr.R.Saravanan	A Study on Motivating Factors Determining the reasons for entering into Poultry Farming by Farmers with special reference to Suguna Broiler Contract Firms in Coimbatore District	The International Journal's Research Journal of Economics & Business Studies, Vol3, No.5, March 2014, ISSN 2251-1555, pp 61-68.	indexed
2013-2014	Dr.R.Saravanan	Capital Structure of Select Companies in Indian Automobile Industry: A SEM Approach	The International Journal's Research Journal of Social Science & Management, Vol3, No.11, March 2014, ISSN 2251-1571, pp 243-255	indexed

2013-2014	Dr.R.Saravanan	Measuring the service of quality of private sector banks in Tirupur- Application of SERQUAL model	International Journal of Research in Management and Technology (IJRMT), Vol.3, No.4, August 2013, ISSN 2249-9563, p.p.136-140	0.204
2013-2014	Dr.R.Saravanan	Factors affecting the export performance of textile industry in developing countries- Areview of literature	International Journal of Research in Management and Technology Vol.2, No.4, August 2013, ISSN 2249-9563, pp 173-176	0.204
2013-2014	Dr.R.Saravanan	A Study on Performance Appraisal System in EIDParry (India) Ltd, Pugalur, Tamilnadu,India	International Journal of Scientific Research 2013,ISSN 2277-8179, p.p. 242-245	0.3317
2013-2014	Dr.R.Saravanan	A study on retail customers perception on service quality in public sector banks in India	Life Sciences Journal 2013;10(7)ISSN 1097-8135, pp1193-2000.	0.165
2013-2014	Dr.R.Saravanan	Problems Faced by Small Knitwear Exporters in Tirupur, Tamil Nadu	International Journal of Research in Commerce, Economics and Management, volume no. 3 (2013), issue no. 07 (July) ISSN22314245, pp.6-10.	0.165
2013-2014	Dr.R.Saravanan	A study On Households' Consumption Pattern of Aavin Milk In Erode District	International Journal of Research in Commerce & Management, ISSN 2231-5756, Vol 3, June,2013,p.p 31-37	indexed
2013-2014	Dr.R.Saravanan	A study on online shopping behavior of teachers working in self-financing colleges in Namakkal district with special reference to KSR College of Arts	International Journal of Research in Commerce & Management, ISSN 2231-5756, Vol 3, June,2013,p.p 31-37	indexed

		&Science,Tiruchengode, Namakkal District		
2013-2014	Dr.R.Saravanan	Factors influencing the Profitability of Selected Nationalized Banks in India	Global Research Analysis, Volume2, Issue 5, ISSN 2277-8160, May 2013, p.p. 13-139.	indexed
2013-2014	Dr.R.Saravanan	A study on the socio-economic characteristics of Contract farmers associated with Suguna Broilers in Coimbatore District	Journal of radix International Educational and Research Consortium, Vol 2(4), April2013 pp 1-7.	indexed
2013-2014	Dr.R.Saravanan	Analysis of E-Tailing Service Quality in Rural Market: A Comparative Study	Euro Journal of Social Sciences, Volume29,No.3, 2012, ISSN- 1450-2267 ,p.p.355-365	0.436
2013-2014	Dr.R.Saravanan	A study on Trend of FDI inflows in India	European Journal of Social Sciences, ISSN 1450 2267 Vol.31,No.3(2012), pp.314 – 326	0.436
2013-2014	Dr.S.Aravinth	Consumers Awareness and Attitude towards Organic Foods.	Journal of International Academic research for Multidisciplinary, IISN:2320-5083,Volume 1,issue 12,November 2014	1.393
2013-2014	P.Prakash	Price and Liquidity Effects of Bonus Declarations: Empirical Indication from Indian Stock market`	Journal of International Academic research for Multidisciplinary,I SSN:2320-5083,Voll,No 10,Nov2013	indexed

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Name of the Staff with Designation	Title of the Paper	Name of the Journal/ Period (include page nos./vol No/Issue)
Dr.M.Padmavathi	How do Underpriced IPOs behave in short run	The International Journal's Research Journal of Social

		Science & Management, , Vol 4, Issue 2, pp 2251-1571
Dr.R.Saravanan	An Empirical study on perception of MBA faculty members towards the institution's Management practice	Academica, Vol 4, issue 9, pp 13-28
Dr.R.Saravanan	Impact of Global Recession on Global Textile Exports and Imports	Global Journal for Research Analysis, Volume 4, Issue 1 ISSN 2277-8160, 103-105, January 2015
Dr.R.Saravanan	Customer Relationship Management in the Banking Sector: Impact of Technology and Its -Benefits In View Of Employees	International Journal of Exclusive Management Research, Volume 5, Issue 1 ISSN- 2249-2585, 01-09, January 2015.
Dr.R.Saravanan	A study on Service Quality of SBI Banks in Coimbatore City	South Asian Journal of Marketing and Management Research, Volume 5, Issue 2 ISSN- 2249-877X, 09-24, February 2015
Dr.R.Saravanan	Market Scenario of Small and Medium Textile Industries in India	International Journal of Scientific Research, Volume 4, Issue 3 ISSN- 2277-8179, 122-125, March 2015.
Dr.R.Saravanan	Market Orientation of Small and Medium Textile Industry in Coimbatore	Indian Journal of Applied Research, Volume 4, Issue 1, ISSN 2249-55SX, 235-239, March 2015
Dr.S.Aravinth	An Exploratory Study on Service Quality and Its Impact on Customer Satisfaction with Reference to Multispecialty Hospitals, Tamil Nadu	Journal of Global Research of Computer Science and Technology, Volume 2, Issue 3 ISSN 2349-5170, 44-50, November 2014

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2016-17	Ms.K.Saranya	Impact of celebrity endorsements on the retail industry with special reference to Tirupur city.	International Journal of Research in Management and Technology	Indexed
2016-17	Dr.Periyasamy	Impact of the raise in gold demand with respect to the increase in price in India	Journal of International Academic research for Multidisciplinary	Indexed