



SRI KRISHNA COLLEGE OF TECHNOLOGY
An Autonomous Institution,
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Accredited by NAAC with “A” grade
Coimbatore, TamilNadu



SCHOOL OF MANAGEMENT

Journal Publication (UGC Care Index)

SN	Authors Name	Title of the Paper	Name of the Journal / Conference Proceedings	ISSN Number	Vol./Issue /Pg	Month & Year	Impact Factor	SCOPUS/ WOS/UGC CARE
1	Dr.N.Nirmala Devi	A Contemporary Study On Visual Merchandising And Store Layout WithSpecialreference To Dmart.	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	0972 – 8945	Vol. XXI, No.20,	Dec 2023		UGC Care
2	Mr.K.Srinivasan	A Study On Customer Preference Towards Laptop Brands	Humanities and Social Science Studies journal	2319-829X	Vol. 12, Issue 02, No. 26,	Dec 2023	7.28	UGC Care
3	Mr.S.Siva	A Study Of The Effects Of Coca-Cola Consumption On Dental HealthAnd Tooth Decay	Journal of the Oriental Institute	0030-5324	72/04	Dec 2023		UGC Care
4	Dr.S.Piradeep	An Investigation Into	Journal of the Oriental	0030-5324	72/04	Dec 2023		UGC Care

		Customer Contentment With Online Shopping,Focused On Big Basket In The Coimbatore Region	Institute					
5	Dr.Sibi.M.S	A Study On Online Payment Application Through UPI With Referenceat Tamilnadu	Journal of the Oriental Institute	0030-5324	72/04	Dec 2023		UGC Care
6	Dr.M.Ganeshwari	A Study On Perception Of Blockchain Usage In Banking Sector	Journal of the Oriental Institute	0030-5324	72/04	Dec 2023		UGC Care
7	Mr.R.Saravanan	A Study On Effectiveness Of Entrepreneur Development CellIn College With Special Reference To Coimbatore	Journal of the Oriental Institute	0030-5324	Vol 72/04	Dec 2023		UGC Care
8	Dr.S.Piradeep	Exploring Consumer Purchasing Patterns For Personal Care Products InCoimbatore District: An In-Depth Analysis.	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	0972 – 8945	Vol. XXI, No.20,	Dec 2023		UGC Care
9	Mr.R.Saravanan	A Study On Stress And Mental Health Of College Students	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	0972 – 8945	Vol. XXI, No.20,	Dec 2023		UGC Care

10	Dr.P.Shanmugha Priya	A Study On Impact Of Artificial Intelligence On Retail Industry	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	0972 – 8945	Vol. XXI, No.20,	Dec 2023		UGC Care
11	Dr.Gowrishankkar.V	A Study On People’s Attitude Towards Carpooling	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	0972 – 8945	Vol. XXI, No.20,	Dec 2023		UGC Care
12	Mr.K.Srinivasan	A Study Of Comparison Of Traditional And Allopathy Medicine Approaches To Diabetes Management	SOUTH INDIA JOURNAL OF SOCIAL SCIENCES	0972 – 8945	Vol. XXI, No.20,	Dec 2023		UGC Care
13	Dr.Gowrishankkar.V	A Study On Public Perception Of Veganism	Humanities and Social Science Studies journal	2319-829X	Vol. 12, Issue 02, No. 26,	Dec 2023	7.28	UGC Care
14	Dr.M.Ganeshwari	A Study Of Customer Satisfaction Of Ktm Bikes	Humanities and Social Science Studies journal	2319-829X	Vol. 12, Issue 02, No. 26,	Dec 2023	7.28	UGC Care
15	Dr.S.Piradeep	Investigating Shifts In Consumer Choices: A Comparative Study Of Online Shopping And Shopping Mall Preferences In Coimbatore City Before And After The Covid-19 Pandemic	Humanities and Social Science Studies journal	2319-829X	Vol. 12, Issue 02, No. 26,	Dec 2023	7.28	UGC Care

16	Dr.Sibi.M.S	A Study On Reluctance Towards Third Dosage Of Covid' 19Vaccination In India	Humanities and Social Science Studies journal	2319-829X	Vol. 12, Issue 02, No. 26,	Dec 2023	7.28	UGC Care
17	Dr.N.Nirmala Devi	A Study On Customer Satisfaction On Instant Food	Humanities and Social Science Studies journal	2319-829X	Vol. 12, Issue 02, No. 26,	Dec 2023	7.28	UGC Care
18	Dr. Sibi,M.S&Dr.M.Punitha	Indian Capital Market Scenario: Modelling Cross Market Volatility Spill Over Effects Caused By Top Investors	Journal of the Asiatic Society of Mumbai	0972-0766	XCVI / 24/107-120	Sept 2023		UGC CARE
19	Dr.Gowrishankkar.V	Legal Aspects Of Zomato; A Case Study	Journal of the Asiatic Society of Mumbai	0972-0766	XCVI / 20/107-120	July 2023		UGC CARE
20	Dr.Sibi M S	Case Study On Financial Performance Of Google	Journal of the Asiatic Society of Mumbai	0972-0766	XCVI / 20/107-120	July 2023		UGC CARE
21	Dr.Gowrishankkar.V	Customer Relationship Management Of Flipkart; Case Study	Journal of the Asiatic Society of Mumbai	0972-0766	XCVI / 20/107-120	July 2023		UGC CARE