

RESEARCH PUBLICATIONS

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
The Heroes – Social Entrepreneurs	Dr. Sr. Christina Bridget	Commerce	Impact of Business on Social trends and movements, Pp 116—119.	2014-2015	ISBN NO: 978-81928799
MSME - The role of banks in India Edtd	Dr. Sr. Christina Bridget, Dr. Annal Lourdhu Regina, Dr. Latha Kennin Jes, Ms. R. Mary Shiela	Commerce	Impact of Business on Social trends and movements	2014-2015	ISBN NO: 97881922545-5-5
Emerging trends in global business Edtd	Dr. Sr. Christina Bridget, Dr. Annal Lourdhu Regina, Dr. Latha Kennin Jes, Dr. S. Vasanthi, Ms. R. Mary Shiela	Commerce	Impact of Business on Social trends and movements	2014-2015	ISBN NO: 97881922545-5-5
Model in Agricultural financial service to meet the needs farmers in India	Dr. S. M. Pushpa Rani, Ms. Jenova . L	Commerce	International Journal of applied management research	2014-2015	ISSN NO: 09748709
A Study on organizational climate in Maharatna Organization, BHEL	Dr. S. M. Pushpa Rani, Ms. Bharathi	Commerce	International Journal of Research in IT, Management and Engineering	2014-2015	ISSN NO: 2278623
A Study on employee satisfaction of Supreme Industries Limited Pondicherry Unit	Dr. S. M. Pushpa Rani, Ms. Bharathi, Ms. M. Aiswarya, Ms. R. Buvaneswari	Commerce	International Journal of Advanced Research in Management and Social Sceinces	2014-2015	ISSN NO: 22786236
A Study on Job satisfaction among State Bank of India (SBI) employees in Tiruchirappalli	Dr. S. M. Pushpa Rani, Ms. Bharathi	Commerce	International Journal of Advanced Research in Management and Social Sceinces	2014-2015	ISSN NO: 22786236
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A Pragmatic Study on usage and Impact of Social Networking Sites among College Students in Coimbatore City	Dr. S. Vasanthi	Commerce	Zenith International Research Journals, Zenith International Research & Academic Foundation (ZIRAF), April 2014 Issue.	2014-2015	ISSN NO: 2249-8826
A study on perception of Employees in the Needle Industries India pvt ltd , Nilgiris, TN.India	Dr. S. Vasanthi	Commerce	International Journal Of Current Research And Academic Review, Volume 2 Number 2(2014) Pp. 194-198	2014-2015	ISSN: 2347-3215
Smartphone marketing –a sustainable growth -	Dr. S. Vasanthi	Commerce	Research Explorer-International Journal	2014-2015	ISSN-No 2250-1940
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Factors influencing consumers' in the selection of fast food retail outlets - a study with special reference to consumers in Coimbatore city.	Dr. S. Vasanthi	Commerce	Indian Journal Of Applied Research, <i>Peer Referred & Referred International Journal</i> , Volume : 4 Issue : 12 Dec 2014	2014-2015	ISSN - 2249-555X Pg 109-110, IMPACT FACTOR OF IJAR : 2.1652.

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Herbal Cosmetics buying behavior among women in Coimbatore City	Dr. S. Vasanthi	Commerce	Indian Journal of Applied Research	2014-2015	ISSN NO: 2249-555X
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Prospects And Problems Faced By Women Entrepreneurs In Coimbatore City	Dr. S. Vasanthi	Commerce	"Emerging trends in Global business" PG & Research Department of Commerce, Holy Cross College, Tiruchirappalli. On 26.8.2014, pp.52-56	2014-2015	ISBN: 978-81-922545-7-9
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Consumer Behaviour on branded fast food retail outlets	Dr. S. Vasanthi	Commerce	Jayzn Publication Tiruchirappalli	2017 -2018	
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Perception Of The Employees About The Recruitment Practices In The Private Multi-Specialty Hospital In Tiruchirappalli City	Ms. R. Marie Sheila	Commerce	Journal of Emerging Technologies and Innovative Research (An International Open Access Journal & UGC and ISSN Approved)	2018-2019	ISSN: 2349-5162