

Publications

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Book Published

Academic Year	Name of the Book	Details
2023-2024	NEUROMARKETING - Marketing for Tomorrow	NEUROMARKETING - Marketing for Tomorrow Paperback – 26 October 2023, The Write Order, Nasadiya Technologies private limited, Bangalore ISBN: 978-93-5776-937-2

Research activities - Chapter Published

2024-2025	Chapter Publication: Sensory Marketing – Engaging the Senses to Influence Consumer Behavior	Chapter 13 for the book titled “Contemporary Trends in Commerce, Management & Economics -Vol:2” with ISBN : 978-81-984646-6-8 published by Dept. of Research & Publications ,A2Z EduLearningHub, Kerala, India in January 2025.
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Research activities – Papers Published:

Academic Year	Nature of the Journal	Details
2025-2026	Proceedings	Dr. Jenifer Mary . An empirical study on the switching behaviour of petrol two-wheeler vehicle users to e-bikes among college going students in

		Tiruchirappalli city. In Holy Cross Publishing house, Publication Division, Holy Cross College (Autonomous) (Eds.), <i>Proceeding of the International Conference on Emerging trends in Commerce and Management for sustainable development</i> (pp. 173–180). Holy Cross Publishing house, Publication Division, Holy Cross College (Autonomous).
2025-2026	Proceedings	Dr. Jenifer Mary . A study on the impact of herbal packing of food products in Tiruchirappalli city. In Holy Cross Publishing house, Publication Division, Holy Cross College (Autonomous) (Eds.), <i>Proceeding of the International Conference on Emerging trends in Commerce and Management for sustainable development</i> (pp. 126–131). Holy Cross Publishing house, Publication Division, Holy Cross College (Autonomous). Paper Titled,
2024-2025	A Study on Contemporary Issues in Human Resource Information System	Special Issue: International Journal of Business and Economics Research (IJBER): e-ISSN: 2455-3921
2024-2025	Contemporary Research in Entrepreneurship and Management	Paper titled ENTREPRENEURSHIP: STARTUP ECOSYSTEM AND NETWORKING in Contemporary Research in Entrepreneurship and Management ISBN: 978-81-951473-6-6 from page 149-155
2019-2020	Our Heritage UGC Care Listed Journal	A study on the conjoint analysis of the sensory cues of the respondents when responding to marketing stimuli in retail stores, ISSN: 0474-9030 Vol 68, Issue 17, Jan 2020
2019-2020	Our Heritage UGC Care Listed Journal	A Study On The Principle Component Analysis On The Persuading Attributes Of Sensory Marketing Among Consumers Of Branded Goods In Tiruchirappalli City, Vol 68, Issue 17, Jan 2020
2016-2017	Emperor International Journal of Finance and Management Research	A Conceptual review on Neuromarketing and its evaluation of emotional response of the consumers to marketing stimuli. 2017 (Vol- 3) Issue 09 pg:125-129
2016-2017	Emperor International Journal of Finance and Management Research	A study on the principle component analysis on the pervading attributes of Neuromarketing among consumers of branded goods in Tiruchirappalli city Emperor International Journal of Finance and Management Research. 2017 (Vol- 3) Issue 2

2014-2015	International Journal of Business and Administration Research Review	A conjoint analysis on the services rendered by Cloud Computing in Philip Innovation Campus Bangalore.2015 Issue No :3 (Vol- 1) pg:43-50
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