

RESEARCH PUBLICATIONS (2020 – 2021)

NAME OF THE STAFF	TITLE OF THE ARTICLE	JOURNAL	VOLUME, ISSUE & DATE
DR. S. VASANTHI	A Study on the satisfaction of Passengers towards Railway service in Tiruchirappalli Junction	International Journal of Scientific and Technology Research (IJSTR)	Volume 9- Issue 1, January 2020 edition, ISSN 2277-8616 January 2020
	A study on Service quality Gap Analysis in Indian Railway using Pzb Service quality Model	International Journal of Scientific and Technology Research (IJSTR)	Volume 9- Issue 1, January 2020 edition, ISSN 2277-8616 January 2020
	Consumer Behaviour Towards West Side Store In Tiruchirappalli	Wesleyan Journal of Research	Volume 14, No.1 (XIX), pp.73-79. ISSN-0975-1386. December 2020
	The Perceptions of the Adult Consumer Behavior Towards PUBG Online Video Game during Covid-19 in Tiruchirappalli City	The Orissa Journal of Commerce	Volume XXXXI, July-Sep 2020, Issue No. III, pp. 94-102. ISSN-0974-8482
	COVID 19 and Its Impact on the Consumer's Digital Marketing Behaviour in Tiruchirappalli City	Indian Journal of Adult Education	Volume 81, Number 4(IV), December 2020, pp.124-130. ISSN-0019-5006
DR. S. PAVITHRA	Effect Of Institutional Infrastructure On Knowledge Management Process: Mediating Role Of Reciprocal Benefits	Indian Journal of Economics and Business	Vol. 20. No. 2, July – December 2021
MS. ANNIE RABECCA	The Study on the Indian Consumer Behavior Towards Globalized Lifestyle Store	Samdodhi (A UGC CARE Listed Journal)	Volume 43- No-04 December 2020