

**RESEARCH PUBLICATIONS (2021 – 2022)**

<b>NAME OF THE STAFF</b>	<b>TITLE OF THE ARTICLE</b>	<b>JOURNAL</b>	<b>VOLUME, ISSUE, MONTH &amp; YEAR</b>
<b>DR. S. VASANTHI</b>	Consumer Behaviour towards Pantaloons store in Tiruchirappalli City	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume 9, Issue 1, (ISSN-2349-5162). January 2022
	A Study on the consumer behaviour towards Barbeque Nation Restaurant in Tiruchirappalli City	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume 9, Issue 2, (ISSN-2349-5162). February 2022
<b>DR. S. PAVITHRA</b>	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
	Implication Of Technology In Knowledge Management Among College Professors During Covid-19 Lockdown	International Journal of Business and Administration Research Review	Vol. 9, No.1, January - March 2022
<b>MS. ANNIE RABECCA</b>	The usage pattern of social networking sites on Facebook s advertising influencing purchase intention among social media users in Tiruchirappalli city	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume 9, Issue 5 May 2022
	The usage pattern of social networking sites (SNS) on Facebook social media use integration among e users in Tiruchirappalli CITY	Journal of Emerging Technologies and Innovative Research (JETIR)	Volume 9, Issue 5 May 2022

