

**RESEARCH PUBLICATIONS (2022 – 2023)**

NAME OF THE STAFF	TITLE OF THE ARTICLE	JOURNAL	VOLUME, ISSUE, MONTH & YEAR
<b>DR. S. VASANTHI</b>	Online Promotions and Hedonic Motives as Moderators in the Relationship Between e-Impulsive Buying Tendency and Customer Satisfaction: Evidence From India	Journal of Internet Commerce	Routledge, Taylor and Francis January 2022
	The Relationship between Social Media Influence, EWOM, and E-satisfaction of Consumers in India: A Moderated mediation Conditional Model	Global Business Review	131, 2022, DOI: 10.1177/09721509221130153 November 2022
	Passenger satisfaction with cleanliness and other service quality dimensions and gender as a moderator: Evidence from Indian Railways	Cogent Business & Management	Cross Mark, Taylor and Francis. April 2023
	Community support and benefits, culture and hedonism as moderators in the relationship between brand heritage, tourist satisfaction and revisit intention	Journal of Hospitality and Tourism Insights	Emerald Publishing Limited, 2514-9792 DOI:10.1108/JHTI-05-2023-0324 November 2023
<b>DR. G. YASHODHA</b>	Blended Learning in Higher Education	International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS)	Vol -5, No.03(II) Pp 51-58 September 2022
<b>DR. S. PAVITHRA</b>	Knowledge Management Process, Infrastructure, And System Quality As Resilient Strategies To Respond To Covid-19 Pandemic Challenges: Evidence From Higher Educational Institutions In India	Knowledge and Process Management	John Wiley & Sons. Ltd, June October 2022