

PUBLICATIONS DETAILS 2024-2025

NAME OF THE STAFF	TITLE OF THE ARTICLE	JOURNAL	VOLUME, ISSUE &
Dr. S. VASANTHI	Sectoral Volatility of BSE stock market after covid 19 pandemic with special reference to 12 sectors of BSE	Shodha Prabha UGC LIST	2514-9792, DOI:10.1108 2023-0324 November
Dr. S. VASANTHI	Analyzing the role of digital marketing in growth of e-commerce in India: a multiple Holistic approach	Library Progress Internatio nal	Vol 44, No.3, Jul –Dec 202 10571 Print version: ISSN 097 Online version: ISSN 2320
	Has covid-19 pandemic event altered the inter-linkages of BRICA stock markets and their relations with the US stock market?	Journal of the oriental Institute	Vol.73 No.(2023- 2024): Se ISSN: 0030- 5324 UGC Car

PATENT

NAME OF THE STAFF	TITLE OF THE PATENT	STATUS
Dr. S. VASANTHI	AI Based E-Commerce Help Desk Device	Work in Progress
Ms. ANNIE RABECCA.P	AI Based E-Commerce Help Desk Device	Work in Progress