

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002
PG & RESEARCH DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2014-2015

RESEARCH PAPER PUBLICATIONS
NATIONAL AND INTERNATIONAL JOURNALS

S.NO.	NAME OF THE FACULTY MEMBER	RESEARCH PAPER	YEAR OF PUBLICATION	NAME OF THE JOURNAL	ISSN
1.	Dr. Sr. Christina Bridget	Impact of Business on Social Trends and Movements	2014-2015	The Heroes – Social Entrepreneurs	ISBN NO: 978-81928799
2.	Dr. S. M. Pushpa Rani, Ms. Jenova Mary. L	Model in Agricultural Financial Service to meet the needs Farmers in India	2014-2015	International Journal of applied management research	ISSN NO: 09748709
3.	Dr. S. M. Pushpa Rani, Ms. Bharathi	A Study on Organizational Climate in Maharatna Organization, BHEL	2014-2015	International Journal of Research in IT, Management and Engineering	ISSN NO: 2278623
4.	Dr. S. M. Pushpa Rani, Ms. Bharathi, Ms. M. Aiswarya, Ms. R. Buvanewari	A Study on Employee Satisfaction of Supreme Industries Limited Pondicherry Unit	2014-2015	International Journal of Advanced Research in Management and Social Sciences	ISSN NO: 22786236
5.	Dr. S. M. Pushpa Rani, Ms. Bharathi	A Study on Job Satisfaction among State Bank of India (SBI) Employees in Tiruchirappalli	2014-2015	International Journal of Advanced Research in Management and Social Sciences	ISSN NO: 22786236
6.	Dr. S. M. Pushpa Rani, Ms. Jenova Mary. L	KAA Model to understand Media Consumption and Adoption of Agricultural Innovations- A Study	2014-2015	International Journal of applied management Research	ISSN NO: 09748709
7.	Dr. A. Sahayitta Titus	Problems faced by Public, Private Partnership in Indian States with States with specific ref. to National High ways Project – an overview	2014-2015	Strategies for sustainable developments in Indian Industries on Feb-17 and 18	ISBN NO: 9788193002421
8.	Dr. S. Vasanthi	Market of the Heritage Pugur Hand Embroidery Art in India	2014-2015	International Conference Proceedings 2014: Global Marketing Conference at	

				Singapore	
9.	Dr. S. Vasanthi	Samsung: A Corporate Giant With Sustainable growth in Smart Phones	2014-2015	International Journal: Research Explorer	ISSN NO: 2250-1940
10.	Dr. S. Vasanthi	Herbal Cosmetics Buying Behavior among Women in Coimbatore City	2014-2015	Indian Journal of Applied Research	ISSN NO: 2249-555X
11.	Dr. S. Vasanthi	Online Shopping: Awareness and Problems faced by Customers	2014-2015	International Conference Proceedings "Emerging Trends in Global Business"	ISBN NO: 978-81922545-7-9
12.	Dr. Josephine Lourdes De Rose. V	A Research paper on the Factors Influencing Satisfaction with Reference to Hospital Services	2014-2015	International Journal of Marketing Research Review	ISSN NO: 2321-0346