

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002
PG & RESEARCH DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2015-2016

RESEARCH PAPER PUBLICATIONS
NATIONAL AND INTERNATIONAL JOURNALS

S.NO.	NAME OF THE FACULTY MEMBER	RESEARCH PAPER	YEAR OF PUBLICATION	NAME OF THE JOURNAL
1.	Dr. Sr. Christina Bridget	The Reformers of the Society	2015-2016	International Journal of Exclusive Management Research
2.	Dr. Sr. Christina Bridget	A Study On Job Satisfaction of IT Sector Employees in Chennai	2015-2016	International Journal of Advance Research in Computer Science and Management Studies
3.	Dr. Sr. Christina Bridget	A study on Occupational Stress among Bank Employees on ICICI Banks at Trichy District	2015-2016	International Journal of exclusive management research
4.	Dr. Vasanthi	Factors Influencing Impulse Buying Behavior among College Students towards Apparels in Tiruchirappalli	2015-2016	Academic and Society Journal
5.	Dr. Vasanthi	A Study on the Impact on Television Advertisement on Branded Cosmetics in Tiruchirappalli Town	2015-2016	Academic and Society Journal
6.	Dr. Vasanthi	A Study on Consumer Behavior towards Television Brands in Tiruchirappalli	2015-2016	Academic and Society Journal
7.	Dr. Vasanthi	Going Green- Organic Food for Sustainable Growth and Healthy Life	2015-2016	Academic and Society Journal
8.	Dr. Vasanthi	Factors Influencing Online Impulsive Buying Behaviour	2015-2016	Academic and Society Journal
9.	Dr. Vasanthi	Service Quality - Prime Path to Prosperity	2015-2016	Academic and Society Journal

10.	Dr. Josephine Lourdes De Rose. V	Preference of Smart Phones among College Students Using Cluster Analysis in Tiruchirappalli	2015-2016	International Journal of Engineering and management research
11.	Dr. Josephine Lourdes De Rose. V	A Review on the Factors Contributing to the Selection of a Wrist Watch using Conjoint Analysis	2015-2016	International Journal of Advance Research in Computer Science and Management Studies