

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002
PG & RESEARCH DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2017-2018

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. L. Jenitra	Sustainability of Water Management at Household level	2017 -2018	Academia and Society, Volume 4 No.1, pp 10-20, October 2017.
2.	Dr. S. Vasanthi	A Study on Hedonic Effects on Impulsive Buying Behaviour of E-Shoppers in Tiruchirappalli Corporation	2017 -2018	International Refereed Multidisciplinary Journal of Contemporary Research
3.	Dr. S. Vasanthi	Perceptions of the today's tribal women about the tourism marketing in the Nilgiris district	2017 -2018	International Journal of Scientific Research
4.	Dr. S. Vasanthi	A Study on Motivating Factors of the Tourists About the House Boats Services in Kumarakom, Alleppey District	2017 -2018	International Journal of Advanced Research in Management and Social Science
5.	Dr. S. Vasanthi	Health Care Benefits & Eco-Friendly of Organic Products	2017 -2018	E- Publish
6.	Dr. S. Vasanthi	Effectiveness of the In-service Training Programme (SSA) among Elementary School Teachers in Coonoor Block, Nilgiris District	2017 -2018	International Refereed Multidisciplinary Journal of Contemporary Research
7.	Dr. S. Vasanthi	Safe Consumption and Health Benefits of Organic Products	2017 -2018	Paripex PARIPEX – INDIAN JOURNAL RESEARCH
8.	Dr. S. Vasanthi	Post Purchase Behaviour of E-shoppers towards Impulsive Buying Behaviour In South India – Structural Equation Model	2017 -2018	International conference in innovation entrepreneurship and sustainable value chain in a challenging environment

9.	Dr. S. Vasanthi	Consumer Behaviour on Branded Fast Food Retail Outlets	2017 -2018	Jayzn Publication Tiruchirappalli
10.	Dr. S. Vasanthi	Training Programme for HR	2017 -2018	Academic and Society Journal
11.	Dr. S. Vasanthi	Customer Expectations of Services	2017 -2018	Academic and Society Journal
12.	Dr. S. Vasanthi	Services Marketing Mix for Indian Railway Sector	2017 -2018	Academic and Society Journal
13.	Dr. S. Vasanthi	Level of Awareness among Consumers towards Organic Products in Tiruchirappalli City	2017 -2018	International Journal of Information Research and Review
14.	Dr. S. Vasanthi	Employee Training at Zonal Railway Training Institute in Tiruchirappalli Division	2017 -2018	Academic and Society Journal
15.	Dr. S. Vasanthi	Perception about the In- Service Training Programme (SSA) among School Teachers in Kotagiri Block, the Nilgiris District	2017 -2018	Academic and Society Journal
16.	Ms. M. Mary Suthanthira Malar	A Study on Advertising Strategy of Fast Moving Consumer Goods (FMCG) Sector in India-with Special Reference to Trichy District	2017 -2018	International Journal of Research Granthaalayah”,April-July 2017,pp631-638,
17.	Ms. M. Mary Suthanthira Malar	An Ideal Step for Green Marketing	2017 -2018	Marketing Management”, July 2017 PP13-15