

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002
PG & RESEARCH DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2019-2020

RESEARCH PAPER PUBLICATIONS

NATIONAL AND INTERNATIONAL JOURNALS

S.NO.	NAME OF THE FACULTY MEMBER	RESEARCH PAPER	NAME OF THE JOURNAL	PAGE NUMBER
1	Dr. Sr. Christina Bridget and Ms. Gayathri	An inquiry on the impact of Visual Cues in Lifestyle Retail Stores among College Going Students in Tiruchirappalli City	Our Heritage Journal	341-348
2	Dr.L.Janova Mary	Role of media in diffusion of Agricultural Technologies among the Farmers in Thanjavur District Tamilnadu	Studies in India Place Names	481-490
3	Dr. J. Jenifer Mary	A Study on the Conjoint Analysis of the Sensory Cues of the Respondents when Responding to Marketing Stimuli in Retail Stores	Our Heritage Journal	255-264
4	Dr. J. Jenifer Mary & Dr. M. Prabha	A Study on the Principle Component Analysis on the Persuading Attributes of Sensory Marketing Among Consumers of Branded Goods in Tiruchirappalli city	Our Heritage Journal	59-68
5	Ms. M. Mahalakshmi	A study on the Work Life Balance among Employees of selected Insurance Companies in Tiruchirappalli District	Journal of The Gujarat Research Society	525-531
6	Ms. M. Mahalakshmi	A Snapshot of HR Analytics Practice in Banking Sector in Tiruchirappalli	Think India Journal	7891-7896
7	Ms. M. Mahalakshmi	Employer Branding: A New Strategic Dimension of IT Organizations	Our Heritage Journal	249-252
8	Ms. M. Mahalakshmi	HR Analytics Essential for Driving Organizational Performance in Healthcare Sector”,	Our Heritage Journal	143-146
9	Ms. M. Mahalakshmi	HRIS (Human Resource Information System): HR Planning and Development in IT Organizations	Purakala	632-638

10	Sr. Christina Bridget & Dennis Edward	Influences of Organisational changes on Employee Morale of Medical Representatives	Think India Journal	863-877
11	Sr. Christina Bridget & Dennis Edward	Embracing Organisational changes: The need of the hour	Adalya Journal	1006-1011
12	Sr. Christina Bridget & Dennis Edward	The 7Ds of Change Management	Think India Journal	5227-5232
13	Dr. V. Mathuravalli & Ms. B. Marie Selvi	Work Culture of Milk Producers	Our Heritage Journal	3632-3636
14	Dr. V. Mathuravalli & Ms. B. Marie Selvi	A Study on Income Cycle of Milk producers	A Journal of Composition Theory	1159-1164
15	Dr. S. Vasanthi & Ms. G. V. Maheswari	A Study on Satisfaction of Passengers towards Railway Service in Tiruchirappalli District	International Journal of Scientific and Technology research	2843-2847
16	Dr. S. Vasanthi & Ms. G. V. Maheswari	A Study on Service Quality Gap Analysis in Indian Railways using PZB Service Quality Model	International Journal of Scientific and Technology research	2948-2953
17	Dr. V. Josephine Lourdes De Rose & Ms. Lubna Suraiya	Transgender Entrepreneurs	International Journal of Recent Technology and Engineering	193-195
18	Dr. V. Josephine Lourdes De Rose & Ms. Sureya S. J	A Study on Effectiveness of Digital Transactions Using Mobile Applications	Our Heritage Journal	3713-3720
19	Dr. S. Vasanthi & Ms. G. V. Maheswari	A study on the problems faced by the Passengers of Indian Railways with special reference to Tiruchirappalli Junction	Journal of Emerging technologies and Innovative research	469-474
20	Sr. Christina Bridget & Mary Elizabeth Shyamala	An Inquiry on Knowledge Management with regards to process capability on Self-financing Engineering Colleges in Trichy	Our Heritage Journal	289-292
21	Dr. Mahalakshmi. M & Ms. Maria Antonette Sharmila	Consumer Purchase Behaviour of Organic Food Products in Tiruchirappalli District	Dogo Rangsang Research Journal	47-52
22	Dr. Mahalakshmi M & Ms. Sandhya	The Study on Quality of Work Life among Employees in selected Private Organisations with Reference to Tiruchirappalli District	Dogo Rangsang Research Journal	59-63