






















**CRITERIA-III****3.4.3 Research Publications****3.4.3 List of Articles Published in UGC CARE Journals****YEAR-2022**

Sl.No	Name of the Author	Title of the Paper	Name of the Journal	ISSN Number	Link
1.	P. Mathivanan	A Study On Effectiveness Of An Organizational Culture In Ford, Pondicherry.	Journal Of Emerging Technologies and Innovative Research	2349-5162	
2.	S. Dhanalakshmi	A Study On Customer Satisfaction Towards Nestle Products In Villupuram District	Journal Of Emerging Technologies and Innovative Research	2349-5162	
3.	S. Dhanalakshmi	A Study On Customer Preception Towards Chocolate In Villupuram City.	Journal Of Emerging Technologies and Innovative Research	2349-5162	
4.	S. Dhanalakshmi	A Study On Customer Satisfaction Towards Nivea In Villupuram Town.	Journal Of Emerging Technologies and Innovative Research	2349-5162	
5.	S. Rajalakshmi	A Study On Customer Satisfaction Towards Sony Television With Reference To Villupuram Town	International Journal Of Research and Analytical Reviews	2348-1269	
6.	S. Rajalakshmi	A Study On Customer Satisfaction Towards Laptop Brand s In Villupuram Town	International Journal Of Creative Research Thoughts	2320-2882	
7.	S. Rajalakshmi	A Study On Customer Satisfaction Towards Reliance Jio In Cuddalore District,Tamilnadu, India.	Journal Of Emerging Technologies and Innovative Research	2349-5162	
8.	P. Amalupriya	A Study On Customer Satisfaction On Meesho App Among Women In Villupuram Town	International Journal Of Research and Analytical Reviews	2348-1269	
9.	O. Drishtirani	A Study On Customer Satisfaction Towards Coca Cola Products With Special Reference To Villupuram Town.	Journal Of Emerging Technologies and Innovative Research	2349-5162	












**CRITERIA-III****3.4.3 Research Publications**

10.	T.R. Anandhi	A Study On Contentment Analysis Of Lakme Products In Villupuram	International Journal Of Creative Research Thoughts	2320-2882	
11.	T.R. Anandhi	Analytical Study On Myntra Online Shopping	Journal Of Emerging Technologies and Innovative Research	2349-5162	
12.	A. Rahamathunnisa	A Study On Impact On Online Mobile Banking In Villupuram Town	Journal Of Emerging Technologies and Innovative Research	2349-5162	
13.	A. Rahamathunnisa	A Study On Consumer Satisfaction Towards The Cadbury Products In The Villupuram Town	Journal Of Emerging Technologies and Innovative Research	2349-5162	
14.	A. Rahamathunnisa	A Study On Human Resources Practice Of Organisation and Employee Performance Of Tata Motors In Tamilnadu	Journal Of Emerging Technologies and Innovative Research	2349-5162	
15.	A. Rahamathunnisa	A Study On Consumer Preception Towards Viral Marketing	Journal Of Emerging Technologies and Innovative Research	2349-5162	
16.	A. Rahamathunnisa	A Study On Customer Satisfaction Towards Bikes Of Royal Enfield In Villupuram Town	Journal Of Emerging Technologies and Innovative Research	2349-5162	
17.	N. Srividhya	Brand Image In Digital Marketing With Specific Reference To Maruti Suzuki - An Analytical Study.	International Journal Of Creative Research Thoughts	2320-2882	
18.	A. Kandhavel	A Study On Consumer Perception Of Hindustan Unilever Products With Special References To Villupuram Town	Journal Of Emerging Technologies and Innovative Research	2349-5162	
19.	A. Kandhavel	A Study On Customer Satisfaction Towards Amazon Online Shopping In Villupuram District	International Journal Of Research and Analytical Reviews	2348-5138	
20.	A. Kandhavel	A Study On Customer Satisfaction Towards Samsung Mobile In Cuddalore District	Journal Of Emerging Technologies and Innovative Research	2349-5162	

**CRITERIA-III****3.4.3 Research Publications**

21.	R. Ramya	A Comparative Study On Financial Performance Of Bank Of Maharashtra and Karur Vysa Bank Using Camel Model	Journal Of Emerging Technologies and Innovative Research	2349-5162	
22.	R. Ramya	A Comparative Study On Financial Performance Of Canara Bank and Axis Bank	International Journal Of Creative Research Thoughts	2320-2882	
23.	R. Ramya	A Study On Customer Satisfaction Towards Online Shopping In Villupuram District	Journal Of Emerging Technologies and Innovative Research	2349-5162	
24.	R. Ramya	A Study On Financial Statement Of Central Bank Of India	International Journal Of Creative Research Thoughts	2320-2882	
25.	P. Mathivanan	A Study On Customer Satisfaction Towards Himalaya Product In Villupuram	International Journal Of Research and Analytical Reviews	2348-1269	
26.	P. Mathivanan	A Study On Employee Turnover and Retention In Cloudlogic Technology Pondicherry	Journal Of Emerging Technologies and Innovative Research	2349-5162	
27.	S. Selvakumar	A Study On Customer Perception About Google Pay In Villupuram District	Mukt Shabd	2347-3150	
28.	S. Selvakumar	A Study On Impact Of Micro and Macro Economic Indicators On Economy Of Srilanka	Mukt Shabd	2347-3150	
29.	S. Selvakumar	Financial Performance Appraisal Of Small Industries	Mukt Shabd	2347-3150	
30.	S. Selvakumar	Development Bank Of India Using Camel Model	Mukt Shabd	2347-3150	
31.	T.R. Anandhi	A Study On Consumer Satisfaction Towards Aachi Masala Products In Villupuram	International Journal Of Enhanced Research In Management & Computer Application	2319-7471	
32.	T.R. Anandhi	A Study On Consumer Satisfaction Towards Fastrack Watches In Villupuram	Journal Of Humanities and Social Science	2279-0837	



CRITERIA-III
3.4.3 Research Publications

33.	B. Vasuki	Analysis of Job Satisfaction and Its Impact on Job Performance of Employees Working In Automobile Sector In Villupuram District Tamilnadu.	Humanities And Social Science	2319-829X	
34.	S. Panimozhi	Synthesis of Silver Nanoparticles Using Azadirachta Indica Leaf Extract	International Journal Of Botany Studies	2455-541X	
35.	S. Ramesh	Determination and Analysis of Caffeine From Various Types of Tea Sample Using Liquid Liquid Extraction.	International Journal Of Mechanical Engineering	0974-5823	
36.	J. Sathiya Savithri	Phytochemical, Antioxidant and Antibacterial Activity f Solanum Trilobatum	International Journal Of Botany Studies	2455-541X	
37.	J. Sathiya Savithri	Phytochemical Screening of Euphorbia Hirta L and Antioxidant Properties	International Journal Of Botany Studies	2455-541X	
38.	J. Sathiya Savithri	Qualitative Analysis and in Vitro Antibacterial Activity of Azadirachta Indica	International Journal Of Botany Studies	2455-541X	
39.	J. Sathiya Savithri	Antibacterial Activity and Qualitative Phytochemical Study of Hibiscus Rosa Sinensis	International Journal Of Botany Studies	2455-541X	
40.	G. Punithakumari	Chemical And Mechanical Properties of Aluminium and Palm Seedshell Metal Matrix Composite Using Compaction Technique	International Journal Of Research In Engineering And Science	2320-9364	
41.	G. Punithakumari	Thiozole Based Receptor For The Detection Of Toxic Cyanide Ion With Turn On Fluorescence	International Journal Of Research In Engineering and Science	2320-9364	
42.	G. Punithakumari	Bio-Design and Fabrication Of Bio-Composite Helmet (Jute,Sisal &Glass Fiber)	International Journal Of Biology, Pharmacy and Allied Sciences	2277-4998	
43.	G. Punithakumari	Bio-Design and Fabrication Of Bio-Composite Using Sisal , Banana, Jute and Coconut Coir	International Journal Of Biology, Pharmacy and Allied Sciences	2277-4998	



CRITERIA-III

3.4.3 Research Publications

44.	A.Muthuraja	Experimental and Computational Investigations Of 4, 4'-Dimethoxybenzoin Single Crystal For Optical Limiting Applications	Journal Of Crystal Growth	1873-5002	
45.	A.Muniyappan	Locaization Of Energy In Tublin System Using Numerical Analysis	The European Physical Journal Plus	2190-5444	