

Faculty Publications CAY m1, 2019 -20

1. Nedunchezian, V. R., & Sakthia, P. (2019). Stock Market Integration with respect to Selected Stock Exchanges of the World. ITIHAS-The Journal of Indian Management, 9(2).- ISSN: 5549-7803(P)2456-7302(O).
2. Thirunavukkarasu, A., & Nedunchezian, V. R. (2019). RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN AIRLINES INDUSTRY. Academy of Marketing Studies Journal, 23(4), 1-12. ISSN:1095-6298(P)1528-2678(O), indexed in ABDC, Scopus
3. Nedunchezian, V. R., & Babu, R. S. (2020). FACTORS INFLUENCING CUSTOMERS BUYING DECISION TOWARDS SHOPPING ONLINE AND OFFLINE WITH REFERENCE TO COIMBATORE CITY. Academy of Marketing Studies Journal, 24(1), 1-8. indexed in ABDC, Scopus
4. Kannan V., (2019), A Study on Minimizing Rejection in a Model Grinding Cell,International Journal of Mechanical and Production Engineering Research and Development', 9(6) , ISSN 2249-6890,indexed in Scopus,
5. Kannan, V., & Sangeetha, P. (2019). A Study on Implementation of Real- Time Production Monitoring System for Shop Floor Performance and its Impact on Efficiency. ITIHAS The Journal of Indian Management, 9(4), 63- 72. ISSN 2249-7803
6. Shripria, V., Srividya, V., & Thenmozhi, M. (2020). A Study on Bootstrapping Financing Methods Employed in Indian Small and Medium Scale Enterprises. Test for Engineering and Management Journal., 83, 19243-19254 ISSN : 0193-4120
7. Vinayagasundaram, R., Ramkumar, V., Arasu, K. K., & Anax, S. S. (2020, February). Implementation of business process re-engineering using lean and green strategy in manufacturing industry. In AIP Conference Proceedings (Vol. 2207, No. 1, p. 020010). AIP Publishing LLC., Scopus Indexed,
8. Jaisankar,S, (2019), Quality, SEIMA Magazine, 18(12),9-11
9. Deepa, M (2020), A Study on Employee Experience at Engineering and Business Solutions Private Limited, Coimbatore ,Test for Engineering and Management Journal. 83,253-260, ISSN : 0193-4120

10. Poongodi, B.,(2019), A critical study on improving productivity and livelihood of hand loom weavers. Colourage.ISSN – 00101826
11. Poongodi, B.,(2019), Technology Acceptance and Adoption of Security Surveillance Systems International Journal of Innovative Technology and Exploring Engineering,8(12), 5829-5835, ISSN- 2278-3075
12. Poongodi, B.,(2019), Rural Management Marketing Perspective, Mahatma Gandhi National Council of Rural Education,ISBN - 978-93-89431-03-2
13. Mohananami, P., (2020), Market Efficiency of Agricultural Commodity Futures Market in India. Journal Test Engineering and Management,82
14. Srividya, V & Susana, D.,(2019), Global market uncertainty transmission in the post global crisis period: An Empirical Evaluation using Vector Autoregressive analysis. International Journal of Social Science and Economic Research, 4(7) , 4787-4820, ISSN No. 2455-8834
15. Srividya, V & Susana, D.,(2020), Impact of US macroeconomic announcements on Indian Equity market: Empirical evidence from Indian Volatility Index,Our Heritage , 220-228. ,ISSN No. 0474- 9030
16. Susana, D.& Srividya, V, (2020), The Indian Volatility Index (IVIX): Examination on the Stylized Facts and its Relationship with Nifty Index,Test for Engineering and Management Journal.19208 - 19223,ISSN:0193-4120