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JOURNAL PUBLICATIONS

S.NO	TITLE OF THE ARTICLE	NAME OF THE PUBLISHER	DATE	PAGE NO
1	Elements affecting the buying behavior of consumers: A case study	Journal of Information and Computational Science (UGC CARE GROUP A)	SEP 2019 VOLUME 9 ISSUE 9	700-708
2	A Brand Name Impact on Consumer Choice and Decision of Product Selection	Adalya Journal (UGC CARE GROUP A)	2019 VOLUME 8 ISSUE 9	1124-1130
3	Definition and Management of Brands and Brand Equity	Journal of Information and Computational Science (UGC CARE GROUP A)	SEP 2019 VOLUME 9 ISSUE 8	446-451

BOOK PUBLICATIONS

S. NO	TITLE OF THE ARTICLE	NAME OF THE PUBLISHER	VOLUME	ISBN
1	TREASURY MANAGEMENT	RYAN PUBLICATIONS TRICHY.	1	978-93-48615-06-0