

## Journal Articles

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Anitha, K.	Education and society – A study on non-performing assets in private sector banks in India with special reference to HDFC Banks	Education and Society	2021	9(S12), 92-97
2	Ashok, P.	Attributes of service quality in Salem Division of Indian Railways	Intercontinental Journal of Marketing Research Review	2017	5(6), 121-128
3	Ashok, P.	Significant challenges and problems of rural entrepreneurship in India	Journal of Emerging Technologies and Innovative Research	2019	6(3), 140-148
4	Gayathri, A.	A study on investment decision and portfolio management among Generation Y investors in Coimbatore City	Journal of Applied Bioanalysis	2025	11(9S), 93-102
5	Karthikeyan, B.	A study on consumer perception towards organic products with reference to Coimbatore City	Journal of Emerging Technologies and Innovative Research	2018	5(11), 154-157
6	Karthikeyan, B.	Consumer preference towards organic products	International Journal of Creative Research Thoughts	2018	6(2), 275-278
7	Karthikeyan, B.	Consumer awareness and attitude towards organic fruits at Coimbatore City	European Journal of Business and Social Sciences	2019	7(9), 47-55
8	Karthikeyan, B.	Privatisation and modernisation of Indian banking system: A special reference to internet banking	Annals of the Romanian Society for Cell Biology	2020	24(1), 1093-1102
9	Karthikeyan, B.	A study on consumer behaviour and purchase intention towards organic products with special reference to Coimbatore City	Journal of Applied Bioanalysis	2025	11(15S), 25-31

<b>S.No.</b>	<b>Author(s)</b>	<b>Title / Topic</b>	<b>Publisher / Organizer / Journal</b>	<b>Year</b>	<b>Additional Details</b>
10	Lavanya, M.	A study on consumers' awareness and consumption pattern of milk brands in Coimbatore City	Journal of Emerging Technologies and Innovative Research	2019	6(2), 585-590
11	Lavanya, M.	A study on consumers' awareness and consumption pattern of ghee brands in Coimbatore District	Review Research Journal	2019	4(3), 1048-1052
12	Lavanya, M.	A study on brand extension of consumer equity of AAVIN milk products with special reference to Coimbatore	Parishodh Journal	2021	10(6), 106-114
13	Lavanya, M.	Comparison study on consumers' perception and satisfaction towards buttermilk and yogurt products in Coimbatore District	The International Journal of Analytical and Experimental Modal Analysis	2022	14(5), 1943-1949
14	Lavanya, M.	HR analytics	Journal of Nanotechnology	2024	20(S14), 3864-3868
15	Lavanya, M.	A study on service quality and satisfaction of subscribers of DTH services in Coimbatore District	Journal of Applied Bioanalysis	2025	11(13S), 615-622
16	Mythili, D.	A study of passengers' opinion about airline services	International Journal of Creative Research Thoughts	2018	6(2), 265-269
17	Mythili, D.	Impact of rural marketing in India	Journal of Emerging Technologies and Innovative Research	2019	6(3), 153-159
18	Mythili, D.	Private equity investments in India and its influence on Indian capital market	Annals of the Romanian Society for Cell Biology	2021	25(5), 3453-3463
19	Nithya, M.	A study on customer satisfaction on DTH service providers	Our Heritage	2020	68(1), 4427-4441
20	Nithya, M.	A study on customer attitude and preference on DTH service	Rabindra Bharati University Journal of Economics	2023	27(4), 139-146

<b>S.No.</b>	<b>Author(s)</b>	<b>Title / Topic</b>	<b>Publisher / Organizer / Journal</b>	<b>Year</b>	<b>Additional Details</b>
21	Nithya, M.	A comparative study of various DTH service providers	South India Journal of Social Sciences	2023	21(16), 34-42
22	Preetha, S.	A study on buyers' perception and expectation towards e-shopping of white goods with special reference to Coimbatore City	Journal of Applied Bioanalysis	2025	11(14S), 118-124
23	Sathish, S., & Nagarathinam, A.	A study on risk and return analysis of FMCG companies in Indian stock market	Annals of the Romanian Society for Cell Biology	2021	25(4), 20406-20415
24	Shalini, S.	Corporate social responsibility - An overview	International Journal of Creative Research Thoughts	2018	6(2), 1046-1048
25	Shalini, S.	A study on self-help group with special reference to Coimbatore City	Journal of Emerging Technologies and Innovative Research	2019	6(3), 160-167

## Conference Proceedings

<b>S.No.</b>	<b>Author(s)</b>	<b>Title / Topic</b>	<b>Publisher / Organizer / Journal</b>	<b>Year</b>	<b>Additional Details</b>
1	Anitha, K.	A study on customer awareness on distribution channel of insurance industry	Sri Ramakrishna College of Arts & Science	2023	In Insurance and Innovation, pp. 104-113
2	Gayathri, A.	Customer satisfaction towards Life Insurance Corporation with special reference to Coimbatore City	Sri Ramakrishna College of Arts & Science	2023	In Insurance and Innovation, pp. 57-68
3	Karthikeyan, B., & Ashok, P.	Impact of ICT in women empowerment	Dr. NGP Arts and Science College	2022	In Innovations in ICT towards Women Education and Empowerment
4	Karthikeyan, B., & Lavanya, M.	Risk transfer and risk financing	Multi-Spectrum Publications	2022	In Insurance and Risk Management - Impact and Development in Post-Pandemic Regime, pp. 18-22

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
5	Karthikeyan, B., & Lavanya, M.	Usage of technology in higher education	Sankara College of Science and Commerce	2022	In NEP – Structural Changes on 21st Century Education, pp. 477–485
6	Karthikeyan, B.	An overview of the insurance industry in India	Sri Ramakrishna College of Arts & Science	2023	In Insurance and Innovation, pp. 50–56
7	Karthikeyan, B.	The impact of AI on consumer behaviour in e-commerce	ACTA Classic Publisher	2025	In Multilingual Research, Education, and Social Sciences (MRESS2025), pp. 405–413
8	Lavanya, M.	Eco-friendly influence: The rising role of sustainability in consumer decisions	ACTA Classic Publisher	2025	In Multilingual Research, Education, and Social Sciences (MRESS2025), pp. 164–170

## Books

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Anitha, K., Nagarathinam, A., Mythili, D., & Gayathri, A.	Indirect taxes	Charulatha Publishers	2025	-
2	Ashok, P., & Anandan, M.	Principles of management	Inam Pathippagam	2021	-
3	Karthikeyan, B., & Ramya, A.	Principles of auditing	Lambert Academic Publishing	2020	-
4	Karthikeyan, B., & Lavanya, M.	Cost accounting	Charulatha Publishers	2023	-
5	Karthikeyan, B., Lavanya, M., & Nithya, M.	Banking theory, law and practice	Charulatha Publications	2024	-
6	Karthikeyan, B., & Ashok, P.	Management accounting	Narain Publisher	2018	-
7	Karthikeyan, B., Ashok, P., & Mythili, D.	Company law and secretarial practice	Inam Pathippagam	2018	-

<b>S.No.</b>	<b>Author(s)</b>	<b>Title / Topic</b>	<b>Publisher / Organizer / Journal</b>	<b>Year</b>	<b>Additional Details</b>
8	Mythili, D., Nagarathinam, A., Anitha, K., & Sathish, S.	Financial accounting	Charulatha Publishers	2024	-

## Copyrights

<b>S.No.</b>	<b>Author(s)</b>	<b>Title / Topic</b>	<b>Publisher / Organizer / Journal</b>	<b>Year</b>	<b>Additional Details</b>
1	Karthikeyan, B.	Preparation of cost sheet	-	2024	-