

## **Faculty Publications in National & International Journals & Conferences - 2016**

### **Dr. S.G. Balaji**

Mr. M. Franklin and Dr. S.G. Balaji (April 2016) “ Awareness and adoptability of E-Banking services in Kanyakumari District- An Emprical study” Asia Pacific Journal of Research, Vol.1 Issue. XXXVIII, ISSN:2320-5504, pp.1-5, Impact factor:6.58

Mr. A. Appu and Dr. S.G. Balaji (April 2016) “ A Study to Measure the Effectiveness of Logistics Service Quality of Freight services in Chennai city” International Journal of Informative & Futuristic Research, Volume.3, Issue.8, ISSN: 2347 – 1697, PP. 2884 – 2892, Impact Factor : 5.081.

Mr. A. Appu and Dr. S.G. Balaji (March 2016) “A Study on Fleet Management towards Driver Safety in Taxi Cab Services” International Journal of Management and Social Science Research Review, Peer Reviewed & Indexed Journal, Vol.1, Issue.3, ISSN -2349-6738, PP. 253- 256, Impact Factor : 3.029.

Mr. A. Appu and Dr. S.G. Balaji (March 2016) “An Emprical Analysis of commuters perception towards small bus services in Chennai city” Asia pacific Journal of Research, A Peer Review International Jouranl, Volume .1, Issue. XXXVII, ISSN: 2320 – 5504, PP. 182-188, Impact F6.58.

Mr. A. Appu and Dr. S.G. Balaji ( Jan - March 2016) “ A Study on Effectiveness of Logistics services in delivering Products to customers in Sugar Industries in Tamil Nadu” International Journal of Business and administration Research review, Peer Reviewed, Listed &Indexed Journal, Volume.2, Issue.1, ISSN: 2348 – 0653, PP. 227-234, Impact Factor: 3.072.

Mr. S. Vinoth and Dr. S.G. Balaji (March 2016) “Factors influencing E-loyalty towards online Shopping - An Emprical study” International Journal of Management and social science Research Review, Peer Reviewed & Indexed Journal, Volume.1, Issue.3, ISSN: 2349-6738, PP-226 – 230, Impact Factor: 4.695.

A.Appu and Dr.S.G.Balaji (March2015) “A study on the Level of Emotional Intelligence among employees and its Impact on work Environment” International Journal of Business Intelligence and Innovations, Volume 1/Issue 2, ISSN: 2348-4705. PP135-142.

### **Mr.Vinoth**

“Factors influencing E-loyalty towards online Shopping - An Empirical study” International Journal of Management and social science Research Review, Peer Reviewed, Listed& Indexed Journal, Volume.1, Issue.3, ISSN: 2349-6738, PP-226 – 230, ImpactFactor: 4.695.

**Mr.Appu**

“A Study to Measure the Effectiveness of Logistics Services Quality of freight Companies in Chennai City” International Journal of Informative and Futuristic Research, Volume 3, Issue 8, ISSN: 2347-1697, PP: 2884-2891

“An Empirical Analysis of Commuters Perception towards Small bus transport services in chennai city” Asia Pacific Journal of Research, Volume 1, Issue 37, ISSN: P 2320-5504, E: 2347-4793, PP:182-188

“A Study on fleet Management Towards Driver Safety in Taxi Cab Services” International Journal of Management and Social Science Research Review, Volume 1, Issue3, ISSN: P 2349-6738, E 2349-6746, PP 253-256.

“A Study on Effectiveness of Logistics services in delivering products to customers in sugar industry in TamilNadu” International Journal of Business and Administration Research Review, Volume 2, Issue 1, ISSN: P2348-0653, E 2347-856X, PP: 227-234

**Mrs.D.Charumathi**

“Impact of online shopping on the purchase behaviour of consumers in Chennai City” Eastern European Journal of Regional Studies, Peer reviewed Refereed Scholarly Journal ISSN No. 1857-436X, e-ISSN No 2537 6179, Volume 2 Issue 2 PP. No 66 – 73

**Mrs.AneesFathima**

“A Study on factors affecting Store Brand Loyalty”, International Journal of Business Intelligence and Innovations, Peer Reviewed, Volume.1, ISSN: 2348-4705, PP-73-85.