

STUDENT PUBLICATIONS FOR THE ACADEMIC YEAR 2022-2023

Sn. No	Name of the Student(s)	Class	Article	Journal	Volume and Issue	Month and Year	ISSN No
1	Swetha D Vaishnavi D Varshini C.C. Visalakshi Venkatachalam and Vishruthi K	II MBA (2021-23) batch	The Factors Influencing Investment Decisions Of Consumers With Special Reference To The City Of Coimbatore	International Journal of Research and Analytical reviews, IJR AR	Volume-9, Issue 3	July 2022	E-ISSN 2348-1269, P-ISSN 2349-5138
2	Sowmiya S Suprajaa Sri S and Subhiksha S	II MBA (2021-23) batch	Customer Perception towards Over The Top (OTT) Platforms	Asian Journal of Research in Marketing	Vol.-1 1, Issue 4	August 2022	ISSN: 2277-6621
3	Vishnu Vardhini P.N. and Theerthana M	II MBA (2021-23) batch	A Study on The Influence of Advertising and Promotion on The Lifestyle and Buying Behaviour	International Journal for Research Trends and Innovation	Vol.-7, Issue 8	August 2022	ISSN: 2456-3315
4	Aswin Lakshmi C	II MBA (2021-23) batch	A Study on Emotional Intelligence, Job Satisfaction and Burnout Syndrome on Private School Teachers	Asian Journal of Research in Social Sciences and Humanities	Vol.-1 2, Issue 11	November 2022	ISSN: 2249-7315