



Student Publications

| S.No | Paper Title | Journal Name | Vol | Issue | Month & Year |
|------|---|---|-----|-------|----------------|
| 1 | A Study on Consumer's Intention to Adopt Technology for UPI Payments | International Journal of Engineering and Management Research | 14 | 1 | February 2024 |
| 2 | A Study on Financial Performance of the Selected 5 Public Sector Banks | International Journal of Research and Analytical Reviews(IJRAI).ORG | 10 | 4 | October 2023 |
| 3 | A Study on People Perception Towards A1 Based Apps | International Journal of Research and Analytical Reviews(IJRAI).ORG | 10 | 3 | September 2023 |
| 4. | Antecedents to Socially Responsible Consumption Behaviour - A Study Among the Residents of Coimbatore | Asian Journal of Research in Social Sciences and Humanities | 13 | 8 | August 2023 |