













## CRITERIA-III













## 3.4.3 Research Publications

## 3.4.3 List of Articles Published in UGC CARE Journals











## YEAR-2019

Sl.No	Name of the Author	Title of the Paper	Name of the Journal	ISSN Number	Link
1.	T.R. Anandhi	A Comparative study on financial performance of Central Bank of India, Bank of India, Kotak Mahindra Bank and Yes Bank	Research Explorer	2250-1940	
2.	A.Rahamathunnisa	A comparative study on financial performance of IDBI and ICICI.	Research Explorer	2250-1940	
3.	S. Selvakumar	An Analytical study on Foreign Direct Investment in India	Research Explorer	2250-1940	
4.	A.Rahamathunnisa	Reform Strategies in the Indian Financial Sector	Intercontinental Journal Of Finance Research Review	2581-5792	
5.	A.Rahamathunnisa	A comparative study on financial analysis of State Bank of India and Central Bank of India	International Journal of Research in Science, Engineering and Management	2581-5792	
6.	R.Ramya	Present Economic Scenario in India	Intercontinental Journal Of Finance Research Review	2321-0354	
7.	S. Selvakumar	7 P's of Services marketing in Banking Service	Intercontinental Journal Of Marketing Research Review	2321-0346	
8.	E. Anandhi	Generation of job (or) business Opportunities	Intercontinental Journal Of Human Resource Research Review	2347-1662	
9.	V.Geetha	The impact of social media on Business Growth	Intercontinental Journal Of Finance Research Review	2321-0354	
10.	S. Selvakumar	Impact of different modes of Transport used by Courier Units and Their Level of Satisfaction on select factor	International journal of research in computer application and management	2231 - 1009	








**CRITERIA-III****3.4.3 Research Publications**

11.	S. Selvakumar	Attitude of individual customers towards courier services in Tamilnadu	International journal of research in Commerce Economics and Management	2231 - 4245	
12.	T.R. Anandhi	A Study On Financial Performance Of Indian Bank And Karur Vysya Bank	International Journal of Research in Engineering, Science and Management	2581 - 5792	
13.	T.R.Anandhi	A study on financial performance of ICICI and IDBI	International Journal of Research in Engineering, Science and Management	2581 - 5792	
14.	S. Selvakumar	Impact of different modes of Transport used by Courier Units and Their Level of Satisfaction on select factor	International journal of research in computer application and management	2231 - 1009	
15.	S. Selvakumar	Attitude of individual customers towards courier services in Tamilnadu	International journal of research in Commerce Economics and Management	2231 - 4245	
16.	S. Selvakumar	7 P's of Services marketing in Banking Service	Intercontinental Journal Of Marketing Research Review	2321- 0346	
17.	E. Anandhi	Generation of job (or) business Opportunities	Intercontinental Journal Of Human Resource Research Review	2347- 1662	
18.	V.Geetha	The impact of social media on Business Growth	Intercontinental Journal Of Finance Research Review	2321- 0354	
19.	S. Selvakumar	Perception Of Institutional Customers Towards Courier Services In Tamilnadu	International Journal of Research in Commerce, IT and Management	2231 - 5756	
20.	T.R. Anandhi	A Comparative Study On Financial Performance Of Bank Of Baroda, Bank Of India	International Journal of Research in Engineering, Science and Management	2581 - 5792	
21.	K. Dhanalakshmi	Certain Coefficient Estimateo For A New Class Of Analytic Functions Involving Q Derivative Operator	International Journal of Xi'an University of Architecture & Technology	1006- 7930	
22.	K. Dhanalakshmi	Certain Bounds For Subclasses Of Analytic Functions Of Reiprocal Order	International Journal of Xidian University	1001- 2400	

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23.	K. Dhanalakshmi	Coefficient Inequalities Of Q-Starlike And Q-Convex Functions Defined By Q Derivative	International Journal of Xidian University	1001-2400	
24.	K. Dhanalakshmi	Subclasses Of Analytic Functions With Respect To Symmetric And Conjugate Points Bounded By Conical Domain	International Journal Advances in Mathematics: Scientific Journal	1857-8365	
25.	K.Dhanalakshmi	Coefficient Estimates And The Fekete-Szego Problem For Certain Classes Of Convex Function Of Order $A/2$	Science, Technology and Development Journal	0950-0707	
26.	K. Dhanalakshmi	The Fekete-Szego Inquality For Certain Analytic Functions Of Starlike Function Of Order $A/2$	Science, Technology and Development Journal	0950-0707	
27.	S. Akila	Analysis Of Fuzzy Critical Path Using Metric Distance Ranking Technique	Science, Technology and Development Journal	0950-0707	
28.	S. Akila	A Bottle Neck Problem In Multiple Attribute Group Decision Making With The Application Of Runge-Kutta Merson Method	Science, Technology and Development	0950-0707	
29.	S. Akila	Multiple Attribute Group Decision Making Methods Using Numerical Methods Of Intuitionistic Triangular Fuzzy Sets	Journal of Physics: Conference Series	1742-6596	
30.	V.S.Selvi	Prime Labeling Of Union Of Cycle Graphs	Science, Technology and Development Journal	0950-0707	
31.	S. Akila	Applying Metric Distance Ranking Technique In Fuzzy Critical Path Analysis	Science, Technology and Development Journal	0950-0707	
32.	K. Dhanalakshmi	Fekete-Szegö Inequality For A Subclass Involving The Generalized K.Mittag Leffler Functions	International Journal of TEST Engineering & Management	0193-4120	

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33.	S. Akila	Application Of Runge Kutta Methods In Intuitionistic Triangular Fuzzy Magdm Problems	Science, Technology and Development	0950-0707	
34.	S. Akila	Multiple Attribute Group Decision Making Methods Using Intuitionistic Triangular Fuzzy Sets	Science, Technology and Development Journal	0950-0707	
35.	R. Suguna	An Improvement Of Sentiment Classification In Cloud Computing Using Lexicon Based Dictionary Approach	International Journal for Research in Engineering Application and Management	2454-9150	
36.	K.Subashini	Secure Purchasing System On Internet Of Things Applications	International Journal of Emerging Technologies and Innovative Research	2349-5162	
37.	V Sharmila Devi	Secure Purchasing System On Internet Of Things Applications	International Journal of Emerging Technologies and Innovative Research	2349-5162	
38.	B.Shanthini	Fogo Combatant Robot Using Arduino Programming	International Journal for Research in Engineering Application & Management	2454-9150	
39.	S. Manimekalai	An Improvement Of Sentiment Classification In Cloud Computing Using Lexicon Based Dictionary Approach	International Journal for Research in Engineering Application and Management	2454-9150	
40.	S. Manimekalai	Mining Human Activity Patterns From Smart Home Big Data For Healthcare Applications Using Mahout	International Journal of Advanced Research in Computer Science and Engineering Technology	0976-5697	