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PUBLICATIONS IN PEER REVIEWED IN NATIONAL/INTERNATIONAL JOURNALS

TITLE OF THE PAPER	DATE OF THE PUBLICATION	NAME OF THE JOURNAL	NATIONAL/ INTERNATIONAL	JOURNAL NUMBER
Customer Relationship Management in Retail Sector	January 2017, Vol 5, Issue01, Pg. No. 52-56	A Journal of Intercontinental Management Research Consortium	INTERNATIONAL	2321-0346 (O) 2347-1670 (P)
Towards a Successful Customer Relationship Management : A Conceptual Framework	January 2017, Vol IX No-2, Special Issue, Pg. No. 385388	Jamal Academic Research Journal: An Interdisciplinary	INTERNATIONAL	0973-0303
Customer Relationship Management as Tool to Enhance Customer Loyalty at Selected Retail	April 2017, Vol III, Issue-04, Pg.No.2937	Emperor International Journal of Finance and Management Research	INTERNATIONAL	2395-5929

Sectors in Chennai.				
Impact of CRM on Customer Satisfaction and Customer Loyalty in Retail Sector.	Oct 2018, Special Issue- NCSDTM, Pg.No. 45-48	International Journal for Research in Engineering Application & Management (IJREAM)	INTERNATIONAL	2454-9150
Impact of Technology on Consumer Buying Behavior in Selected FMCG Retail Outlets	Jan 2019, Vol 9, Issue No.1, Pg.No.15-18	Suraj Punj Journal for Multidisciplinary Research(SPJMR)	INTERNATIONAL	2394-2886