

Mrs. Charumathi, Assistant Professor, has published the following articles

2017-18:

- Published article on the topic “Consumers Perception of risk in online shopping in Online Shopping: An Analysis” in Shanlax International Journal of Management, Volume 5, Special Issue 3, August 2017, ISSN: 2321-4643. **Impact Factor:2.082**, UGC Approved Journal Number 44278.
- Published article on the topic “A Study on Consumer Behaviour towards Online Purchase Intentions in International Society for Green Sustainable Engineering & Management ISGSEM, Volume 4, Number 15, August 2017, ISSN 2350-1464. **Impact Factor 1.8382**, UGC Approved Journal Number -63641
- Published article on the topic “An Empirical Study on Consumer Behaviour towards Online Shopping” in International Journal of Research in Commerce and Management (IJRCM) , Volume 8, Issue 10, October 2017, ISSN No: 0976 – 2183 Pg 9-12. **IC Value -5.09**, UGC Approved Journal Number -8050
- Published article on the topic “Impact of Hedonic Shopping Motive on Online Purchase Decision” in Journal of Management (JOM), Vol.4, Issue 2, October 2017, ISSN No: 2347 3940, Pg.No 519-524, **Impact Factor 2.4352**, UGC Approved Number 48565
- Published article on the topic ”A Study on Consumer Behaviour towards Service Quality in Online Shopping” in Shanlax International Journal of Management, Vol.5, Special Issue 2, February 2018, Pg no.309-316 , ISSN: 2321-4643. **Impact Factor:2.082**, UGC Approved Journal Number 44278,
- Published article on the topic “Consumer Perception on online shopping: An Analysis” in Annamalai International Journal of Business Studies & Research, Vol.8, Issue 3, Pg.No 136-145. ISSN: 0975-969X. **Impact Factor: 1.253**,UGC Approved Journal Number 44449
- Presented paper in International Conference on Innovative Business Practices and Consumer Protection in digital world held at MEASI Institute of Management on 19th August 2017 on the topic “Consumers Perception of risk in online shopping”.
- Presented paper in International Conference on Social Science for Sustaining Business & Economy in Global Market held at Sai Ram Institute of Management Studies on 20th & 21st September 2017 on the topic” Consumer Perception on Online Shopping: An Analysis”.
- Presented paper in International Conference on Implementation Strategies for Sustainable Innovation held on 25th October 2017 organised by D.G.Vaishnav College for Women on Impact of Shopping Motives in Online Shopping”.

- Presented paper in National Conference on Digital Economy & Green Management : Role of Banks, Payments, Gateways & Consumers held at GuruNanak College on 20th & 21st September 2017 on the topic “Consumer Perception on Online Shopping: An Analysis”.
- Participated in HR Fusion : Job Hoppers to Job Shoppers held on organised by Department of Management Studies, University of Madras.
- Participated in a National Level seminar organized by CITIZEN CONSUMER CLUB of Quaid-E-Milleth Government College for women’s on the topic “Online Trading and Consumer Protection on 20th September 2017 in association with Department of Civil Supplies and Consumer Protection Department of Tamil Nadu.
- Participated in National Level Leadership Conclave organized by Ethiraj College for Women held on 5th October 2017 on the topic “Changing Leadership Dimensions, Issues and Challenges in the New Millennium”.

Mrs. Charumathi, Assistant Professor, has published the following articles

2018-19:

- Attended six days refresher course on the topic “Building Professional Leadership Excellence among Faculty – A Holistic Approach in Designing and developing an integrated and inclusive teaching learning eco-system” organised by Ethiraj College for Women in association with AICTE from 23rd July 2018 – 28th July 2018.
- Published article on the topic “A study on dimensions of Consumer based brand equity with reference to Automobile Industry” in TSM Business Review International Journal of Management, Volume 6, No.1, August 2018. ISSN:23483784