

**3.4.3 Number of research papers per teacher in the Journals notified on UGC website during the last five years (5)**

**3.4.3.1: Number of research papers in the Journals notified on UGC website during the last five years**

S.No	Title of the Papers	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number/ ISBN number	Link to the recognition in UGC enlistment of the Journal
1	INFULENC OF GREEN MARKETING MIX ON GREEN PRODUCTS PURCHASES INTENSIONION OF CONSUMER: A MEDIATION ETECT OF CONSUMERS ENVIRONMENTAL CONCERN ATTITUDE	S. SHAHUL HAMEED	BUSINESS ADMINISTRATION	SHANLAX INTERNATIONAL JOURNAL OF COMMERCE	2017	2320 - 4168	<a href="https://drive.google.com/file/d/1vpF5Cd84SgZYPVOWl1IHqyLICE0pl-P8/view?usp=sharing">https://drive.google.com/file/d/1vpF5Cd84SgZYPVOWl1IHqyLICE0pl-P8/view?usp=sharing</a>
2	BRAND ENDORSEMENT BY INDIAN SPORTS CELEBRITIES: IT'S IMPACT ON PURCHASE INTENTION OF LOW AND HIGH INVOLVEMENT PRODUCTS			Review Of Research	Dec-18	2249 - 894X	<a href="https://www.researchgate.net/publication/348548770_BRAND_ENDORSEMENT_BY_INDIAN_SPORTS_CELBRITIES_IT'S_IMPACT_ON_PURCHASE_INTENTION_OF_LOW_AND_HIGH_INVOLVE_MENT_PRODUCTS">https://www.researchgate.net/publication/348548770_BRAND_ENDORSEMENT_BY_INDIAN_SPORTS_CELBRITIES_IT'S_IMPACT_ON_PURCHASE_INTENTION_OF_LOW_AND_HIGH_INVOLVE_MENT_PRODUCTS</a>
3	Impact of ICT knowledge, Library Infrastructure facilities on students' usage of E-Resources - An empirical study			Library Philosophy and Practice(e-Journal)	2019	scopus	<a href="https://www.researchgate.net/publication/332495479_Impact_of_ICT_knowledge_Library_Infrastructure_facilities_on_students'_usage_of_E-Resources_-_An_empirical_study">https://www.researchgate.net/publication/332495479_Impact_of_ICT_knowledge_Library_Infrastructure_facilities_on_students'_usage_of_E-Resources_-_An_empirical_study</a>
4	The Mediating Role Of Self Factors On Relationship Between Corporate Social Responsibility And Employee Commitment			Restaurant Business	2019	0097 - 8043	<a href="https://www.academia.edu/43198908/The_Mediating_Role_Of_Self_Factors_On_Relationship_Between_Corporate_Social_Responsibility_And_Employee_Commitment">https://www.academia.edu/43198908/The_Mediating_Role_Of_Self_Factors_On_Relationship_Between_Corporate_Social_Responsibility_And_Employee_Commitment</a>
5	EXPLORING ETHICAL VARIABLE OF CORPORATE SOCIAL RESPONSIBILITY CONSTRUCT THROUGH CASE STUDIES			International Journal of Management Technology and Engineering	2019	2249 - 7455	<a href="https://www.academia.edu/40269107/EXPLORING_ETHICAL_VARIABLE_OF_CORPORATE_SOCIAL_RESPONSIBILITY_CONSTRUCT_THROUGH_CASE_STUDIES">https://www.academia.edu/40269107/EXPLORING_ETHICAL_VARIABLE_OF_CORPORATE_SOCIAL_RESPONSIBILITY_CONSTRUCT_THROUGH_CASE_STUDIES</a>

6	THE IMPACT OF ORGANIZATIONAL IDENTIFICATION AND EMPLOYEE ENGAGEMENT ON INTELLECTUAL CAPITAL ASSETS: AN EMPIRICAL STUDY			TEST ENGINEERING & MANAGEMENT	2020	0193 - 4120	<a href="https://drive.google.com/file/d/1FPcBijtep_HFk1Glb69nKaJY4Ff_BYFJ/view?usp=sharing">https://drive.google.com/file/d/1FPcBijtep_HFk1Glb69nKaJY4Ff_BYFJ/view?usp=sharing</a>
7	Is Consumer Behaviour Varying Towards Low And High Involvement Products Even Sports Celebrity Endorsed?			INTERNATIONAL JOURNAL OF SCIENTIFIC AND TECHNOLOGY	2020	2277 - 8616	<a href="http://www.ijstr.org/final-print/mar2020/Is-Consumer-Behaviour-Varying-Towards-Low-And-High-Involvement-Products-Even-Sports-Celebrity-Endorsed.pdf">http://www.ijstr.org/final-print/mar2020/Is-Consumer-Behaviour-Varying-Towards-Low-And-High-Involvement-Products-Even-Sports-Celebrity-Endorsed.pdf</a>
8	FACTORS CONTRIBUTING TO AND IMPEDING CAREER SUCCESS AMONG MBA STUDENTS			RESEARCH DIRECTION	2019	2321 - 5488	<a href="https://drive.google.com/file/d/117wD0DZY9yreRwID-yAP-zLq5PFx7yTT/view?usp=sharing">https://drive.google.com/file/d/117wD0DZY9yreRwID-yAP-zLq5PFx7yTT/view?usp=sharing</a>
9	A Study On Consumer Perception Towards Green Advertisement In Tirunelveli	S.YASMIN KATHIJA	BUSINESS ADMINISTRATION	Studies In Indian Place Names	2020	2394-3114	<a href="https://www.researchgate.net/publication/349868670_A_STUDY_ON_CONSUMER_PERCEPTION_TOWARDS_GREEN_ADVERTISEM ENT_IN_TIRUNELVELI">https://www.researchgate.net/publication/349868670_A_STUDY_ON_CONSUMER_PERCEPTION_TOWARDS_GREEN_ADVERTISEM ENT_IN_TIRUNELVELI</a>
10	A Study On Green Advertisement And Its Influence On Customer's Purchase Intention In Tirunelveli			SADAKATH : A RESEARCH BULLETIN	2018	2347 - 7644	<a href="https://drive.google.com/file/d/1hHRqRA63cz_EjAUXE7-pe-R-OzQJIf2V/view?usp=sharing">https://drive.google.com/file/d/1hHRqRA63cz_EjAUXE7-pe-R-OzQJIf2V/view?usp=sharing</a>