

Publications of Dr. M. Lakshmi Bala

1. Dr.M.Lakshmi Bala & V.R.Jayavardhini published a paper on “A Study on Factors Influencing Employee Retention In Higher Educational Institution” in International Journal of Management Studies (Print ISSN: 2249-0302, Online ISSN: 2231-2528, UGC Approved Journal No.44925 DOI: 10.18843 Impact Factor (IBI): 2.26) in Volume V, Special Issue, August 2018.
2. Dr.M.Lakshmi Bala, K.Sudhakar, published a paper on“ A Study on Problems of Agriculture Export with Special Reference to Exporters, Tamilnadu, India in the International Journal of Research and Analytical Reviews (IJRAR) on July 2018, Volume 5, Issue 3. UGC Jr No: 43602, Impact Factor of IJAR - 3.215. Professional Impact Factor of IJAR is - 2.018, E-ISSN 2348-1269, P- ISSN 2349-5138.
3. Dr.M.Lakshmi Bala & V.R.Jayavardhini published a paper on “A Study on administrative improvement of Employee Retention In Higher Educational Institution in Trichy District” in International Journal for Science and advance research in Technology. (Print ISSN: 2249-0302, Online ISSN: 2395-1052, in Volume IV, Issue 6, June 2018.Paper Id :IJSARTV41624121.
4. Dr.M.Lakshmi Bala, N. Agilandeswari, “ A Study on awareness of Emotional Intelligence among bank employees with special reference to Thanjavur city”, Indian Journal of current research, ISSN : 2347-9213, P.No: 42, Volume V, No.3,December 2017.
5. Dr.M.Lakshmi Bala, V.R.Jayavardhini, “Determinants of Faculty Retention:A Study of Engineering and Management Institutes in the state of Tamil nadu”, Research Explorer,(A Refereed International Research Journal) UGC Jr No:63185, Impact Factor 1.056, P.No: 79, VOLUME VI, Issue 16, February 2018.
6. Dr.M.Lakshmi Bala, N. Agilandeswari, “ A Study on impact of demonetization over the banking sector with special reference to Thanjavur city”, Research Explorer,(A Refereed International Research Journal) UGC Jr No:63185, Impact Factor 1.056, P.No: 30, Volume VI, Issue 16, February 2018.
7. M.Lakshmi Bala, A.M.A.Jenita and V.Vijay Anand, A Study on Prospects and Challenges in Food Retail Market with special reference to selected districts of Tamil Nadu, International Journal of Applied Business and Economic Research, UGC Serial No.: 669, ISSN: 0972-7302,377-385, Scopus Indexed, Vol.No: 15, Number 8, 2017
8. Dr.M.Lakshmi Bala, S. Venkatesan, A Study on Consumer Cognitive Buying decisions towards domestic solar power technology with special reference to Tamilnadu, Emperor International Journal of Finance and Finance and Management Research, (UGC Jr No: 45308) ISSN NO: 2395-5929, Impact Factor 1.14, P.No:114-120,Vol III ,Issue 10, Oct 2017.
9. M.Lakshmi Bala, D.Sampath Kumar and V.Vijay Anand, Impact of Brand Equity on Purchase Intention: A Study of consumers of health food drinks in Chennai using Structural Equation Model,International Journal of Applied Business and Economic

Research, UGC Serial No.: 669, UGC Serial No.: 669 ISSN: 0972-7302,369-380, Scopus Indexed, Vol.No: 15, Number 15, 2017

10. Dr.M.Lakshmi Bala,A.M.A.Jenita,Impact of GST in Food Retail Market, Emperor International Journal of Finance and Finance and Management Research, (UGC Jr No: 45308) ISSN NO: 2395-5929 Impact Factor 1.14, P.No:95-99,Vol III ,Issue 9, Sep 2017.
11. Dr. M.Lakshmi Bala & K.Sudhakar published a paper on “An Overview of Export Performance of Agricultural Products in India” IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 2. Ver. I (Feb. 2017), PP 01-05 www.iosrjournals.org
12. Mrs. K.Sudha and Dr.M.Lakshmi Bala and Published a paper title " A study on consumers' preference towards private label food products with special reference to Chennai, Tamilnadu" in PRIMAX International Journal of Commerce and Management Research, January 2017,ISSN No:2321-3604,Special issue, Karnataka.
13. Mrs.M.Chidambara Vadivu & Dr. M.Lakshmi Bala published a paper on “Role of Education in Business” in AE International Journal of Multidisciplinary Research. ISSN 2348 -6724, Impact factor 2.78. Nov 2016. Page No:174
14. Mrs. V.R.Jayavardhini & Dr. M.Lakshmi Bala published a paper on “Analysis in Employee Retention, Payment and Issues” in AE International Journal of Multidisciplinary Research. ISSN 2348 -6724, Impact factor 2.78. Nov 2016. Page No:78
15. V.R.Jayavardhini & Dr.M.Lakshmi Bala published paper titled” A Study on Problems in preserving knowledge Management and Employee Turnover in Higher Educational Institutions” in International Journal of Human Resource (PIJHR) July 2016, P.No:139 -141 ISSN No: 2348-0483, Impact factor: 3.532.
16. Dr. M.Lakshmi Bala & Rampier “ Emerging Challenges and Prospects of FMCG product Development in India” International Journal of Multi Disciplinary Research. Sep 2016 Page no : 20-23, ISSN no: 2348-6724. Impact Factor 2.78
17. Dr. M. Lakshmi Bala, J. Kavitha & V. Suresh Kumar published a paper titled “Conceptual Model Fit for Women Entrepreneurs’ Satisfaction towards their Business by using Structural Equation Model” in Indian Journal of Science and Technology, Volume 9, Issue 45, December 2016. Print ISSN : 0974-6846 ,Online ISSN : 0974-5645,Scimago ‘H’ Index : 18
18. IC Value : 5.02. Indexed in SCOPUS, Elsevier B.V; J-Gate Plus; Research Bible; EBSCO.
19. Mrs.K.Sudha & Dr.M.Lakshmi Bala published a paper titled “ Store Brand – The Growth Strategy to sustain the Challenges faced by Indian Retail Industry”. In SRM BIZAD –Research Review, ISSN NO:0952-4957 MAR 2016. P.No: 336.
20. Mrs.V.R. Jayavardhini & Dr.M.Lakshmi Bala published a paper titled “Faculty turnover and Retention: A Global Scenario”. In SRM BIZAD –Research Review, ISSN NO:0952-4957 MAR 2016. P.No: 248

21. Dr.M.Lakshmi Bala & Mrs. M.Chidambara vadivu published a paper titled “Engineering education – Is it Unemployment or Unemployable”. In Emperor International Journal of Finance and Management Research (EIJFMR) ISSN NO:2395-5929 .JAN 2016.
22. Dr.M.Lakshmi Bala and Mr.S.Venkatesan published a paper titled “Renewable Energy in India – an Insight “ in the International Journal of Business Intelligence and innovation” . ISSN:2348 4705.Vol 1:Issue 2.October 2015.
23. Dr.M.Lakshmi Bala and Mrs.J.Kavitha published a paper titled ”Work Life Balance in Hospital “ in the International Journal of Business Intelligence and innovation” . ISSN:2348 4705.Vol 1:Issue 2.October 2015.
24. M. Rampier & Dr.M.Lakshmi Bala published a paper titled “An Empirical Study of Indian Consumer Buying Behaviour of FMCG Products (With special reference of Bathing Soap)” in AEIJMR,VOL 3, Issue 9, ISSN: 2348-6724 ,September 2015. www.aeph.in
25. Mrs.A.Jenita ,Dr.M.Lakshmi Bala and Dr.N.Sumathi published a paper titled ”Emerging Vistas of Food Retail Market in India “ in the Indian Journal of Applied Research . ISSN 2249-555X. P.No:51-53,Vol 5:Issue 10.October 2015. Peer Reviewed & Referred Journal. (Indexed with International ISSN Directory , Paris.
26. Mrs.M.Chidambara Vadivu ,Dr.M.Lakshmi Bala , and Dr.N.Sumathi published a paper titled ”Expectation vs performance- A Skill Gap Analysis Among Engineering Graduates “ in the Indian Journal of Applied Research . ISSN 2249-555X. P.No: 49-50,Vol 5:Issue 10.October 2015. Peer Reviewed & Referred Journal. (Indexed with International ISSN Directory , Paris.
27. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled “An Empirical Investigation on HRM Practices and Work Life Balance of Female Nurses in Tamil Nadu” in International Journal of Management and Development Studies , ISSN: 2321-1423,ISSN Print :2321-1423,p.No:78.March 2015. (A Double-blind Peer Reviewed Quarterly Journal)
28. K.Sudhakar & Dr.M.Lakshmi Bala published a paper titled “ Financial Inclusion activities towards Tamilnadu State Unbanked/Under-banked People-case Analysis of selected Public Sector and Private Sector Banks Strategies” in International Journal of Management and Social Development , ISSN: 2348-1919,P.No:15.February 2015. (A Double-blind Peer Reviewed Monthly Journal)
29. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled “An antecedents on human resource management practices in hospitals and its impact on employee satisfaction by using structural equation modeling” in International Journal of Management and Social Development , ISSN: 2348-1919,P.No:161.February 2015. (A Double-blind Peer Reviewed Monthly Journal)
30. Dr.M.Lakshmi Bala & J.Kavitha published a paper titled “Women Entrepreneurs in Tamil Nadu: Problems, Motivation and Success Factors (With Special reference to

Thanjavur Dist).” in International Journal of Business Intelligence and Innovations , ISSN: 2348- 4705, P.No:259-260 , September 2014. (Double Blind Refereed Journal)

31. Dr.M.Lakshmi Bala & K.Sudha published a paper titled “ Store Brand-The Emerging Entrepreneurial Marketing Model among Indian FMCG Retailers.” in International Journal of Business Intelligence and Innovations , ISSN: 2348- 4705, P.No:149-150 , September 2014.(Double Blind Refereed Journal)
32. Dr.M.Lakshmi Bala A.Diraviam published a paper titled “Presenteesim –A Hidden Cost“ in the International Journal of Management Review. ISSN: 2348-4373,P.No:52-57, April 2014.(A Double-blind Peer Reviewed Monthly Journal)
33. Dr.M.Lakshmi Bala published a paper titled “Cultural Shock” in One Day International Conference on New Dimensions in Commerce & Industry in the globalised Era on 22 Feb 2014 in Sankhya International Journal of Management and Technology ISSN -09753915.
34. Dr.M.Lakshmi Bala & K.Sudhakar published a paper titled “ Inclusive Banking through Financial Inclusion” in Thavan International Journal of Research in Economics and Banking , ISSN: 2277-1476, P.No:310-313 , February 2014.
35. Dr.M.Lakshmi Bala & J Kavitha published a paper titled “ Women Entrepreneur’s Problems, Opportunities and Motivational Factors in India.” in Research Explorer , ISSN: 2250-1940, P.No:245-247 , November 2013.
36. M. Rampier & Dr.M.Lakshmi Bala published a paper titled “Stress Management in Fast Moving Consumer Goods in Indian Industry” in Research Explorer , ISSN: 2250-1940,p.No:132-134.March 2013.
37. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled “A Study on Challenges in Hospital Administration” in Research Explorer , ISSN: 2250-1940,p.No:155-158.March 2013
38. A.M.A.Jenita & Dr.M.Lakshmi Bala published a paper titled “Food Retailing In India” in Research Explorer , ISSN: 2250-1940,P.No: 510. February 2013.
39. Dr.M.Lakshmi Bala & J Kavitha published a paper titled “ Current Status of Entrepreneurial Motivation in Tamil Nadu” in Research Explorer , ISSN: 2250-1940, P.No:676 , February 2013.
40. A.Diraviam & Dr.M.Lakshmi Bala published a paper titled “ Human Resource Management in Hospitals” in Research Explorer , ISSN: 2250-1940,p.No:957 February 2013.
41. “Medical Tourism in India(Patients beyond borders)” International Journal of Applied Management Research.ISSN: 0974 8709
42. Dr.M.Lakshmi Bala published a paper titled “HR Tools in Managing Retention” in the Proceedings of the National Seminar on Innovations in Management, ISBN:978-93-80509-04-4,P.No: 130. Published by SELP Publication 2012.

43. Dr.M.Lakshmi Bala & J.Kavitha published a paper titled “An overview of Women Entrepreneurs in India” in the book “ Innovative Management Strategies for Emerging Business Paradigms” ,ISBN:978-81-909038-1-3,Vol 2,P.No: 53. Published by S.P.Samy Publication, Kumbakonam.2012.
44. Dr.M.Lakshmi Bala & V.Sankaranarayanan published a paper titled “Micro Finance Challenges and Opportunities” in the book “ Innovative Management Strategies for Emerging Business Paradigms” ,ISBN:978-81-909038-1-3,P.No: 53. Published by S.P.Samy Publication, Kumbakonam.2012.
45. Dr.M.Lakshmi Bala published a paper titled “Merits and Demerits of FDI” in the book Foreign Direct Investment in Retail Industry in India-Boon or Bane” ,ISBN:978-93-80-509-01-3,P.No: 107. Published by Department of Commerce. St.Xavier’s College , Palayamkottai. 2012.
46. Dr.M.Lakshmi Bala published a paper titled ” “Permission Marketing” in the book Marketing Research Issues and challenges ,ISBN:978-93-5067-214-3,P.No: 154. Published by SELP Publication 2011.
47. Dr.M.Lakshmi Bala published a paper titled ”Role of Knowledge Management in the Global Business Order” in the journal “Economic Challenger” ISSN 0975-1351,Issue-46, March 2010, P.No.68.
48. M.Lakshmi Bala & R.Vijaya kumar presented & published a paper titled ”Role of Knowledge Management in the current scenario” in the proceedings of International Seminar on Recent Trends in Global Business Order- impact in Asia , on 30th and 31st January 2009.P.No 60.
49. M.Lakshmi Bala & R.Vijaya kumar presented & published a paper titled ”Issues on Bribery and Corruption” in the proceedings of International Conference on Transactional Business Challenges & Strategies , in the on 3rd and 4th April 2009.P.No 87, Ref No:608.
50. M.Lakshmi Bala attended and presented a paper titled ”WTO and Trade Liberalization” on the National Seminar on International Trade and Marketing – Emerging Issues and Challenges after Liberalization and Globalization sponsored by Planning Commission, Govt of India, New Delhi on 19th and 20th August 2006.