

LIST OF PUBLICATIONS

1. Venkatesh. J, **Priya. S** and Aarthy. C, 'Retailing Inventions in a Globalizing Retail Market Place', Global Journal of Arts and Management, Rising Research Journal Publication, Volume 2, Issue 2, June 2012, ISSN: 2249-2658 (Online): 2249-264X (Print), *Peer Reviewed*, pp. 153-160.
2. Venkatesh. J, **Priya. S** and Aarthy. C, 'RFID Technology Deployment and Organizational Dexterity', Radix International Journal of Economics & Business Management (RIJEB), Volume 1, Issue 6, June 2012, ISSN: 2277-1018, *Peer-Reviewed International Research Journals*, pp. 35-49.
3. Venkatesh. J, **Priya. S**, Aarthy. C, Thenmozhi. S and Dr. Balasubramanie. P, 'RFID - Severe Threat to Secrecy', International Journal of Emerging Trends & Technology in Computer Science (IJETTCS), Volume 1, Issue 1, May-June 2012, ISSN: 2278-6856, *Peer Reviewed*, pp. 27-32.
4. Venkatesh. J, **Priya. S** and Aarthy. C, 'GIS in Indian Retail Industry – A Deliberate Tool', IRACST - International Journal of Computer Science and Information Technology & Security (IJCSITS), Volume 2, Number 3, June 2012, ISSN: 2249-9555 (Online); 2250-1355 (Print), *Peer Reviewed Scientific International Journal*, pp. 535-541.
5. Venkatesh. J, Sekar. S, Aarthy. C, Balasubramanian. M, Priyesh Cherurveetil, **Priya. S**, Vivekanandan. K, Thenmozhi. S, Dr. Balasubramanie. P and Marimuthu. R, 'Changing Aspects of Agricultural Growth in India', European Journal of Finance, Economic and Administrative Sciences, Issue No. 51, August 2012, ISSN: 1450-2275, *Peer Reviewed International Journal, Impact Factor: 0.071 (SJR - SCImago Journal Rank - 2010)*, pp. 20-26.

6. Venkatesh. J, Sekar. S, Aarthy. C, Balasubramanian. M, Priyesh Cherurveetil, **Priya. S**, Vivekanandan. K, Thenmozhi. S, Dr. Balasubramanie. P and Marimuthu. R, 'Information and Technology: Interlinking Strategies with Practices in Indian Agriculture', International Research Journal of Finance and Economics, Issue No. 95, August 2012, ISSN: 1450-2887, *Peer Reviewed International Journal, Impact Factor: 0.072 (SJR - SCImago Journal Rank - 2010)*, pp. 72-78.
7. Venkatesh. J, **Priya. S**, Balasubramaniam. M, Aarthy. C, Thenmozhi. S and Dr. Balasubramanie. P, 'Continuing Issues in the Use of Pesticides for Procuring Life in Developing Countries', Life Science Journal (Life Sci J) 2012; 9(4): 304-308; 45, ISSN: 1097-8135, *Refereed Journal, Impact Factor: 0.073 (Thomson Reuter's Journal Citation Index), Annexure I in Anna University List*, pp. 304-308.