

Dr.K.Chandrasekar, Associate Professor

S.No	Title	Authors	Journal Details
1.	Moderating role of commercial capabilities on firm performance through innovative capability in manufacturing MSMEs	Vijayakumar, V., Chandrasekar, K.	<i>International Journal of Professional Business Review</i> , 2022, 7(3), e0620
2.	Institutional facilitation towards sustainable entrepreneurial culture among professional graduates	Chandrasekar, K.	<i>International Journal of Scientific and Technology Research</i> , 2020, 9(3), pp. 4064–4069
3.	Strategic stance on re-engineering of operations to sustain business in developing economies – A study with reference to manufacturing sectors in Ramanathapuram and Sivaganga District of Tamilnadu	Chandrasekar, K., Sethupathy, K.	<i>International Journal of Advanced Science and Technology</i> , 2020, 29(1), pp. 1175–1181
4.	The role of university faculties in sustainable development in higher education in tamilnadu, india	Venkateswaran, P.S., Sundar, S., Chandrasekar, K., Manju, E., Geetha, U.	<i>International Journal of Advanced Science and Technology</i> , 2020, 29(1), pp. 1206–1219
5.	Exploring the women preferences in tourism and plotting ways for economic growth in India	Ramesh Babu, S., Chandrasekar, K., Senthil Kumaran, N.	<i>International Journal of Advanced Science and Technology</i> , 2019, 28(19), pp. 928–936
6.	Sustainability challenges for workforce of sme's in India	Balamurugan, V., Chandrasekar, K.	<i>International Journal of Advanced Science and Technology</i> , 2019, 28(19), pp. 1004–1012
7.	Consequence of E-Hrm practices in employee retention for sustainable growth among corporate hospitals	Sathiyendran, N., Chandrasekar, K.	<i>International Journal of Advanced Science and Technology</i> , 2019, 28(19), pp. 1024–1033
8.	Consumer perception about service quality dimensions using servperf analysis of co-operative banks	Saranya, S., Chandrasekar, K.	<i>International Journal of Advanced Science and Technology</i>

			<i>Technology</i> , 2019, 28(19), pp. 976–988
9.	Digitalization of MSMEs in India in context to industry 4.0: Challenges and opportunities	Vivek, V., Chandrasekar, K.	<i>International Journal of Advanced Science and Technology</i> , 2019, 28(19), pp. 937–943
10.	Customer satisfaction towards online car insurance at South Tamilnadu a special reference with Madurai and Sivaganga district	Chandrasekar, K., Karthick, R.	<i>International Journal of Recent Technology and Engineering</i> , 2019, 8(2 Special Issue 6), pp. 745–749