

## RESEARCH PUBLICATIONS

### PROF. VIJAYALAKSHMI S

1. S Vijayalakshmi (2017) Budget 2017 Proposals and its impact on Indian Corporates ISSN 0038-4046 Vol. 55 March 1 2017 No. 21 pp 9-10
2. Vijayalakshmi S. R., (2016). "Strategies and interventions to manage multi-generational workforce in organizations" *Vidyaniketan journal of management*, Bangalore. ISSN-2320-3951
3. Vijayalakshmi S. R., (2016). "A diagnostic study on impact of Pradhan MantriJeevanBima Yojana with special reference to select public sectors banks". *EPRA International journal of economic and business review*. Vol. 4, Issue-6, 2016. Impact factor. 1.259.
4. Vijayalakshmi S. R., (2016). "Recent trends in service marketing: Marketing strategies for stem cell banking". *PEZZOTTAITE journals*. Vol. 5, Number 2, 2016. Impact factor. 6.622.