

# DrVasantha Shanmugam

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/8180178/publications.pdf>

Version: 2024-02-01

24  
papers

96  
citations

1936888  
4  
h-index

1719596  
7  
g-index

33  
all docs

33  
docs citations

33  
times ranked

66  
citing authors

#	ARTICLE	IF	CITATIONS
1	ICT Factors Influencing Consumer Adoption of E-Commerce Offerings for Education. Indian Journal of Science and Technology, 2016, 9, .	0.5	10
2	Factors Influencing Consumer's Intention to Adopt Digital Payment-Conceptual Model. Indian Journal of Public Health Research and Development, 2017, 8, 170.	0.1	10
3	A Structural Equation Modeling (SEM) Approach for Mobile Banking Adoption-A Strategy for Achieving Financial Inclusion. Indian Journal of Public Health Research and Development, 2017, 8, 175.	0.1	9
4	The Impact of COVID-19 on Rural Citizens for Accessing E-Governance Services: A Conceptual Model Using the Dimensions of Trust and Technology Acceptance Model. Studies in Systems, Decision and Control, 2021, , 471-484.	0.8	5
5	Dimensions for Measuring Financial Inclusion in the Rural Areas of Tamil Nadu. Indian Journal of Science and Technology, 2016, 9, .	0.5	3
6	Usage of E-Payment and Customer Satisfaction. Indian Journal of Public Health Research and Development, 2018, 9, 130.	0.1	3
7	Big Data Analytics - A Leveraging Technology for Indian Commercial Banks. Indian Journal of Science and Technology, 2016, 9, .	0.5	2
8	Assessing Psychological Contract in the Generational Workforce. Indian Journal of Science and Technology, 2016, 9, .	0.5	2
9	A Study on Drivers and Barriers of Consumer Adoption Towards E-Commerce Offerings for Education. Indian Journal of Science and Technology, 2016, 9, .	0.5	2
10	The Effect Of Hedonic Motivation Towards Online Impulsive Buying With The Moderating Effect Of Age. , 2021, 22, .		2
11	Organisational Culture and its Impact on Employee Performance (A Study with Reference to IT Sector) Tj ETQq1 1 0,784314 rgBT /Overl	0.1	2
12	SEM Modeling Approach for Studying the Social Impact of Whatsapp Usage. Indian Journal of Public Health Research and Development, 2017, 8, 268.	0.1	2
13	Dividend Policy on Shareholders Wealth â€“ Evidences from Indian Pharmaceutical Industry. Indian Journal of Science and Technology, 2016, 9, .	0.5	1
14	Role of Demographic Variable on Customer Perception of Experiential Value. Indian Journal of Science and Technology, 2016, 9, .	0.5	1
15	E-Learning Capability Maturity During Covid 19 Pandemic â€“ A Qualitative Approach. , 2021, 22, .		1
16	Restore our indian traditional snacks among School going children. International Journal of Pharma and Bio Sciences, 2016, 7, .	0.1	1
17	Analysis of Job Engagement and its Impact on Turnover Intention with Reference to IT Sector, Chennai, Tamil Nadu. Indian Journal of Public Health Research and Development, 2017, 8, 317.	0.1	1
18	The Key Factors of Employer Brand an Empirical Analysis with Special Reference to IT Industry. Indian Journal of Public Health Research and Development, 2017, 8, 290.	0.1	1

#	ARTICLE	IF	CITATIONS
19	Employer Brand as a Predictor of Employee Satisfaction. Indian Journal of Public Health Research and Development, 2018, 9, 47.	0.1	1
20	Performance Analysis of various dc-link Converters for Photovoltaic based Ac Drives. International Journal of Engineering and Technology(UAE), 2018, 7, 872.	0.2	0
21	Legal Implications of Insomnia. , 2013, , 351-353.		0
22	Cross Cultural Competences of Indian it Expatriates Influencing Social Cultural Adaptation in USA. Indian Journal of Public Health Research and Development, 2017, 8, 327.	0.1	0
23	Dividend Determinants of Energy Industry. Indian Journal of Public Health Research and Development, 2018, 9, 172.	0.1	0
24	Developing a Framework for emotional Intelligence (ei) based Functions in a small organisation. Indian Journal of Public Health Research and Development, 2018, 9, 158.	0.1	0