

Faculty Profile

Name: Dr. K. Deeppa
Designation: Associate Professor
Teaching Areas: Management Aviation
Research Interest: Management Aviation
Education: M. Sc, M. Phil, MBA, Ph. D
Work Experience: 23 Years



Research/Selected Publication:

- “Influence of non- performing assets on Indian banking industry” submitted to Indian Journal of Finance and Banking result awaited.
- “Causal Analysis of Air Passenger Flow and Economic Growth in India: A Time Series Co-Integration Study” Nov 2021, Empirical Economics Letters, Nov 2, ISSN 1681-8997 (Special Issue on “Multidisciplinary Academic Research in the Current Era”).
- “Simulation of technical indicators for better profits in the Indian stock market” International Journal of Recent Technology and Engineering, Sep 2019, ISSN: 2277-3878
- “Customers loyalty towards low cost airlines in India.” July 2018. SCMS Journal of Indian Management (Scopus indexed) ISSN 0973-3167, 42-48.
- “Information innovation management of e-Disclosure laws.” Feb 2018. International Journal of supply chain management (Scopus Indexed) ISSN: 2050-7399(online) 2051-3771(print), 242-243.
- “Customer Satisfaction, the Need of the Hour for Low Cost Airlines in India. “Dec 2017. International Journal of Economic Research (Scopus indexed) ISSN: 0972-9380, Volume 14, Number 17,333-344.
- “Role of Price in Low Cost Carrier.” Aug 2017. International Journal of Applied Business and Economic Research (Scopus indexed) ISSN: 0972-7302, Volume 15, Number 15, 1-7.
- “Services of Low Cost Carriers in India: the Customers’ Perspective.” March 2017. Indian journal of science and technology (Scopus indexed) ISSN: 0974-6846, 1-13.
- “Co-integration between Energy consumption, CO2 Emissions and GDP in India.” Feb 2017. Jindal Journal of Business Research (Sage publication) ISSN: 22786821, 1-13.
- “A study on factors affecting customer’s preference of low cost carriers.” Aug 2016. International Journal of Multidisciplinary Research and Development Online ISSN: 2349-4182, Print ISSN: 2349-5979, Impact Factor: RJIF 5.72, 237-244.
- “A study on customer’s perception on service quality, price and satisfaction about low cost carriers.” Jan 2016. TIJ's Research Journal of Economics & Business Studies – RJESB, ISSN: 2251-1555, 1-10.
- “Sustainability of Low Cost Carriers-With Special Reference to Indigo Airlines.” Sept 2014. International Research Journal of Management and Humanities (Listed in ULRICH & CABELL DIRECTORY,TEXAS,USA) ISSN:2347-3274
- “Analysis of time and cost overruns in infrastructure project in India.” Sept 2014. NICMAR- Journal of Construction Management ISSN: 0970-3675.1-5.
- “Innovate To Sustain” - A Study On Sustainability Development With Reference To Ford Motor Company.” Sept 2012.International Journal of Social Sciences and Interdisciplinary Research ISSN Online: 2277-3630.
- “Forecasting Gold Price Using Geometric Random Walk Growth Model.” Sept 2012.Indian

Journal of Finance, New Delhi, Volume 6, Number 9, 36-44.
[Http://Www.Indianjournaloffinance.Co.In.Html](http://www.indianjournaloffinance.co.in/html).

- “Public Behavior towards Different Means of Commutation With Reference To Dehradun.” Dec 2011. Zenith: International Journal Of Multidisciplinary Research
ISSN: 2231-5780, Vol 1 Issue 8. 372-382. A Journal Internationally Indexed and Listed At: Cabell’s Directory of Publishing Opportunities, Texas Ulrich’s Periodicals Directory, U.S.A.
- “Customer Preference And Satisfaction Towards Privatized Banks: An Empirical Study.” Nov 2011. JM Academy of IT & Management, JM International Journal of Finance ISSN: 2229-6123.
- “An Ngo Approach in Promoting Sustainable Community Development: A Case on RDO at Nilgiris District.” June 2011. International Ngo Journal Vol. 6(6), Pp. 144-151, Available Online At [Http:// Www.Academicjournals.Org/Ingoj](http://www.academicjournals.org/Ingoj), Issn 1993–8225 ©2011 Academic Journals