



Certificate

International Multidisciplinary Recognized Research Journal
ISSN 2231-5063 Impact Factor 3.4052 (UIF)
RNI: MAHMUL 2011/38887

Golden Research Thoughts

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: **S. Mekala and P. Sathya** Topic:- **A Study On Consumer Preference Towards Touch Screen Mobile In Coimbatore City** College:- **Assistant Professor, Dept. of Commerce with Computer application ,Dr. S.N.S. Rajalakshmi College of Arts and Science, Saravanampatti, Coimbatore.** The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of **January** Year 2015



Laxmi Book Publication
258/34, Raviwar Peth, Solapur-413005 Maharashtra India
Contact Detail: +91-0217-2372010 / 9595-359-435
e-Mail: ayisrj2011@gmail.com
Website: www.isrj.net

Authorized Signature
T. S. Sathya
Editor-in-Chief

Author's Profile

S. Mekala and P. Sathya

Coimbatore



Present Designation: Assistant Professor, Dept. of Commerce with Computer application , Dr. S.N.S. Rajalakshmi College of Arts and Science, Saravanampatti, Coimbatore.

Education: M.Com.(CA), M.Phil., M.B.A.

Short Profile :

S. Mekala is working as an Assistant Professor at Department of Commerce with Computer application in Dr. S.N.S. Rajalakshmi College of Arts and Science, Saravanampatti, Coimbatore. She has completed M.Com.(CA), M.Phil., M.B.A. She has teaching experience of 9 years and 9 months at UG level and PG level. She has research experience of 6 years and 9 months.

Contact Us:
Laxmi Book Publication
258/34m Raviwar Peth, Solapur-413005 India
Contact: +91-217-2372010 / 9595-359-435
e-Mail: ayisrj2011@gmail.com
Website: www.isrj.net

Authorized Signature



Rajani Kota
Review Editor





Happy Writing...

Article Review Report



Golden Research Thoughts

International Recognition Multidisciplinary Research Journal
DOI Prefix : 10.9780 ISSN 2231-5063
Journal DOI : 10.9780/22315063 Impact Factor : 3.4052 (UIF)

ORIGINAL ARTICLE	Your Article QR Code
Received : 15 th Dec .2014, Published: 1 st Jan.2015	
Vol : IV, Issue : VII, January - 2015 A STUDY ON CONSUMER PREFERENCE TOWARDS TOUCH SCREEN MOBILE IN COIMBATORE CITY	
	
See your article on Mobile	

==:Your article is deposited in:==					DRJI
GO ARTICLE <small>(United States)</small>	DOAJ <small>(Sweden)</small>	ZOTERO <small>(United States)</small>	GOOGLE SCHOLAR <small>(United States)</small>	CITULIKE <small>(United States)</small>	MY NET RESEARCH
DIGG <small>(United States)</small>	MENDALEY <small>(United Kingdom)</small>	DELECIOS <small>(United States)</small>	FIGSHARE <small>(United States)</small>	ENDNOTE <small>(Ireland)</small>	Easybib.Com <small>(United States)</small>

Correspondence to,

S. Mekala and P. Sathya

Assistant Professor, Dept. of Commerce with Computer application ,Dr. S.N.S. Rajalakshmi College of Arts and Science, Saravanampatti, Coimbatore.
M.Phil Scholar, Department of Commerce with Computer application ,Dr. S.N.S. Rajalakshmi College of Arts and Science, Saravanampatti, Coimbatore

Happy Writing...

ABSTRACT:

Mobile phone requirement is not ignore in the human life. Today there are number of mobile phones available in the market and recently touch screen mobile plays vital role. Touch screen phones are becoming a part of our lives more and more each day. This is due to the fact that the touch screen control method allows a device to be navigated much more easily, quickly.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

The term market is derived from Latin Word ‘Mercatus’, meaning “to trade” .It is also means merchandise,wares,traffic,or a place of business.

According to Philip kotler, “marketing is specifically concerned with how transactions are created,stimulated,facilitated and valued”.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

METHODS & MATERIALS:

Convenient random sampling technique has been adopted for the purpose of selecting sample from the population.

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

RESULT:

Must add result in your article.

Result Report: Results are as per aims and objective and useful to further research .

CONCLUSION:

Today there are number of mobile phones available in the market and recently touchscreen mobile plays vital role. The present study reveals that the majority of respondents prefer Samsung touchscreen mobile,because as the brand image is high among the consumer.

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

REFERENCES:

- www.google.com
- www.nokia.com
- www.samsung.com
- www.sony.com

Reference Report: There are Places where the Author S. Mekala and P. Sathya Need to Cite a Reference, but Have Not

RECOMMENDATIONS:

Abstract Report: Introduce New Regular For Content & Communication.

SUMMARY OF ARTICLE:

	Very	High	Average	Low	Very Low
1. Interest of the topic to the readers	✓				
2. Originally & Novelty of the ideas		✓			
3. Importance of the proposed ideas	✓				
4. Timelines		✓			
5. Sufficient information to support the assertions made & conclusion drawn					
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)			✓		

This Article is Innovative & Original, No Plagiarism Detected

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



Future Research Planning :

1. Innovation for Tomorrow’s Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
 2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
 3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce
CONTACT: Mr. M. Selvarasu (0)9962425906 and Ms. M. P. Suganya (0)9940145568
E-mail : conferenceonfranchising2014@gmail.com
Website: www.unom.ac.in
1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
 2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
 3. Regarding Professor Promotion (<http://academicprofile.org/Professor/regardingPromotion.aspx>)