



**VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)**

College with Potential for Excellence (Re-accredited with 'A' Grade by NAAC)

**Thindal, Erode – 638 012.**



## PUBLICATIONS

### DEPARTMENT OF COMMERCE

2013-2014

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	UGC Listed /Referred/ Peer Reviewed / Scopus	Volume, Issue, P.No. and year	ISBN/ ISSN/ DOI	Impact Factor
Mrs.P.Janaki	International Research Journal of Agricultural and Rural Development	Agricultural and Rural Development in India – An Overview	–	Vol.2, No.1, pp.26-30. Jun 2013	2319-331X	–
Mrs.P.Janaki	Zenith International Journal of Business Economics and Management Research	Financial Performance Appraisal of Saint-Gobain Sekurit India Limited	–	Vol.3(6), pp.113-122. Jun 2013	2249-8826	–

Dr.T.Thamilselvi	Primax International Journal of Commerce and management Research	Preferences and Satisfaction of Domestic Tourists Visiting Hill Station in TamilNadu	-	Vol.1,issue2, Pp46-52.July-September 2013	-	-
Dr.S.Vishnuvarthani	Inter continental Journal of Marketing Research Review	Consumers' Awareness and Preference for Mobile Phone Services at Erode City	-	Vol.1, Issue 7, pp.65-76,- September 2013	2347-1670	-
Mrs.P.Janaki	International Journal of Marketing and Technology	Consumers' Preference Towards Air Conditioner- A Study in Erode Town	-	Vol.3,Issue 12, pp.134-143, Dec 2013	2249-1058	-
Dr.S.Vishnuvarthani	International Journal of Functional Management	Knowledge Management- The Key for Success	-	Vol.1, Issue No.3, pp.17-21.Sep 2013	2319-1406	-
Dr.S.Poongodi	The Board of Journal of Management and Science	The Effect of Services Orientation on Employees Trust and Services Performance	-	Vol. 4,Special Issue XIV, pp. 26-31. 2014	-	-
Dr.S.Vishnuvarthani	A Research Book on Globalisation and its impact on Indian Economy	Effect of Globalisation on Indian Tourism Industry	-	pp. 308-311.Jan 2014	978-93-80506-06-7	-
Dr.S.Vishnuvarthani	LAMBERT Academic Publishing	Service Quality of the Indian Railways – A Study in Salem Division	-	2013	978-3-659-47821-5	-

**2014-2015**

<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>UGC Listed /Referred/ Peer Reviewed / Scopus</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
Dr.S.Maheswari	Intercontinental Journal of Marketing Research	A Study on Consumers' Preference towards Green Tea in Erode	Referred	Vol.2, Issue 7, pp. 38-45, July 2014	2347-1670	0.612
Dr.S.Vishnuvarthani	Intercontinental Journal of Marketing Research	A Study on Consumers' Preference towards Green Tea in Erode	Referred	Vol.2, Issue 7, pp. 38-45, July 2014	2347-1670	0.612
Mrs.P.Janaki	Shiv Shakti International Journal of Multidisciplinary and Academic Research	Scenario of Retailing in the present Era	–	Vol. 3, No. 5, pp. 36-47, October 2014	2278-5973	3.133
Mrs.P. Janaki	Indo Global Journal of Commerce and Economics	Legal Issue in E-Commerce	–	Vol.2, Issue 1, pp. 186-188, Mar 2015	2393-9796	–
Dr.S.Vishnuvarthani	Indo Global Journal of Commerce and Economics	Change Management Principles	–	Vol.2, Issue 2, pp. 92-95, Mar 2015	2393-9796	–
Ms.N.Vidhya	Indo Global Journal of Commerce and Economics	Customer's Usage and Satisfaction on E-banking Services with Respect to ICICI Bank in Erode city	–	Vol.2, Issue 2, pp. 139-142, mar 2015	2393-9796	–
Dr.S.Saravanambigadevi	Indo Global Journal of Commerce and Economics	Celebrity Endorsement on Consumer Brand Preference – An Analysis	–	Vol.2, Issue 1, pp. 27-29, mar 2015	2393-9796	–

Dr S.Poongodi	Indo Global Journal of Commerce and Economics	An Empirical Study on Customers Usage Pattern of Online Shopping with Reference to Bangalore City	–	Vol.2, Issue 1, pp. 30-32, mar 2015	2393-9796	–
Mrs.E.Thenmozhi	Indo Global Journal of Commerce and Economics	M-Commerce	–	Vol.2, Issue 2, pp. 135-138, mar 2015	2393-9796	–
Dr.S.Poongodi	European Journal of Commerce and Management	Service Quality and Patient's Satisfaction in the Health Care Sector: An Empirical Assessment of the Servqual Scale	Peer Reviewed	Issue 1, pp.188-191, 2015	2051-8080	–
Dr.T.Thamilselvi	Crop Insurance – An Overview	Crop Insurance in India	–	pp. 144-158, 2014	978-93-80461-03-8	–
Dr.S.Saravanambiga devi	National Seminar on Cooperative Enterprises for Sustainable Development	Impact of NPA on Profitability with Special Reference to Cooperative Urban Bank in Tiruppur District	–	pp.134-136, 2014	978-93-83459-68-1	–
Dr.S.Poongodi	National Seminar on Cooperative Enterprises for Sustainable Development	A Case Study on Irulas Snake Catcher's Industrial Cooperative Societies	–	pp. 140 – 142,2014	978-93-83459-68-1	–
Mrs.P. Janaki	Consumerism in India – The Changing Paradigm of Consumer protection	Cyber crime – Nature and Preventive Methods in E-Commerce	–	pp. 369-374, Apr 2015	978-81-931177-2-9	–

Dr.S.Vishnuvarthani	Dimensions of Marketing-Trends, Opportunities and Challenges	Determinants of Consumers' Buying Pattern of Carbonated Soft Drinks – A Study in Erode Town	–	pp.84-96, 2015	978-81-8484-450-4	–
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**2015-2016**

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Dr.S.Vishnuvarthani	International Journal of Management & Social Development	The Effect of Brand Image on Consumers' Preference towards Durables-A study in Erode City	Peer Reviewed	Vol 2 , issue 7, pp.89-97, july 2015	2348-1919	0.745
Dr.S.Poongodi	IOSR - Journals International Organisation of Scientific Research	Service Quality & Patient's Satisfaction in Health Care Sector With Special Reference In Erode District	–	pp.23-27, jul 2015	2279-0845	1.607
Dr.P.Janaki	Intercontinental Journal of Marketing Research Review	A Study on Consumers' Preference towards Ice Cream with Special Reference to Erode City	–	Vol. 3, issue 12, pp.55-63, 2015	2347-1670	–
Dr.S.Poongodi	The International Research Journal of Commerce & Behavioural Science	Consumers' Buying Behavior towards Online Shopping-An Empirical Study in Bangalore City.	–	Vol. 5, issue 2, pp.5-11, Dec 2015	2251-1547	–

Dr.S.Poongodi	The International Research Journal of Social Science & Management	Customers' Satisfaction towards Online Shopping- An Empirical Evaluation in Bangalore City.	-	Vol. 5, Issue 8, pp.178-186, Dec 2015	2251-1571	-
Dr.S.Poongodi	The International Research Journal of Economics & Business Studies	Customers' Awareness towards Online Shopping – An Exploratory Study in Bangalore City.	-	Vol. 5, issue 3, pp.33-38, Jan 2016	2251-1555	-
Dr.S.Maheswari	Intercontinental Journal of Marketing Research Review	E-Business Growth and Development	-	Vol 4, issue 1, pp.280 -281, Feb 2016	2347-1670	1.59
Dr.P.Janaki	Intercontinental Journal of Marketing Research Review	E-Commerce in India –An Overview	-	Vol 4, issue 1, pp.272-275, Feb 2016	2347-1670	1.59
Dr.S. Vishnuvarthani	Intercontinental Journal of Marketing Research Review	Modern Business Growth- A Conceptual Sketch	-	Vol 4, issue 1, pp.285 -288, Feb 2016	2347-1670	1.59
Mrs.N.Vidhya	Intercontinental Journal of Marketing Research Review	Business Growth Strategies	-	Vol 4, issue 1, pp.266-271, Feb 2016	2347-1670	1.59
Mrs.E.Thenmozhi	Intercontinental Journal of Marketing Research Review	Business Growth Strategies	-	Vol 4, issue 1, pp.266-271, Feb 2016	2347-1670	1.59
Ms.G.M.Vinothani	Intercontinental Journal of Marketing Research Review	E-Business Growth and Development	-	Vol 4, issue 1, pp.280 -281, Feb 2016	2347-1670	1.59

Ms.R.Sangeetha	Intercontinental Journal of Marketing Research Review	International Business Environment –Challenges & Opportunities	–	Vol 4, issue 1, pp.282 -284, Feb 2016	2347-1670	1.59
Dr.P.Janaki	Intercontinental Journal of Marketing Research Review	Women’s Buying Pattern of Gold Jewellery Based on Television Advertisements- A Study in Erode City	–	Vol. 4, issue 3, pp.89-98, Feb 2016	2347-1670	1.59
Dr.S.Saravanambigadevi	Proceeding of International Seminar on The Role of Social Enterprises in the Globalized Economy	Working Capital Analysis of Salem Urban Cooperative Bank	–	pp.113-119, Aug 2015	978-93-85477-08-9	–
Dr.S.Poongodi	Proceeding of International Seminar on The Role of Social Enterprises in the Globalized Economy	Analysis of Financial Health & Viability of Dindigul Central Cooperative Bank	–	pp.125-131, Aug 2015	978-93-85477-08-9	–

**2016-2017**

<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>UGC Listed /Referred/ Peer Reviewed / Scopus</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
Dr.S.Saravanambiga devi	VSRD International Journal of Business and Management Research	Financial Performance Analysis of Erode Cooperative Urban Bank Ltd	–	Vol.VI, Issue VII, pp. 223-232, Jul 2016	2231-248X	–
Dr.S.Saravanambiga devi	VSRD International Journal of Business and Management Research	Management of NPA of Tirupur Cooperative Urban Bank Ltd	–	Vol.VI, Issue VII, pp. 245-250, Jul 2016	2231-248X	–
Dr.S.Saraswathi	IOSR Journal of Business and Management	Service Marketing – Customer’s Expectations and Delight	–	Vol.2, pp.41-43, Aug 2016	2319-7668	–
Mrs.C.Brundha	Intercontinental Journal of Marketing Research Review	Factors Affecting Consumers’ Purchase Behaviour of UPS in Erode City – An Insight	–	vol.4, Issue 8, pp.149-155, Aug 2016	2321-0346	–
Dr.S.Vishnuvarthani	IOSR Journal of Business and Management	Promotional Strategies for Services in Rural Market	–	Vol.2, pp.34-37, Aug 2016	2319-7668	–
Mrs.N.Vidhya	IOSR Journal of Business and Management	Service Marketing Mix of Indigo Airlines	–	Vol.3, pp.51-53, Aug 2016	2319-7668	–
Dr.S.Saravanambiga devi	EPRA International Journal of Multidisciplinary Research	A Study on Lending Operations of Tiruchengode Cooperative	–	Vol.2, Issue 8, pp. 13-20, Aug 2016	2455-3662	3.395



		Urban Bank Ltd				
Dr.S.Saravanambiga devi	EPRA International Journal of Multidisciplinary Research	A Brief profile of Salem Cooperative Urban Bank Ltd	–	Vol.2, Issue 8, pp. 21-29, Aug 2016	2455-3662	3.395
Mrs.E.Thenmozhi	IOSR Journal of Business and Management	Service Marketing Mix of Indigo Airlines	–	Vol.3, pp.51-53, Aug 2016	2319-7668	–
Ms.R.Sangeetha	IOSR Journal of Business and Management	The Changing Face of Service Marketing	–	Vol.2, pp.38-40, Aug 2016	2319-7668	–
Dr.S.Vishnuvarthani	Primax International Journal of Commerce and Management Research	Promotional Efforts Supporting Women Entrepreneurs in India	–	Special Issue, pp. 300-303, Sep 2016	2321-3604	3.532
Dr.S.Saravanambiga devi	Intercontinental Journal of Finance Research Review	Theoretical Aspect of the NPA – Non-Performing Assets	–	Vol.4, Issue 9, pp. 77-85, sep 2016	2321-0354	1.552
Ms.R.Sangeetha	Primax International Journal of Commerce and Management Research	Problems of Rural Women Entrepreneurs	–	Special Issue, pp. 323-325, sep 2016	2321-3604	3.532
Mrs.C.Brundha	International Journal of Multidisciplinary Research Review	Impact of Various Ownership Groups on Dividend Payout Policies – A Study with Special Reference to the Select Indian Corporate Firms	Peer Reviewed	Vol.1, Issue 21, pp. 85-89, Nov 2016	2395-1877	3.567
Dr.S.Saraswathi	HUSS: International Journal of Research in Humanities and Social Sciences	Customers’ Satisfaction and Problems faced Towards E-Banking	–	Vol.3, Issue-2, pp.87-96, Dec 2016	2349-4778	–

		Services in Select Banks of Erode District				
Dr.S.Saravanambiga devi	VSRD International Journal of Business and Management Research	An Analysis of Financial Performance Efficiency of the Chennimalai Urban Cooperative Bank Ltd	-	Vol.VI, Issue XI, pp. 371-381 , Dec 2016	2231-248X	-
Dr.S.Saraswathi	A Journal of Intercontinental Management Research Consortium	Pros and Cons of Demonetisation	-	Vol.5, Issue – 2, Special edition - III, pp.402-404, Feb 2017	2347-1654	4.236
Dr.P.Janaki	Nehru Journal of Management and Research	Stress Management	-	Vol.II, Issue – 16, pp.64-68, Feb 2017	2230-7974	-
Dr.S.Vishnuvarthani	Research Explorer (A Refereed Bi Annual International Research Journal on Multidisciplinary)	Retail Sector in India : Issues and Prospects	Referred, Reviewed	Special issue-1, pp.5-11, Feb 2017	2250-1940	0.398
Dr.P.Janaki	International Journal of Social Sciences	Consumers' Preference Towards Select Textile Retail Outlets – A Exploratory Study in Erode City	-	Vol.3, Special issue:07, pp.122-127, Mar 2017	2394-1316	-
Dr.P.Janaki	International Journal of Commerce and Management	A Study on Financial Performance Analysis of Kajaria Ceramics Limited, New Delhi	-	Vol.8, Number 4, Special issue, pp.193-196, Mar 2017	0975-2617	-
Ms.R.Sangeetha	International Journal of Commerce and Management	Growth of Retail Industry in India	-	Vol.8, Number 4, Special issue,	0975-2617	-

				pp.74-76, 2017		
Dr.P.Janaki	Jamal Academic Research Journal : An Interdisciplinary	Women's Satisfaction towards TVS Scooty Pep Models - A Study in Erode City	-	Vol.IX No.2, Special Issue, pp.392-395, Jan 2017	0973-0303	-
Dr.S.Vishnuvarthani	Jamal Academic Research Journal : An Interdisciplinary	Green Marketing – A Boulevard for Sustainable Market Growth	-	Vol.IX No.2, Special Issue, pp.381-384, Jan 2017	0973-0303	-
Dr.S.Saravanambiga devi	Jamal Academic Research Journal : An Interdisciplinary	E-Payment	-	Vol.IX No.2, Special Issue, pp.354-357, Jan 2017	0973-0303	-
Mrs.C.Brundha	Journal of Management and Science	Digital Transformation in Manufacturing Industry – An Overview	-	Vol.1, pp.194-196, feb 2017	2250-1819	0.654
Dr.S.Vishnuvarthani	Journal of Management and Science	Digital Education in India- A Silhouette	-	Vol.1, pp.162-164, Feb 2017	2250-1819	0.654
Mrs.N.Vidhya	Journal of Management and Science	Digital Transformation in Banking Sector	-	Vol.1, pp.42-45, Feb 2017	2250-1819	0.654
Dr.S.Saravanambiga devi	Journal of Management and Science	Impact of Digital India on Society	-	Vol.1, pp.93-95, Feb 2017	2250-1819	0.654
Dr.S.Saravanambiga devi	Journal of Management and Science	Challenges and Opportunities for Digital Transformation in the	-	Vol.1, pp.102-104, Feb 2017	2250-1819	0.654

		Public Sector				
Mrs.E.Thenmozhi	Journal of Management and Science	The Digital Transformation of HealthCare Services	–	Vol.1, pp.20-23, Feb 2017	2250-1819	0.654
Mrs.G.Punitha	Journal of Management and Science	Digital India: A Unique Step Towards E-Learning in India	–	Vol.1, pp.147-149, Feb 2017	2250-1819	0.654
Ms.R.Sangeetha	Journal of Management and Science	E-Governance – Reforming Government Through Technology	–	Vol.1, pp.50-53, Feb 2017	2250-1819	0.654
Dr.S.Senthilvadivu	Journal of Management and Science	Digital India to Boost Agricultural Sector	–	Vol.1, pp.99-101, Feb 2017	2250-1819	0.654
Mrs.G.Punitha	E-Services: Issues and Challenges	Recent Trends in Indian Banking Industry	–	pp.30-33, 2017	978-81-933316-5-1	–
Mrs.C.Chitra	Impact of Demonetisation on Alternate Payment Mechanism	Impact of Demonetisation: cashless payment System	–	pp.75-79, Jan 2017	9789384234867	–
Mrs.N.Vidhya	Emerging Trends in Business Models and Techniques	E-KYC	–	pp.26-28, Mar 2017	978-93-84734-45-9	–
Mrs.E.Thenmozhi	Emerging Trends in Business Models and Techniques	E-KYC	–	pp.26-28, Mar 2017	978-93-84734-45-9	–

**2017-2018**

<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>UGC Listed /Referred/ Peer Reviewed / Scopus</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
Dr.S.Saravanambigadevi	Intercontinental Journal of Finance Research Review	Financial Performance Analysis of Erode District Central Cooperative Bank Ltd.,	Referred	Vol.5, Issue-8, pp.30-41, 2017	2347-1654	4.236
Mrs.G.Punitha	Shanlax International Journal of Commerce	Advantages to Women in Cashless Economy	–	Vol.5, Special issue-1, pp.114-118, 2017	2320-4168	3.017
Mrs.G.Punitha	International Journal of Social Sciences	Demonetization : Issues and Challenges	–	Vol.3, Special issue-08, pp.125-127, 2017	2394-1316	2.385
Dr.S.Parimala	International Journal of Social Sciences	Cloud Computing – A Challenges and Support for Digital India	–	Vol. 03, Special issue – 08, pp.116-124, 2017	2394-1316	–
Dr.S.Parimala	Shanlax International Journal of Commerce	Cashless Transactions by Women in Developed Countries	Referred	Vol. 5, Special issue – 1, pp.35-38, 2017	2320-4168	–
Dr.S.Vishnuvarthani	International Referred Multidisciplinary Journal of Contemporary Research	Travelers' Perception on Cyber Bus Ticket Booking in Erode City	Referred	Vol.5, Issue-4, pp.139-143, 2017	2319-5789	4.433

Dr.S.Vishnuvarthani	International Journal of Business and Administration Research Review	Online Shopping Behavior of College Students with respect to Flipkart Marketing – A Study in Erode City	–	Vol.1, Issue-20, pp.15-18, 2017	2348-0653	4.729
Mrs.N.Vidhya	International Journal of Business and Administration Research Review	Social Media Marketing and Effective Ways to engage Customers	–	Vol.1, Issue-20, pp.69-71,2017	2348-0653	4.729
Mrs.E.Thenmozhi	International Journal of Business and Administration Research Review	Role of E-Marketing in Today's Business Scenario	–	Vol.1, Issue-20, pp.64-66,2017	2348-0653	4.729
Mrs.G.Punitha	International Journal of Business and Administration Research Review	Engaging Customers with Social Media Marketing	–	Vol.1, Issue-20, pp.54-56,2017	2348-0653	0.729
Dr.S.Parimala	International Journal of Business and Administration Research Review	An Empirical Study on Misleading Advertisement and Digital Marketing	–	Vol.1, Issue-20, pp.72-76,2017	2348-0653	4.729
Dr.S.Senthilvadivu	International Journal of Business and Administration Research Review	An Empirical Study on Misleading Advertisement and Digital Marketing	–	Vol.1, Issue-20, pp.72-76, 2017	2348-0653	4.729
Dr.C.Brundha	HUSS: International Journal of Research in Humanities and Social Sciences	Determinants of Dividend Policy in the Select Indian Manufacturing Industries – An Empirical Investigation	–	Vol.4, Issue-2, pp.107-115, 2017	2349-4778	–
Mrs.C.Chitra	International Journal of Current Research and Modern Education	Growth Analysis and Performance Ranking of Select Indian Automobile Companies	–	Vol.2, Issue-2, pp. 92-95, 2017	2455-5428	6.275

Dr.C.Brundha	Emperor International Journal of Finance and Management Research	Liquidity and Long-Term Solvency Analysis of Tata Consultancy Services	UGC	Vol.I, Special Issue-02, pp.171-176, 2018	2395-5929	1.14
Dr.P.Janaki	Emperor International Journal of Finance and Management Research	A Study on Working Capital Management of CEAT Tyres Company Limited	UGC	Vol.I, Special Issue-02, pp.188-192, Feb 2018	2395-5929	1.14
Dr.P.Janaki	International Journal of Creative Research Thoughts	A Study on Consumers' Satisfaction Towards Call Taxi Services in Erode City	UGC and Referred	Vol.6, Issue-1, pp.1006-1011, Feb 2018	2320-2882	5.97
Dr.P.Janaki	Shanlax International Journal of Arts, Science and Humanities	Consumers' Satisfaction Towards Online Shopping – A Study in Erode Town	UGC, Peer Reviewed and Referred	Vol.5, Special Issue – 1, pp.172-177, Feb 2018	2321-788X	Jan-00
Dr.S.Vishnuvarthani	Emperor International Journal of Finance and Management Research	Customers' Perception on Services Offered by Bank of Baroda in Erode City – An Exploratory Study	UGC	Vol.I, Special Issue-02, pp.182- 187, Feb 2018	2395-5929	1.14
Dr.S.Vishnuvarthani	International Journal of Business Economics & Management Research	Service Quality of Banking Services at Bank of Baroda – A Study in Erode City	–	Vol.8(2), pp.211-218, Feb 2018	2249 – 8826	–
Dr.S.Vishnuvarthani	Shanlax International Journal of Arts, Science and Humanities	Passengers' Level of Trust on Cyber Bus Ticket Booking Services – A Study in Erode City	UGC, Peer Reviewed and Referred	Vol.5, Special Issue – 1, pp.300-305, Feb 2018	2321-788X	Jan-00

Mrs.N.Vidhya	Emperor International Journal of Finance and Management Research	Impact of Goods and Services Tax (GST) on Common Man	UGC	Vol.I, Special Issue-02, pp. 265- 270, Feb 2018	2395-5929	1.14
Mrs.N.Vidhya	Shanlax International Journal of Arts, Science and Humanities	Consumers' Behaviour Towards Online Shopping of Smart Phone in Erode City	UGC, Peer Reviewed and Referred	Vol.5, Special Issue – 1, pp.237-241, Feb 2018	2321-788X	–
Mrs.E.Thenmozhi	Emperor International Journal of Finance and Management Research	Role of IT in Banking Sector	UGC	Vol.I, Special Issue-02, pp.271- 273, Feb 2018	2395-5929	1.14
Mrs.E.Thenmozhi	Research Review – International Journal of Multidisciplinary	An Empirical Study on Customers' Opinion Towards Mobile Banking in the City of Erode at Tamilnadu, India	UGC and Referred	Vol. 03, Issue-02, pp.33-35, Feb 2018	2455-3085	–
Mrs.G.Punitha	Emperor International Journal of Finance and Management Research	Customer's Awareness towards E-Banking Services offered by the Public Sectors Banks in Erode City	UGC	Vol.I, Special Issue-02, pp. 279 - 284, Feb 2018	2395-5929	–
Mrs.E.Thenmozhi	International Journal of Management and Social Sciences Research (IJMSSR)	Impact of GST among the Customers with Special Reference to Restaurants in Erode	–	Vol.7, Issue-3, pp.12-15 , March 2018	2319-4421	6.313



Dr.S.Vishnuvarthani	Shanlax International Journal of Commerce	Electronic payment System – An Overview	UGC and Referred	Vol. 6, Special Issue 1, pp.23-28 ,Apr 2018	2320-4168	–
Mrs.C.Chitra	International Journal of Interdisciplinary Research in Arts and Humanities	A Comparative Analysis on Financial Performance of Indian Automobile Companies with reference to Mahindra and Mahindra Limited and Maruti Suzuki India Limited	UGC and Referred	Vol.3, Issue: 1, pp.216-219,Jan-June 2018	2456-3145	–
Dr.S.Vishnuvarthani	Selp Journal of Social Science	Job Satisfaction of Employees at Seshasayee Paper and Boards Limited – An Empirical Study	Referred	Special Issue, pp.31-35, Feb 2018	0975-9999	3.655
Mrs.G.Punitha	Selp Journal of Social Science	E-Commerce in India – Challenges and Opportunities	Referred	Special Issue, pp.57-61, Feb 2018	0975-9999	3.655

**2018-2019**

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Mrs.N.Vidhya	International Journal of Research and Analytical Reviews (IJRAR)	A Study on Customers' Satisfaction and Loyalty Towards Airtel Mobile Network Services in Erode City	UGC and Referred	Vol.5, Issue 3, pp.118-122, sep 2018	2349-5138	5.75

Mrs.G.Punitha	Research Explorer	CSR and Business Strategy	Referred	Vol.VI, Special Issue, pp.193-196, 2018	2250-1940	2.014
Mrs.P.Shanthi	International Journal of Business and Administration Research Review	Consumer Preference Towards Ready-to-Eat Food Products in Erode District	Referred /Peer Reviewed/ Indexed	Vol.3, Issue 22, pp.134- 138, Apr-June 2018	2348-0653	5.471
Mrs.G.Punitha	Suraj Punj Journal for Multidisciplinary Research (SPJMR)	A Study on Consumers' Satisfaction towards Himalaya Products in Erode District	Referred/ Peer Reviewed	Vol.9, Issue 1, pp.42-46, Jan. 2019,	2394-2886	6.1
Dr.P.Janaki	International Journal of Emerging Technologies and Innovative Research (JETIR)	Determinants of Visitors' Preference Regarding Theme Parks – A Study in Erode City	Peer Reviewed	Vol. 6, Issue 2, pp.152-160, Feb. 2019.	2349- 5162	5.87
Dr.P.Janaki	International Journal of Emerging Technologies and Innovative Research (JETIR)	Consumers' Brand Preference towards using Direct-To-Home (DTH) – A Study in Erode City	Peer Reviewed	Vol.6, Issue 2 , pp.17-24, Feb. 2019	2349-5162	5.87
Mrs.N.Vidhya	International Journal of Emerging Technologies and Innovative Research (JETIR)	A study on Consumers' Attitude towards Organic Food Products in Erode City	Peer Reviewed	Vol.6, Issue 2, pp.138-144, Feb. 2019	2349-5162	5.87
Dr.P.Janaki	International Journal of Scientific Development and Research (IJSDR)	Satisfaction of Visitors Regarding Theme Parks – A Study in Erode City	Indexed	Vol.4, Issue 4, pp.84-88, April 2019	2455-2631	5.47

**2019-2020**

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Dr.S.Parimala	International Journal of Emerging Technologies and Innovative Research (JETIR)	Impact of Social Media among College Students with Special reference to Erode City	UGC and ISSN approved, Peer Reviewed	Vol 6, Issue 6, pp.58-62 , June 2019	2349-5162	5.87
PUNITHA G	Economics,Commerce & Management -Past,Present & Future	A Study on Consumers' Satisfaction Towards Himalya Products in Erode District		Vol 9, PP. 42-46,2019	2394-2886	6.1
PARIMALA S	International journal of Emerging Technologies and Innovative Research	Impact of Social media among college students with Special Reference to Erode City	UGC and ISSN approved	Vol 6, PP.58-62,2019	2349-5162	5.87

**2020-2021**

<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
Dr.S.Saravanambigadevi	Alochana Chakra Journal	Dynamic Capital structure adjustment: A study of NSE Listed Firms in India	Vol. 9, Issue 6, June 2020, pp. 8236–8253	ISSN: 2231-3990	6.3

Dr.S.Saravanambigadevi	Dogo Rangsang Research Journal	A Conventional Overview of Solar Energy Resources	Vol. 10, Issue 6, No. 08, June 2020, pp. 185-195	ISSN: 2347-7180	7.12
Dr.S.Saravanambigadevi	Juni Khyat Journal	Emerging India: Solar Energy as Incredible Power	Vol. 10, Issue 7 No 13, June 2020, pp. 34-41	ISSN: 2278-4632	6.625
S.Parimala	International Journal for Research in Engineering Application & Management (IJREAM)	Brand Preference of Female Consumers towards Hair Oil with Special Reference to Select Brands-A Study in Erode City, , ,	Vol. 6, Issue 9, December 2020, pp. 137-141	ISSN: 2454-9150	6.466
Dr.S.Senthilvadivu	International Journal for Research in Engineering Application & Management (IJREAM)	A Study on Patients Satisfaction towards Siddha Hospitals with Reference to Erode City	Vol. 6, Issue 9, December 2020, pp. 142-146	ISSN: 2454-9150	6.466
Dr.S.Senthilvadivu	Paripex - Indian Journal of Research	Analysis of Customer Satisfaction Towards Online Purchase With Reference To Erode City, Tamilnadu, India	Vol. 10, Issue 2, February 2021, pp. 1-2	ISSN: 2250-1991	6.941

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<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
S.Parimala	International Journal for Research in Engineering Application & Management (IJREA&M)	A Study on Financial Performance of the Sun Pharmaceutical Industry Limited	Volume 08, Issue 04, December 2021, pp. 868-873	e-ISSN: 2348-1269, P- ISSN 2349-5138	7.427
S.Senthilvadivu	International Journal of Research and Analytical Reviews (IJRAR)	Impact of Animated Character Endorsed Advertisement on Children with Reference to Erode City – Mother’s Perception	Volume 08, Issue 03, August 2021, pp. 950-953	e-ISSN: 2348-1269, P- ISSN 2349-5138	7.17

**2022-2023**

<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
S.Saravanambigadevi & Ms.G.Punitha	Madhya Bharti	Saving and Investment habits of working women during COVID-19 pandemic: A study with reference to Erode City	Volume – 82, Issue No – 11, pp.38-44, Jan-June 2022	ISSN: 0974-0066	-
S. Parimala	International Journal of Creative Research Thoughts(IJCRT)	A Study on Consumers Satisfaction towards select Branded Textile Retail	Volume – 11, Issue No – 03, pp: e746-e752, March 2023	ISSN: 2320-2882.	7.97

		Outlets in Tirupur City			
Ms.G.Punitha Dr.S.Saravanambigadevi	The Asiatic Society of Mumbai	Savings and Investment Habits of Women in Rural Area During Covid-19 Pandemic: A Study with Reference to Erode District	Vol-96, No-7, pp:75-81and May- 23	ISSN:0972- 0766	-
Dr.R.P.Manjula	International Journal of Research in Humanities and Social Sciences (HUSS)	Customers' Preference for Banking Services with State Bank of India	Vol.10 (1), Pages-24-29 and January to June 2023	ISSN(Print): 2349-4778 ISSN(Online) :2349-8900	-

**2023-2024**

<b>Name of the Author(s)</b>	<b>Name of the Journal/ Book/ Conference Proceedings</b>	<b>Title</b>	<b>Volume, Issue, P.No. and year</b>	<b>ISBN/ ISSN/ DOI</b>	<b>Impact Factor</b>
Dr.C.Chitra	Journal of the Oriental Institute	Commodity Market's Effect with Reference to Gold in India	Volume - 72, Issue - 4, October - December 2023	pp. 445-449, ISSN: 0030- 5324	
Dr.C.Chitra	The Asiatic Society of Mumbai	Impact of Capital Structure on Profitability of Automobile Companies	Volume - XCVII, Issue - 7, December 2023	pp. 28-33, ISSN: 0972- 0766	

Ms.S.Velvizhi	International Journal of Commerce and Management Research	A Study on Working Capital Analysis of Hindalco Industries Limited	Volume - 10, Issue - 2, pp. 6-8	March 2024, ISSN: 2455-1627	
Dr.R.Samundeeswari	International Journal of Research and Analytical Reviews	A Study on Customers' Attitude and Satisfaction Towards E-Bikes –with special Reference to Tirupur City	Volume - 11 (1), Issue -1, January 2024	pp. 127-132, e-ISSN: 2348-1269, P-ISSN: 2349-5138	
Dr.S.Sasikala	International Journal of Research and Analytical Reviews	A Study on Customers' Attitude and Satisfaction Towards E-Bikes –with special Reference to Tirupur City	Volume - 11 (1), Issue -1, January 2024	pp: 127-132, e-ISSN: 2348-1269, P-ISSN: 2349-5138	
Dr. R.P.Manjula	International Journal of Research in Humanities and Social Sciences	Customers' Preference for Banking Services with State Bank of India, Volume - 10 (1),	January - June 2023	pp. 24-29, e-ISSN: 2349-8900, P-ISSN: 2349-4778	