



**VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)**

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

**Thindal, Erode – 638 012.**



## PUBLICATIONS

**Department of B. Voc - Fashion and Boutique Management**

**2023-2024**

<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>
Mrs. S.R.Shanmugapriya	Journal of Research and Development	Eco friendly fabrics and the use of special applications in infant wear	–	Volume - 15, Issue - 13, pp.16, June 2023	ISBN/ ISSN: 2230-9578	–
Mrs. S.R.Shanmugapriya	IJCRT	The power of emotion: Leveraging emotional appeals in fashion advertising on social media	–	Volume - 11, Issue – 08, pp. 01, August 2023	ISBN/ ISSN: 2320-2882	–