



## 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 – 2019

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.	Impact Factor
1.	Dr.K.S.Eswari	Road accidents in Tamilnadu	Southern Economist	Jun- 2013	-	-
2.	Dr.K.S.Eswari	Road accidents and Road Safety in Tamilnadu	Journal of Management and science	Jan-2014	-	-
3.	Dr.D Kamalaveni	Sustainable Irrigation Management in India: Problems and Prospects	International Research Journal of Agricultural and Rural Development	Jun- 2013, 2(1)	37-48	-
4.	Dr.D Kamalaveni	Netizens Online Buying Behaviour – A study In Coimbatore City	Indian Journal of Marketing	Aug-2013 43(8)	35-45	-
5.	V.Renuga devi	Preferences and satisfaction of domestic Tourist Visiting Hill	International Journal of Commerce and Management	Sep 2013, 1(2)	-	-

		stations in Tamilnadu	Research			
6.	K.Usharani	Policy holders' Satisfaction towards Mediciclaim Insurance policy	Organisational Management	Sep- 2013, 29(2)	-	-
7.	Dr.K.S.Eswari	Foreign Direct Investment in Retail Sector	Emerging Trends in Management Research		6-9	-
8.	Dr.D.Kamalaveni	Online shopping Perception – A study with reference to Coimbatore, Tamil Nadu	International Journal of Marketing, Financial Services and Management Research (IJMFSMR)	Jun- 2014, 3(2)	-	-
9.	Dr.D.Kamalaveni	Online shoppers and Offline Shoppers – A Study In Coimbatore City.	RADIX International Journal of Research in Social Science	Jan- 2015, 4(1)	-	-
10.	Dr. K.S.Eswari	Awareness and Problems of Road Users: An Analysis	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	178-181	-
11.	Dr. K.S.Eswari	Customer Relationship Management in Service Sector	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	194-197	-
12.	Dr.P.Saradha	A Study on Domestic Waste Management with Special Reference to Erode City	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	136-140	-
13.	Dr.R.Rajamani	Hazards and Threats of e-waste: Downside of Electrical and Electronic Proliferation In India	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	39-44	-
14.	Dr. V.Renugadevi	A Survey on Consumer Awareness Towards Eco-Friendly Products in Poondurai Town, Erode District	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	189-193	-
15.	Dr.K.Usharani	Pillars and Challenges in Knowledge Management	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	64-67	-
16.	Dr.K.Gunasundari	A Study on Brand Preference towards Mobile Phones in Erode City	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	173-177	-
17.	G.Punitha	A Study on Customer Satisfaction towards Online Shopping in Erode	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	278-282	-

		Town.				
18.	S.Jamuna Devi	A Study on Customer Satisfaction towards Online Shopping in Erode Town.	Indo Global Journal of Commerce and Economics	Mar-2015, 2(1)	278-282	-
19.	Dr.R.Rajamani	Emerging E-tailing Market Preference and Satisfaction of E-shoppers	Retailing in India Trends and challenges	-	352-363	-
20.	Dr.K.Gunasundari	A Study on Consumer Preference of Dwelling Unit in Erode City	International Journal of Innovative Research and Development	Jul- 2015, 4(8)	53-57	-
21.	Dr.K.Gunasundari	A Study on the Role of Subsidiary Activities in Income generation for farming Community with Special Reference to Erode District	Indo Global Journal of Commerce and Economics	Sep-2015, 2(5)	-	-
22.	Dr.K.S.Eswari	Service Quality in Public Sector Internet Banking Services in Erode City	International journal of Research in Humanities and Social Sciences	2015, 2(1)	19-26	-
23.	S.Jamuna devi	Service Quality in Public Sector Internet Banking Services in Erode City	International journal of Research in Humanities and Social Sciences	2015, 2(1)	19-26	-
24.	Dr.R.Rajamani	Green IT Practices: Saviour of People and Planet – A Case Study of Top five IT Companies of India	International Research Journal of Business and Management - IRJBM	Oct-2015, 8(12)	28-34	-
25.	Dr.R.Rajamani	Determinants of Corporate Retained Earnings in Iron and Steel Industry of India: An Empirical Investigation	International Research Journal of Business and Management - IRJBM	Jan-2016, 9(1)	1-9	-
26.	Dr.K.Gunasundari	A Study on Buying Behaviour of Women Customer towards one gram gold jewellery in Erode City	International Journal in Commerce, IT & Social Sciences (IJCICS)	Jan-2016, 4(1)	1 to 5	-
27.	Dr.K.Gunasundari	A Study on Consumer Preference towards Self help Group products in erode city	International Journal of Research & Business Innovation	Jan-2016, 4(1)	1 to 5	-

28.	Dr.K.Gunasundari	Growth Economy and its impact on online Growth	International Journal of Marketing Research Review	Feb-2016, 4(1)	-	1.59
29.	Dr.K.Usharani	Social responsibilities of business	Intercontinental Journal of management research consortium	Jan-2016, 4(1)	248-251	1.59
30.	Dr.D.Kamalaveni	A Study on Factors Favouring Online Shopping	Golden Research Thoughts	5(2)	1-9	3.40
31.	Dr.R.Rajamani	Empirical relationship of earnings, cash dividends , retained earnings and market price: Evidence from Iron &Steel industry in India	Corporate Governance and Dividend Policy	Jan-2016	199-208	-
32.	Dr.V.Renugadevi	A study on the trends and dividend payment of Tata consultancy service ltd and Infosys ltd.	Corporate Governance and Dividend Policy	2015	98-102	-
33.	Dr.V.Renugadevi	Aaie Amman Thala Varalarum Vazhipadum	Religious thoughts and Temple studies in Tamil Literature	Dec-2015	324-328	-
34.	Dr.K.S.Eswari	Impact of entrepreneurial behavior of farmers on their entrepreneur ability	Primax International Journal of Commerce and Management Research	Sep-2016	114-117	-
35.	Dr.(Mrs).R.Rajamani	“Trends in Working Capital Management and Evidences of Zero Working Capital: An Empirical Investigation in SAIL and TSL”	HuSS: International Journal of Research in Humanities and Social Sciences	Jun-2016, 3(1)	36-44	-
36.	Dr.(Mrs)V.Renugadevi	Usage of E-Resources for Learning by College Students	Journal of Management and Science	Feb-2017, Vol. 1	295-298	-
37.	DR.(Mrs).S.Maheswari	E-Learning	Journal of Management and Science	Feb-2017, Vol. 1	191-193	-
38.	Mrs. S.Jamunadevi	E-Learning and its Impact on Teaching and Learning	Journal of Management and Science	Feb-2017, Vol. 1	13-15	-
39.	Mrs.S.Poongodi	E-Learning and its Impact on Teaching and Learning	Journal of Management and Science	Feb-2017, Vol. 1	13-15	-
40.	Mrs. G.Vaishnavee	E-Learning and its Impact on Teaching and Learning	Journal of Management and Science	Feb-2017, Vol. 1	13-15	-

41.	Dr.V.Renugadevi	Cash Vs Cashless Trade: Challenges and Opportunities: “Cash to Cashless Economy in India”	A Journal of Intercontinental Marketing Research Review	Feb-2018	63-70	-
42.	Dr.S.Maheswari	Banking on E-Cash: Challenges and Opportunities ahead	A Journal of Intercontinental Management Research Consortium	Feb-2018, 6(1)	56-62	-
43.	S.Poongodi	Digital India: E-Commerce & E-Governance	Emperor International Journal of Finance and Management Research (EIJFMR)	Feb-2018, 1(2)	72-79	-
44.	T.Renugadevi	Digital India: E-Commerce & E-Governance	Emperor International Journal of Finance and Management Research (EIJFMR)	Feb-2018, 1(2)	72-79	-
45.	S.Poongodi	Customers Perception on Cash and Cashless Trades	A Journal of Intercontinental Management Research Consortium	Feb-2018, 1(2)	72-79	-
46.	T.Renugadevi	Customers Perception on Cash and Cashless Trades	A Journal of Intercontinental Management Research Consortium	Feb-2018, 1(2)	72-79	-
47.	Dr.V.Renugadevi	“Green Initiatives and its outcome in Higher Education Institutions in Erode District”	HuSS: International Journal of Research in Humanities and Social Sciences	Feb-2018, 4(1)	31-38	-
48.	Dr.S.Kalaiselvi	“E- Governance Model and Its Other Initiatives”	Shanlax International Journal of Arts, Science and Humanities	Feb-2018, 5(1)	-	-
49.	Dr.S.Kalaiselvi	“Corporate Social Responsibility Practices of Commercial Banks in India”	HuSS: International Journal of Research in Humanities and Social Sciences	Dec-2017, 4(2)	100-106	-
50.	Dr.S.Kalaiselvi	“Liquidity and Profitability analysis of the selected Stock Broking Companies”	Research Review International Journal of Multidisciplinary	Jul-2018, 3(7)	227-229	-
51.	Dr.S.Kalaiselvi	Ratio Analysis of the selected stock Broking Companies	Asian Journal of Multidimensional Research	Jul-2018, 7(7)	195-199	5.443

**2019-2020**

<b>S. No.</b>	<b>Name of Author(s)</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>Year, Volume</b>	<b>Page No.</b>	<b>Impact Factor</b>
1.	KALAISELVI S	Impact of Dividend Announcement on Share Price	International Journal of Multidisciplinary Research Review	2019,5	25 - 28	5.442
2.	BRUNDHA C	Impact of Dividend Announcement on Share Price	International Journal of Multidisciplinary Research Review	2019,5	25 - 28	5.442
3.	KALAISELVI S	Environmental Reporting Practices of Selected IT Companies in India	Alochana Chakra Journal	2020 Vol. IX, Issue IV,	1649-1660	6.30

**2020-2021**

<b>S. No.</b>	<b>Name of Author(s)</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>Year, Volume</b>	<b>Page No.</b>
1.	Dr.V.Renugadevi	Patient's Satisfaction towards Infrastructural Facilities in Hospitals at Erode Town	HuSS International Journal of Research in Humanities and Social Sciences	2020,7(2)	77-82
2.	Dr.S.Maheswari	Prospective of Ecotourism: Post Covid – 19	International Journal for Research in Engineering Application and Management	2020, 6(8)	20-23
3.	Dr. S.Kalaiselvi	Environmental Accounting and Disclosure practices with special reference to India	Shodhsamhita, Journal of Fundamental & Comparative Research	2020 ,7(2)	56-64
4.		An Empirical Analysis on the Relationship Between Corporate Social Responsibility and Return on Net Worth of Selected Companies	Shodhsamhita: Journal of Fundamental & Comparative Research	2021, 7(6)	112-117
5.		A Study on Consumer Satisfaction towards Vestige Online Shopping in Erode District	International Journal of Research and Analytical Reviews	2021, 8(3)	880-884

6.	Dr.A.Bama	The Study of E-Learning for College Students Attitude in Erode District	IJRAR – International Journal of Research and Analytical Reviews	2021, 8(1)	68-73
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**2021-2022**

S.No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. S.Kalaiselvi	The Impact of Corporate Social Responsibility on Sales of SAIL and Tata Steel Ltd	International Journal of Research and Analytical Reviews	2022,9(2)	159-164
2.	Dr. A. Bama	Entrepreneurial Challenges faced by Women SHG Members with Special reference to Tiruchirappalli District	International Journal of Business and Administration Research Review (IJBARR)	2022,9(1)	78-85

**2022-2023**

S.No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. V.Renugadevi	A Study on Consumer Buying Behaviour towards Purchasing of Gold and Silver with Special Reference to Bhavani Taluk of Erode District	Journal of the Asiatic Society of Mumbai	2022, XCV(35)	91-97
2.	Dr. S.Maheswari	A Study on Tourist Satisfaction towards Ecotourism with Special Reference to Ooty	International Journal of Research in Humanities and Social Science	2022, 9(1)	23-28
3.	Dr. S.Maheswari	Tourist Preference Towards Ecotourism Activities in Kodaikanal	International Journal of Creative Research Thoughts	2023,11(1)	141-147
4.	Dr.S.Kalaiselvi	A Study on Customer Satisfaction towards Online Shopping by Using Cashkaro App	International Journal for Research in Engineering Applications & Management	2022,8(9)	41-45
5.	Dr.S.Kalaiselvi	A Study on Consumers Satisfaction towards Samsung Mobile Phone in Erode District	International Journal of Research in Humanities and	2022,9(2)	79-87

			Social Sciences		
6.	Dr.M.Prema	A Study on Consumers' Online Purchasing Patterns for Fashion Apparel in Erode District	RABINDRA BHARATI Journal of Philosophy	2023, XXIV(8)	148-154

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<b>S.No.</b>	<b>Name of Author(s)</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>Year, Volume</b>	<b>Page No.</b>
1.	Dr. V.Renugadevi	A Study on Factors Influencing Women Consumers in Purchase of Gold with Special Reference to Erode City	ShodhaPrabha	2023, 48 (3)	99-107
2.	Dr. V.Renugadevi	Analysis of Status of North Indian Entrepreneurs in Erode Town	Journal of the Asiatic Society of Mumbai	2023, XCVI, 22	60-64
3.	Dr. S. Kalaiselvi	Sentiment Analysis on Consumer Reviews of Real Estate Marketing with Special Reference to Erode City	Journal of Foundational Research	2023, Volume XXXI, Issue 2(F)	105-114