



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

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

Thindal, Erode – 638 012.



PUBLICATIONS

DEPARTMENT OF CORPORATE SECRETARYSHIP

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
Dr.S.Devaki	National Journal of Serial Publications	College Autonomy: Concepts & Practices	–	P.No. 47-58, Feb 2014	ISBN: 978-81-8387-641-4	–
R.Parvatham	International Research Journal of Agriculture & Rural Development	Sustainable irrigation Management in India : Problems and Prospects	Peer Reviewed	Vol No.2 Issue No. 1 P.No 37-48, Jun 2013	ISSN No.2319-331X	–

R.Parvatham	Indira Management Review	Growth Analysis & Performance Ranking of Select Indian Fertilizers Companies	Peer Reviewed	Vol No: VIII Issue No 1 P.No: 18-27,Jan 2014	ISSN No – 0974-3928	–
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2014- 2015

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
Dr.G.MahooriDevi	KASC – Journal of Social Science	Students Attitude Towards saving Accounts – An Empirical Study in Erode City	Peer Reviewed	Vol.No.1/Issue No.1,PP-64-73,2014	ISSN – 2394-482X,	–
Dr.M.Baby	New Horizons of Corporate Management	Profitability Analysis of Select Nationalised Commercial Banks in India	–	PP- 239-249	ISBN-978-93-80509-65-5	–
Mrs.K.R.Sakthidevi	International Journal of Social Sciences	A Study of Financial Performance of HDFC and SBI	Peer Reviewed	Vol.No.02 Issue- 03, PP- 29-31,May 2015	ISSN -2394-1316,	–
Mrs. R.Sangeetha	International Journal of Social Sciences	A Study of Talent Management practices in TATA consultancy services, Coimbatore	Peer Reviewed	Vol.No.02 Issue- 03, PP- 32-34,May 2015	ISSN -2394-1316,	–

2015-16

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
Dr.S.Devaki	Dynamics in Entrepreneurship	Women Entrepreneurship in India- Initiatives taken by the Government for prospective growth	-	PP-104-108,Mar 2016	ISBN - 978-93-81-992-43-2,	-
Dr.G.Mahooridevi	Dynamics in Entrepreneurship	A Study on Role of Women Entrepreneurship in Erode Town	-	PP-29-38,March 2016	ISBN - 978-93-81-992-43-2,	-
Mrs.R.Parvatham	Dynamics in Entrepreneurship	Women Entrepreneurship in India- Initiatives taken by the Government for prospective growth	-	PP-104-108,March 2016	ISBN - 978-93-81-992-43-2,	-
Mrs.R.Parvatham	Primax International of Finance	Factors Influencing Profitability of Select Cement Companies In India : An Economic Analysis	Peer Reviewed	Vol.IV Issue – II PP-29-32,March 2016	ISSN - 2348-0475,	-
Dr.M.Baby	International Management Research Review	Profitability Performance of Select Nationalized Commercial Banks In India Through the Analysis of Spread	Peer Reviewed	P.59-63,Nor 2015	ISSN : 2231-2501,	-
Dr.M.Baby	Primax International of Finance	An Empirical Analysis of Determinants of Market Price	Peer Reviewed	PP-24-31,Dec 2015	ISSN - 2348-	-

		of Shares of Select Nationalized Commercial Banks in India			0475, July –	
Dr.M.Baby	Dynamics in Entrepreneurship	Women Entrepreneurship in India- Initiatives taken by the Government for prospective growth	–	PP-104-108,Mar 2016	ISBN - 978-93-81-992-43-2,	–
Dr.M.Baby	Primax International of Finance	Factors Influencing Profitability of Select Cement Companies In India : An Economic Analysis	Peer Reviewed	PP-29-32,March 2016	ISSN - 2348-0475,	–
Mrs.K.R.Sakthidevi	SAJOSPS (South Asian Journal of Socio-Political Studies)	Impact of Deposits, Loans and Advances on Profitability of State Bank of India and its Associates	Peer Reviewed	Vol.No.15, Issue No. 2, PP-95-97, Jan-June 2015	ISSN: 0972-4613,	1
Mrs.K.R.Sakthidevi	Religious Thoughts and Temple Studies in Tamil Literature	Thirupathur – A Religious Thoughts	–	PP – 362 -364,Dec 2015	ISBN – 978-81-920471-8-8,	–
Mrs.K.R.Sakthidevi	Dynamics in Entrepreneurship	Rural Women Entrepreneurs- A Successful Path	–	PP-171-175,Mar 2016	ISBN - 978-93-81-992-43-2,	–
Mrs.R.P.Manjula	Religious Thoughts and Temple Studies in Tamil Literature	Thirupathur – A Religious Thoughts	–	PP – 362 -364,Dec 2015	ISBN – 978-81-920471-8-8,	–

Mrs.R.P.Manjula	Dynamics in Entrepreneurship	Rural Women Entrepreneurs- A Successful Path	-	PP-171-175, March 2016	ISBN - 978-93- 81-992- 43-2,	-
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2016-17

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue, P.No. and year	Page No.	Impact Factor
Dr.S.Devaki	International of Multi Disciplinary Research and Modern Education(IJMRME)	A study on Electrical Energy Conservation Practiced in Shop floor Management of Select Oil Mills in Kangeyam,Tirupur District,Tamilnadu	Peer Reviewed	Volume II, Issue No.2 pp-424- 434,2016	ISSN(online) 2454-6119,	3.015
Dr.S.Devaki	International of Inter Disciplinary Research in Arts and Humanities(IJIRAH)	Energy Conservation- The Indian Perspective	Peer Reviewed	Volume I, Issue No.1 pp-171-178, 2016	ISSN(online) 2456-3145	4.675
Dr.S.Devaki	International Journal of Management and Science(IJMS)	Application of Digital India to Boost Agricultural Sector	Peer Reviewed	Volume I pp- 267-270, Feb 2017	ISSN 2249- 1260,e ISSN 2250-1819	0.654
Dr.S.Devaki	Impact of Demonetization on Alternate Payment mechanism	Impact of Demonetization : Cashless payment system	Peer Reviewed	Edited book Pp – 75- 79,Jan 2017	ISBN : 9789384234 867 Jan 2017	-

Dr.G.Mahooridevi	Primax-International Journal of Finance(PIJR)	Investor Attitude in Selecting the Mutual Fund Schemes-An Approach Through SEM Model	Peer Reviewed	Volume III, Issue 2 pp-14-22, Jan-June 2016	ISSN 2348-0475 Jan-June 2016	2.532
Dr.G.Mahooridevi	International Journal of Management and Science(IJMS)	Smart Tamilnadu-Triggering Growth with E-Governance	Peer Reviewed	Volume I pp-169-174, Feb 2017	ISSN 2249-1260,e ISSN 2250-1819	0.654
Dr.R.Parvatham	Primax-International Journal of Finance(PIJR)	Factors Influencing Profitability of Select Cement Companies in India: An Economic Analysis	Peer Reviewed	Volume III, Issue 2 pp-37-43, Jan-June 2016	ISSN 2348-0475	-
Dr.R.Parvatham	International Journal of Management and Science(IJMS)	Initiatives Taken by the Government to Digitalize the Agriculture Sector in India-A Key to Improve the Livelihood	Peer Reviewed	Volume I pp271-275, Feb 2017	ISSN 2249-1260,e ISSN 2250-1819	0.654
Dr.R.Parvatham	Nehru Journal of Management & Research	Ethical Leadership	Peer Reviewed	Vol II, Issue 16 pp- 19-26, Feb 2017	ISSN: 2230-7974	-
Dr.M.Baby	International Journal of Finance(PIJR)	Factors Influencing Profitability of Select Cement Companies in India: An Economic Analysis	Peer Reviewed	Vol III, pp-37-43, Jan-June 2016	ISSN 2348-0475	2.532
Dr.M.Baby	International Journal of Management and Science(IJMS)(Conference Proceedings)	Initiatives Taken by the Government to Digitalize the Agriculture Sector in India-A Key to Improve the Livelihood	Peer Reviewed	Volume I, pp271-275, February 2017	ISSN 2249-1260,e ISSN 2250-1819	0.654
Mrs.G.K.Sukanya	International Journal of Computational Research and Development (IJCRD)	A Conceptual Framework on Genderlens Investment	Peer Reviewed	Volume No.I Issue 1, pp-125-131, 2016	ISSN online 2456-3137,	4.775

Mrs.G.K.Sukanya	International Journal of Management and Science(IJMS)(Conference Proceedings)	Application of Digital India to Boost Agricultural Sector	Peer Reviewed	Volume I, pp-267-270, Feb 2017	ISSN 2249-1260,e ISSN 2250-1819	1.3
Dr.K.R.Sakthi Devi	International Journal of Multidisciplinary Research and Modern Education (IJMRME)	A Study on Customer Satisfaction Towards Service Provided by SBI –with special reference to Erode District	Peer Reviewed	Vol.no.II, pp-566-571, June 2016	ISSN (online) 2454-6119	3.015
Dr.K.R.Sakthi Devi	International Journal of Management and Science(IJMS)(Conference Proceedings)	Digital India on Education-The way a Head	Peer Reviewed	Volume I, pp-241-244,February 2017	ISSN 2249-1260,e ISSN 2250-1819	0.654
Mrs.A.Sabeena	International Journal of Scientific Research and Modern Education	A Study on factors motivating CSR Practices in select public limited companies : A Multivariate Approach	Peer Reviewed	Vol.no.I, Issue.no.I, pp-583-589,2016	ISSN-2455-5630	–
Mrs.A.Sabeena	International Journal of Scientific Research and Modern Education	CSR Practices and CSR Reporting in Indian Banking Sector	Peer Reviewed	Vol.no.I, Issue.no.I, pp-166-169,2016	ISSN-2456-3080,	5.255
Mrs.A.Sabeena	International Journal of Interdisciplinary Research in Arts and Humanities(IJIRAH)	Corporate Social Responsibility Activities towards Education Sector	Peer Reviewed	Vol.no.I, Issue.no.I, pp-143-147,2016	ISSN-2456-3145	4.675
Mrs.A.Sabeena	Primax-International Journal of Marketing “(PIJM)	A Study on major Hindrance in implementing CSR practices in select Public Limited companies	Peer Reviewed	Volume III,Issue 2, pp-1-6, , Jan-June 2016	ISSN 2348-0491	2.532

Mrs.R.P.Manjula	International Journal of Multidisciplinary Research and Modern Education (IJMRME)	A Study on Customer Preference towards Cyber crime with Banking Industry	Peer Reviewed	Vol.no.II, pp-597-603 June 2016	ISSN (online) 2454-6119	2.1
Mrs.R.P.Manjula	International Journal of Management and Science(IJMS)(Conference Proceedings)	Digital India on Education-The way a Head	Peer Reviewed	Volume I, pp-241-244, Feb 2017	ISSN 2249-1260,e ISSN 2250-1819	0.654
Mrs.R.Sangeetha	International Journal of Multidisciplinary Research and Modern Education (IJMRME)	Talent Management Practices Among IT Sector Employees	Peer Reviewed	Vol.no.II, pp-406-411, June 2016	Issue.no.I,ISSN (online) 2454-6119	2.1
Mrs.R.Sangeetha	International Journal of Management and Science(IJMS)(Conference Proceedings)	Application of Digital India to Boost Agricultural Sector	Peer Reviewed	Volume I, pp-267-270, Feb 2017	ISSN 2249-1260,e ISSN 2250-1819	0.654

2017-18

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue, P.No. and year	Page No.	Impact Factor
Dr.S.Devaki	International of Current Research and Modern Education	Growth Analysis and Performance Ranking of Select Indian Automobile Companies	Peer Reviewed	Vol: 2 Issue : 2 PP: 92-95, 2017	ISSN: 2455-5428	6.725
Dr.MahooriDevi	International Journal of Business and Administration Research Review	Overview of Digital Marketing in India	Peer Reviewed	Vol.No.1,issue - 20, PP-35-38, Oct-Dec 2017	Print ISSN:2348-0653, Online ISSN: 2347-856X	4.729

Dr.MahooriDevi	Research Review International Journal of Multidisciplinary	A study on Current preference of Saving Avenues with special reference to Erode District	Peer Reviewed	Vol.No.3, Issue - 3, PP-84-87, March 2018	ISSN- 2455-3085,	4.1
Dr.R.Parvatham	Emperor International Journal of Finance & Management Research	Impact of GST on Day to Day Services	Peer Reviewed	Vol.No.1,issue - 2, PP-167-170, Feb 2018	ISSN: 2395-5929,	1.14
Dr.R.Parvatham	SELP Journal of Social Science	Customer Relationship Management (CRM)	Peer Reviewed	Special Issue, PP-192-196, Feb 2018	ISSN – 0975-9999 (Print), 2345-1655 (Online)	3.655
Dr.K.R.SakthiDevi	International Journal of Interdisciplinary Research in Arts & Humanities (IJIRAH)	A Study on Awareness of Tax Payers Towards Goods & Services Tax (GST Implementation)	UGC Listed	Vol II, Issue 1, pp- 204-207, June 2017	ISSN (Online) – 2456-3145	4.675
Dr.K.R.SakthiDevi	International of Current Research and Modern Education	A Study on Attitude of Farmers Towards Organic Farming	UGC Listed	Vol.No.2, Issue : 2, PP-159-162, June 2017	ISSN: 2455-5428	6.725
Dr.K.R.SakthiDevi	International Journal of Business and Administration Research Review	Online Marketing – A Digitalized Path	Peer Reviewed	Vol.No.1, Issue : 2, PP-115-117, , Jan-June 2016	Print ISSN:2348-0653, Online ISSN: 2347-856X	4.729

2018-19

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue, P.No. and year	Page No.	Impact Factor
Dr.S.Devaki	International Journal of Interdisciplinary Research in Arts and Humanities (IJIRAH)	A Comparative Analysis on Financial Performance of Indian Automobile Companies with Reference to Mahindra and Mahindra Limited and Maruti Suzuki India Limited	Peer Reviewed	Vol.No.3,issue - 1, PP-216-219,2018	ISSN: 2456-3145 (Online),	5.225
Dr.G.MahooriDevi	A Research Book on Digital Transformation and Innovations in Banking Sector	A Study on Investors Preferences Towards Online Share Trading in Erode City	–	PP:35-37, Sep 2018	ISBN:978-93-80506-18-0	–
Mrs.G.K.Sukanya	International Journal of Current Research and Modern Education (IJCRME)	A Dimensional Change in the Cultural Transformation of Women Entrepreneur in New Age	Peer Reviewed	Vol: 3, Issue:2,PP-27-30, 2018	ISSN (online) 2455-5428	6.925
Dr.K.R.SakthiDevi	UGC Listed :Research Review International Journal of Multidisciplinary	Innovation in Waste Management – Recycle, Reuse and Reduce	UGC Listed	Special Issue, PP- 165-166, October 2018	ISSN : 2455- 3085 (online)	4.184
Dr.A.Sabeena	UGC Listed :Research Review International Journal of Multidisciplinary	The Role of Green Marketing – An Overview	UGC Listed	Special Issue, PP- 550-551, October 2018	ISSN : 2455- 3085 (online),	4.184
Mrs.R.P.Manjula	UGC Listed :Research Review International Journal of Multidisciplinary	The Role of Green Marketing – An Overview	UGC Listed	Special Issue, PP- 550-551, October 2018	ISSN : 2455- 3085 (online),	4.184

2019-2020

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue	Page No.	Impact Factor
MANJULA R.P	International Interdisciplinary Research Journal	Impact On The Banking System and The Challenges Of Implementation	2019	09	317-323	
BABY M	International Journal of Scientific Research and Review	A Study on Consumer Awareness on Impact of Home Appliances in Global Warming with Special Reference to Erode District	2019	7	262-265	6.1
DEVAKI S	Online International Interdisciplinary Research Journal (Bi Monthly)	Impact on the Banking System and the challenges of Implementation	2019	9	317-323	5.881
SUKANYA G.K	Online International Interdisciplinary Research Journal (Bi Monthly)	Framework of Small Finance Bank - A Next Step to Financial Inclusion	2019	09	183-194	5.881
BABY M	Online International Interdisciplinary Research Journal (Bi Monthly)	Framework of Small Finance Bank - A Next Step to Financial Inclusion	2019	9	183-194	5.881
SAKTHIDEVI K.R	Online International Interdisciplinary Research Journal (Bi-Monthly)	Web Advertising and Online Purchasing - A Glimpse	2019	9	173-177	5.881
SAKTHIDEVI K.R	International Journal of Scientific Research And Review (IJSRR)	Cyber Risk Management - A Conceptual Framework	2019	8	500-507	6