



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.COM BANKING AND INSURANCE

2019-2020

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
JANAKI P	International Journal Of Scientific Development And Research-IJSDR	Satisfaction Of Visitors Regarding Theme Parks - A Study In Erode City	Google Scholar	Vol-4,P.No: 84-88	2455-2631	5.47
JANAKI P	International Journal for Research in Engineering Application and	Consumers' Perception Towards Branded Fast Food Restaurants - A Study in Erode City		Vol-6,P.No: 207-212	2454-9150	

	Management					
JANAKI P	International Journal Of Emerging Technologies And Innovative Research	Determinants Of Visitors' Preference Regarding Theme Parks - A Study In Erode City		Vol-6,P.No: 152 - 160	2349-5162	5.87
JANAKI P	HuSS: International Journal of Research in Humanities and Social Sciences	Consumers' Satisfaction Towards Branded Fast Food Restaurants in Erode City		Vol-6(2),P.No: 80-83	Print: 2349-4778 , Online: 2349 - 8900	
JANAKI P	International Journal Of Emerging Technologies And Innovative Research	Consumers' Brand Preference Towards Using Direct- To-Home (Dth)Service - A Study In Erode City		Vol-6,P.No: 17-24	2349-5162	5.87

2020-2021

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
JANAKI P	Kala-The Journal of Indian art History Congress	Policy holders' Awareness and Satisfaction towards Star Heath Insurance-A Study in Erode City	Indexed	Vol 25, pp.171-180 , Jan 2021	0975-7945	6.12