



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 Mediclaim 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

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1.	Dr. S. Kalaiselvi	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.	Dr. S. Kalaiselvi	Environmental Reporting Practices of Selected IT Companies in India		2020 Vol. IX, Issue IV,		6.30

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1.	Dr. A. Bama	The study of E-Learning for College students attitude in Erode District	International Journal of Research and Analytical Revives(Ijrar)	2021,8(1)	68 - 73	5.75