



## 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 (PROFESSIONAL ACCOUNTING)

2018-2019

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
E.Thenmozhi	Journal of Research and Analytical Reviews (IJRAR)	An Empirical Study on the Impact of Sales Promotion at Big Bazaar in Tirupur City	UGC Listed/ Referred/ Peer Reviewed	Volume 5, Issue 3, pp. 94-98, September 2018	e-ISSN 2348-1269 P- ISSN 2349-5138	5.75
Dr. S.Vishnuvarthani	Journal of Emerging Technologies and Innovative Research (JETIR)	Consumers' Satisfaction towards the Usage of Mobile Phone Services in Erode City	UGC Listed/ International Peer Reviewed	Volume 6, Issue 2, pp.132-137, February 2019	ISSN-2349-5162	5.87
Dr. S.Vishnuvarthani	Online International Interdisciplinary Research Journal	Opinion of College Students on Online Social Networking	UGC Listed/ Referred	Volume-09, Special Issue-	e- ISSN 2249-9598	

	Sites		03, pp.239-244, February 2019	
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**2019-2020**

<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>
DR. S.VISHNUVARTHANI	The International Journal of Analytical and Experimental Modal Analysis	A Study on Job Satisfaction among School Teachers with Reference to Private Schools in Erode City	UGC-CARE Approved Group – A Journal	Vol.XI, Issue – VIII, pp.269-276, August 2019	e-ISSN: 0886-9367	6.3
VISHNUVARTHANI S	Consumers' Satisfaction towards the Usage of Mobile Phone Services in Erode City	International Journal of Emerging Technologies and Innovative Research	Google Scholar	6, 132-137, 2019	e-2349-5162	5.87
THENMOZHI E	Perception of College Students towards Ecotourism - A Study in Erode City	International Journal of Research and Analytical Reviews(IJRAR)	Google Scholar	7, 42-46, 2020	E-ISSN 2348-1269, P- ISSN 2349- 5138	5.75
VIDHYA N	A Study on Consumers' Attitude towards Organic Food Products in Erode City	Journal of Emerging Technologies and Innovative Research		6, 138-144, 2019	2349-5162	
VISHNUVARTHANI S	Impact of Digitalization on the Customers of Public Sector Banks in Erode City	Our Heritage		68, 367-372, 2020	0474-9030	

VISHNUVARTHANI S	Impact of Digitalization on the Customers of Public Sector banks in Erode City	Our Heritage		68, 367-372, 2020	0474-9030	
VISHNUVARTHANI S	A Study on Customers' Acceptance Level Towards Digitalization in Public Sector Banks	Our Heritage		68, 151-156, 2020	0474-9030	
VISHNUVARTHANI S	Opinion of college students on online social networking sites	Online international interdisciplinary research journal		09, 239-244, 2019	e-2249-9598	5.818

**2020-2021**

<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>
THENMOZHI E	Paripex – Indian Journal of Research	Effectiveness of Online Advertisement - A study in Erode City	Google Scholar	Volume 10, 1-2, February 2021	2250-1991	-