



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

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

Thindal, Erode – 638 012.



PUBLICATIONS

DEPARTMENT OF ECONOMICS

2013 – 2014

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. K.K. Saradha	Watershed Management in India	Agri – Business and Rural Management	2013	397
2.	Dr. K.K. Saradha	Leakages in Public Distribution System	Food Inflation	2013	398

2014 – 2015

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. K.K. Saradha	Rural Agricultural Development in India: Challenges & Opportunities	Impact of Agricultural Development in India: Challenges & Prospects	2014	150

2015 – 2016

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. K.K. Saradha	Pillars and Challenges of Knowledge Management	Indo Global Journal of Commerce and Economics	2015 (2)	64
2.	Dr. K.K. Saradha	Samaya Illakkiyangalil Samaya Nerigalum Thitukoyil Vazhipadukkalum	Cholargalin Nithikkodaikalum, Kovilgalin Valarchiyum	2015 (3)	107
3.	Dr. K.K. Saradha	Rural Entrepreneurship Development in India: Challenges and Prospects	Poverty Eradication	2015	130

2016 – 2017

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. K.K. Saradha	International Business Environment: Challenges and Changes	A Journal of Intercontinental Management Research Consortium	2016 (4)	242-244
2.	Dr. K.K. Saradha	Women Entrepreneurs	ROOTS – International Journal of Multidisciplinary Researches	2016 (3)	-

2017 – 2018

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. K.K. Saradha	Impact of Demonetization on Women Entrepreneurs	A Journal of Intercontinental Management Research Consortium	2017 (5)	-

2018 – 2019

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.	Impact Factor
1.	Dr. K.K. Saradha	Economic Trends: Pre and Post Demonetization	A Journal of Intercontinental Management Research Consortium	2018 (6)	-	5.351

2019-2020

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.	Impact Factor
1.	Dr. K.K. Saradha	A STUDY ON THE PROBLEMS OF WOMEN ENTREPRENEURS IN GOBICHETTIPALAYAM, ERODE DISTRICT, TAMIL NADU	THE INTERNATIONAL JOURNAL OF ANALYTICAL AND EXPERIMENTAL MODEL ANALYSIS, IJAEMA JOURNAL	2019 VOLUME XI, ISSUE IX	439 - 451	6.3

2021-2022

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr. K.K. Saradha	A Study on Women Empowerment Through Self Help Groups (SHGS) With Special Case of Theni District in Tamil Nadu	Sardar Patel Institute of Economic and Social Research ANVESAK A bi-annual Journal	January- June 2021, 51(1)	163
2.		Women Empowerment Through Self Help Groups (SHGS) In Virudhunagar Taluk - A Study	Journal of Modern Tamizh Research, UGC Care Listed (Group-1) Journal	July 2021, (24)	251
3.		A Study of Consumer Attitude on Online Shopping in Rural Areas in Erode District	Recent Developments and Innovations in Social Science, Arts and Humanities, Victorious Publishers	2021 2(6)	49

2022-2023

S. No.	Name of Author(s)	Title of the Paper	Name of the Journal	Year, Volume	Page No.
1.	Dr.K.K.Saradha	Impact of COVID-19 and Self Help Groups(SHGs) in India	Proceedings (One-day International seminar on Contemporary Issues in Indian Economy),PG and Research Department of Economics, Kandaswami Kandar's College, Namakkal	August,2022	13
2.		Role of Digital Marketing in Reshaping the Corporate Sector	Book Chapter – (International conference – Innovative Drive in Digital Transformation and Financial Development in Global Market), Department of Commerce, Guru Shree Shantivijai Jain College for Women, Chennai	September 2022	101-106
3.		Electronic Waste Management	Proceedings (One - day International Conference on Vulnerability to Potential Impacts of Environmental Pollution: Adaptation and Risk Communication Strategies for Environmental Health), Department of Economics, Wavoo Wajeeha Women's College of Arts and Science, Kayalpatnam, Thoothukudi	October 2022	37-42
4.		Role of Digital Marketing in Reshaping the Corporate Sector	Journal: Peer Reviewed ISSN Approved, International Journal of Research and Analytical Reviews(IJRAR)	November 2022, 9(4)	36-41