



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

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

Thindal, Erode – 638 012.



PUBLICATIONS

DEPARTMENT OF E-COMMERCE

2016- 2017

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.K.Gunasundari	Journal of Management and Science	E-Payment System on E - Commerce in India	Peer Reviewed Journal	Volume -1, Special Issue, P.No: 132-134, February 2017	ISSN: 2249-1260, E-ISSN : 2250-1819	1.3
Dr.K.Gunasundari	Intercontinental Journal of Finance Research Review	Demonetization: Impact on the Unorganized Sector	Peer Reviewed Journal	Volume -5, Issue - 2, Special Edition III, P.No: 399-401, February 2017	ISSN: 2347-1654, E- ISSN: 2321-0354	–

Dr.K.Gunasundari	VEI-International Journal of Social Sciences	E-Business Strategies	Peer Reviewed Journal	Volume -3, Special Issue -6, P.No: 165-169, February 2017	ISSN: 2394- 1316	–
Dr.K.Gunasundari	International Journal of Innovative Research and Advanced Studies (IJIRAS))	A Study on User’s Satisfaction of Helmet in Erode City	Peer Reviewed Journal	Volume -4, Issue 4, P.No:30-33, April 2017	ISSN : 2394-4404	–

2017- 2018

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.K.Gunasundari	International Journal of Social Science	Role of Digitalization in Human Resource Management	Peer Reviewed Journal	Volume - 3, Special Issue - 08, P.No: 105-108, September 2017	ISSN: 2394-1316	2.385
Ms.G.Vaishnavee	Journal of Management & Science	GST and Impact on Economy	Peer Reviewed Journal	Volume - 3, Special Issue - 01, P.No.20-24, September 2017	ISSN: 2249- 1260, E- ISSN: 2250-1819	–
Dr.K.Gunasundari	International Journal of Business Administration & Research Review(IJBARR)	Pricing Policies in E-Marketing	Peer Reviewed Journal	Volume - 1, Issue - 20, P.No.118- 119, October - December 2017	ISSN: 2348- 0653, E-ISSN: 2347- 856X	4.729
Ms.G.Vaishnavee	International Journal of Business Administration & Research Review(IJBARR)	Misleading Advertisement and Issues in Digital Marketing	Peer Reviewed Journal	Volume -1, Issue - 20, P.No.25-28, October - December 2017	ISSN: 2348- 0653, E-ISSN: 2347- 856X	4.729

Dr.K.Gunasundari	Shanlax International Journal of Commerce	Demonetization and its Effects on E-Commerce	UGC Listed	Volume - 6, Special Issue - 2 , P.No.283- 285, January 2018	ISSN:2320-4168	3.017
Ms.R.Sangeetha	International Journal of Management Studies	A Study on Consumer Preference towards Organic Products in Tirupur	UGC Listed	Volume -5, Issue – 1(4), P.No.110-114, January 2018	ISSN: 2249-0302, E-ISSN: 2231-2528	2.26
Dr.K.Gunasundari	Intercontinental Management Research Consortium	Implications of Electronic Cash (E-Cash) Payment System	Peer Reviewed Journal	Volume -6, Issue -1, Special Edition - 3, P.No.373-374, February 2018	ISSN:2347- 1670, E-ISSN:2321-0346	5.603
Dr.K.Gunasundari	Shanlax International Journal of Arts, Science & Humanities	Role of E-HRM in an Organization	UGC Listed	Volume -5, Special Issue - 1, P.No.193- 197, February 2018	ISSN: 2321- 788X	2.114
Ms.R.Sangeetha	Shanlax International Journal of Commerce	E-Governance In India	UGC Listed	Volume - 6, Special Issue -1, P.No.147- 151, February 2018	ISSN: 2320- 4168	3.017
Ms.R.Sangeetha	Intercontinental Management Research Consortium	Demonetization In India	Peer Reviewed Journal	Volume - 6, Issue - 1,Special Edition - 1, P.No.4-7,February 2018	ISSN:2347- 1670, E-ISSN: 2321-0346	5.603
Ms.R.Sangeetha	Shanlax International Journal of Arts, Science & Humanities	Growth of Electronic Retailing In India	Peer Reviewed Journal	Volume - 5, Special Issue -1, P.No.411-414, February 2018	ISSN: 2321- 788X	2.114
Ms.G.Vaishnavee	Shanlax International Journal Of Arts, Science & Humanities	E-Governance Model and It's Other Initiatives	Peer Reviewed Journal	Volume -5, Special Issue -1, P.No.507- 511, February 2018	ISSN: 2321- 788X	2.114

2018-19

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.K.Gunasundari	International Research Explorer	A Study on the Problems of Today's Agriculture with Special Reference to Erode District	UGC Listed	Volume -VI, Issue - 17, P.No.32-35, April - June 2018	ISSN: 2250-1940, E- ISSN: 2349-1647	2.62
Dr.P.Parimaladevi	International Research Journal of Human Resources and Social Sciences	A Study on Employees Job Satisfaction towards Sri Varshini Knit Fashions, Tirupur	Peer Reviewed Journal	Volume -V, Issue - 08, P.No. 1-11, August 2018	ISSN : 2394-4218, E-ISSN: 2349-4085	5.414
Ms.R.Sangeetha	International Journal of Research and Analytical Reviews(IJRAR)	A Study on Customer Satisfaction towards Big Bazaar with reference to Tirupur City	UGC Listed	Volume -V, Issue – 3, P.No. 746-748, July -September 2018	ISSN: 2349-5138, E-ISSN 2348-1269	5.75
Dr.K.Gunasundari	Research Review International Journal of Multi Disciplinary	A Study on Customer Intention in Online Shopping of Smart Kitchen Appliances	Peer Reviewed Journal	Special Issue, P.No. 110-113, September 2018	E-ISSN: 2455-3085	4.181
Ms.R.Sangeetha	Journal of Emerging Technologies and Innovative Research (JETIR)	A Study on Human Resource Development Climate in Tamilnadu Newsprint and Papers Ltd, Karur	UGC Listed	Volume -5, Issue - 9, P.No. 892-896 September 2018	ISSN: 2349-5162	5.87
Dr.P.Parimaladevi	International Research Journal of Business and Management	An Empirical Study on Consumers Buying Behaviour and Satisfaction Towards Patanjali Product in Erode City	Peer Reviewed Journal	Volume -XI, Issue - 10, P.No. 1-9, October 2018	ISSN: 2322-083X	6.923
Dr.P.Parimaladevi	Journal of Scientific Research and Reviews	A Structural Equation Model for Consumer's Buying Behaviour and Satisfaction towards Durable Goods in Erode District	UGC Listed	Volume -8, Issue - 1, P.No. 120-127, January-March 2019	ISSN: 2279-0543	6.946

Dr.K.Gunasundari	Journal of Emerging Technologies and Innovative Research(JETIR)	A Study on User's Satisfaction of Call Taxi Services in Erode City	UGC Listed	Volume -6, Issue - 2, P.No. 266-274, February 2019	ISSN: 2349-5162	5.87
Ms.R.Sangeetha	International Journal of Research and Analytical Reviews	A Study on Stress Among Women Employees With Special Reference to Tirupur City	UGC Listed	Volume – 6, Issue - 1, P.No. 1278-1281, February 2019	ISSN: 2349-5138, E-ISSN: 2348-1269	5.75
Ms.R.Nivekha	Emerging Trends and Challenges in Commerce	A Study on the Impact of GST in Global Business	-	Volume - II, First Edition, P.No. 101-105, 2019	ISBN:978-81-909344-8-0	-
Dr.P.Parimaladevi	Journal of Management Research and Analysis	Changing Consumer Behaviour through Advertising in Healthcare Sector	UGC Listed	Volume – 2, Special Issue – 1, P.No. 345-352, January-March 2019	ISSN: 2394-2762, E-ISSN: 2394-2770	1.87
Dr.K.Gunasundari & Ms.R.Nivekha	Journal of Management Research and Analysis	A Study on Consumer's Attitude towards Organic Fruits and Vegetables in Erode City	UGC Listed	Volume – 2, Special Issue – 1, P.No. 319-328, January-March 2019	ISSN: 2394-2762, E-ISSN: 2394-2770	1.87
Ms.K.Ramya	Journal of Management Research and Analysis	Big Data Challenging Issues and Salvation	UGC Listed	Volume – 2, Special Issue – 1, P.No. 336-344, January-March 2019	ISSN: 2394-2762, E-ISSN: 2394-2770	1.87
Dr.P.Parimaladevi	Online International Interdisciplinary Research Journal	Financial Management Practices in Micro Financial Institutions	Peer Reviewed Journal	Volume -9, Special Issue.2, P.No. 77-83, February 2019	ISSN:2249-9598	1.87
Dr.P.Parimaladevi	Journal of Emerging Technologies and Innovative Research(JETIR)	Factors Influencing the Purchase Behaviour of Consumers towards Durable Products in Erode District	UGC Listed	Volume - 6, Issue -3, P.No. 894-902, March 2019	ISSN: 2349-5162	5.87

2019-2020

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Ms.R.Nivekha	International Journal of Applied Business and Economic Research	A Study on the Impact of GST in Global Business	Peer Reviewed Journal	Volume -17, No.2, P.No.39 -42, June 2019	ISSN: 0972-7302	0.08
Dr.P.Parimaladevi	International Journal of Analytical and Experimental Model Analysis	Industrial Labour Relations	UGC Listed	Volume- XI, Issue – VIII, P.No.440-448, August 2019	ISSN: 0886-9367	6.3
Ms.R.Sangeetha	International Journal of Multidisciplinary Educational Research	A Study on Human Resource Reporting Practices of Selected Public and Private Sector Companies in India	UGC Listed	Volume - 8, Issue - 9(2), P.No.105 – 109, September 2019	ISSN: 2277-7881	6.014
Dr.P.Parimaladevi	International - Our Heritage Journal	Cultural Shift to Drive Formal Banking System in Rural India	UGC Listed	Volume -68, Issue – 30, P.No. 2477-2483, February 2020	ISSN: 0474-9030	4.912
Dr.P.Parimaladevi	International - Our Heritage Journal	Self Service Technologies (SST)) Benchmarks to Raising Financial Inclusion	UGC Listed	Volume -68, Issue – 30, P.No. 2492-2502, February 2020	ISSN: 0474-9030	4.912
Dr.K.Gunasundari	International - Our Heritage Journal	The Impact on Government Schemes for Financial Inclusion Banking Sector	UGC Listed	Volume -68, Issue – 30, P.No. 2484-2491, February 2020	ISSN: 0474-9030	4.912
Ms.R.Sangeetha	International Journal of Research and Review	A Study on Marketing Strategies of Garment Industry with Special Reference to Tirupur	UGC Listed	Volume -7, Issue – 2, P.No. 230-234, February 2020	ISSN: 2454-2237, E-ISSN: 2349-9788	ICV – 95.79
Dr.K.Gunasundari	International Journal of Studies in Indian Place Names	A Study on Job Opportunities in Rural Marketing	UGC Care Listed	Volume - 40, Issue 50, P.No.2217-2225, March 2020	ISSN: 2394-3114	6.3

2020-2021

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Dr.K.Gunasundari	Anvesak – Abi-annual Journal	A Study on Women Customer Awareness towards Health and Fitness Centres in Erode City	UGC Listed	Volume -51, No.1(VII), P.No.23-28, January- June 2021	ISSN: 0378-4568	-

2021-2022

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
Ms.R.Sangeetha	NIU International Journal of Human Rights	Human Resource Accounting in Indian Scenario	UGC Care Group - 1	Volume.8(XVIII), P.No.21-24, July 2021,	ISSN:2394-0298	-
Ms.R.Sangeetha	International Research Journal of Management Science and Technology	A Study on Factors Influencing the Work Life Balance among the Women Faculties of Arts and Science Colleges in Erode District	Indexed Peer Reviewed and Refereed Journal	Volume.13, Issue 1, P.No.11-20. January 2022	ISSN(online) 2250-1959 (Print)2348-9367	-

2022-2023

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
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Dr.P.Parimaladevi	Stochastic Modeling and Applications	Rupay Card System	UGC Care Approved Journal	Volume.26, No.3, Special Issue 2022,Part-6, P.No.697-704. January – June, 2022	ISSN:0972-3641	-
Dr.K.Gunasundari	Journal of Asiatic Society of Mumbai	A Study on Consumer Satisfaction towards Preethi Products in Tiruppur City	UGC Care Lister Journal	Volume.95, No.37, New Series, P.No.88-94, 2022	ISSN:0972-0766	-
Dr.K.Gunasundari	International Journal of Current Science	A Study on Buyers' Behaviour towards Pediasure with Special Reference to Tirupur	Peer Reviewed and Referred Journal	Volume.14, Issue 1, P.No.484-497, March 2023	ISSN:2250-1770	8.17

2023-2024

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.P.Parimaladevi	Shodha Prabha	Attitudinal Study on Junk Food Consumption in Erode District	UGC Care Journal	Volume.48, Book No.7 , P.No.97-103, July 2023	ISSN:0974-8946	-
Dr.P.Parimaladevi	International Journal of Novel Research and Development	Profitability Analysis of Selected Private Sector Banks in India	International Open Access, Peer-reviewed & Refereed Journal	Volume.8, Issue 7, P.No.658-663, July 2023	ISSN:2456-4184	-
Dr.K.Gunasundari	Com Fin Research-SHANLAX Journals	A Study on Buyers Behavior Towards Next Gen Home Products with Special Reference to Erode District.	International Journal	Volume.12, Issue 2, P.No.01-10, April 2024	E-ISSN:2582-6190/ DOI: http://doi.org/10.34293/com.v12i2.7125	-