



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

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

Thindal, Erode – 638 012.



PUBLICATIONS

DEPARTMENT OF BBA (CA)

2013– 2014

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	S.M.Jayasudha	Role of Autonomy and Quality Assurance in Higher Education	Stakeholder's Perspectives on Quality of Higher Education			-
2.	Dr.V.Rajeswari	South Asian Journal of Socio Political Studies	Social and Psychological Impact of Online Social Networking	Vol.14 July-Dec-2013	pp:86-90,	-
3.	D.Parimaladevi	International Journal of Management, IT and Engineering.	A study on the Emotional Intelligence Among the Employees of Cheran Company - Tirupur.	Vol 3,Issue 12, Dec 2013		-

4.	D.Parimaladevi	A Research Book on Globalisation and its Impact on Indian Company	Globalisation and its Impact on Tourism Industry			-
5.	B.Shanthini	Readers shelf	An Empirical study on workforce diversity in Sri Vignesh oil mills, Vellakovil	Vol.No.9, Issue 10, July 2013		-

2014- 2015

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	S.M.Jayasudha	International research Journal of agriculture and rural development.	An empirical study on the satisfaction level of farmers towards suguna feeds in Erode city.	Vol 3,No.1,Dec 2014,	124-129	
2.	Dr.V.Rajeswari	International Journal of exclusive management research.	A study on customer relationship management towards bigbazaar.	4/1/2015	78-82	
3.	D.Parimaladevi	VEI International Journal of Social sciences	A study on consumer behavior towards kitchen durables in Erode	Vol 2, 3 ,2015	26-28,	
4.	B.Shanthini	Asia Pacific Journal of Research.	Impact of meditation on Emotional intelligence	Vol 1,ISS: XIII,May 2014	64-71	0.673

2015- 2016

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
--------------	--------------------------	----------------------------	---------------------------	---------------------	-----------------	----------------------

1.	Dr.S.M.Jayasudha	International conference on “Innovations in research in the field of social sciences”	Analysis of problems faced by policy holders of motor insurance in Erode district	Special Issue XVII, Vol.1, 2015	38-41	-
2.	Dr.S.M.Jayasudha	International Journal of Research in Humanities and Social Science.	Analysis of the policy holders’ perception on claim and settlement procedures in motor insurance business in Erode district.	Vol2(2), Dec 2015	74-79	-
3.	B.Shanthini	International Journal of Business and Administration Research Review	A Conceptual framework of meditation and its relations to Emotional intelligence and Subjective well-being.	Vol.2,Issue11, Sep 2015	149- 153	3.072

2016- 2017

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	Dr. S.M.Jayasudha	Imperial Journal of Interdisciplinary Research	Significant Issues of Transgender People- A Empirical Study In Erode District of Tamil Nadu	Vol-3, Issue-4	303 -307	
2.	Dr. S.M.Jayasudha	Journal of Management and Science	Impacts On Demonetization on the Retail Business in Erode City	Volume 1, February 2017	11-14,	0.654
3.	Dr. S.M.Jayasudha	PARIPEX – Indian Journal of Research	An Empirical Study on The Dreadful State Of Transgenders	Vol.6 Issue. 3, March 2017	614-616,	5.761
4.	B. Shanthini	Intercontinental Journal of Human Resource Research Review	Impact of Meditation on Emotional Intelligence and Intellectual Capital for Organisational and Social Well-Being with Reference to Meditation	Volume 5, Issue 5 , 2017	108-115	4.169

5.	B. Shanthini	Demonetization: A Game Changer From Black Economy To Digital Economy	Impacts On Demonetization: Organised And Unorganized Sector	Vol, 2 No.1, Feb 2017		
----	--------------	--	---	-----------------------	--	--

2017- 2018

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	B. Shanthini	International Research Journal of Engineering and Technology(IRGET)	An Empirical Study on the Relationship Between Meditation, Emotional Intelligence and Subjective Well – Being through Equation Modelling	Volume 5, Issue 3, March 2018	3833-3836	-

2018- 2019

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
	Dr.B.Shanthini	International Journal of Engineering Development and Research (peer reviewed)	A Literature Review on Meditation, Emotional Intelligence and Subjective Well Being	Volume 6, issue 1, January		5.87
2	Dr.B.Shanthini	International Journal of Engineering Development and Research(peer reviewed)	An Empirical Study on Human Values –A study with reference to Adolescents	Issue 4, December 2018		5.67
3	Dr.M.Mythily	International Research Journal of Management Science and Technology	Impact of training programmes on the various dimensions of organisational commitment: An Investigation among employees of public sector banks in Erode district	Volume 9, Issue 9, September 2018,	Pages- 36-57,	3.14
4	Dr.M.Mythily	Journal of Emerging Technologies and Innovative	Affective Organizational Commitment: An investigation among employees of public	Volume 5, Issue 9	PP: 492-596	5.87

		Research:	sector banks in Erode district			
--	--	-----------	--------------------------------	--	--	--

2019- 2020

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	Dr.D.Parimala Devi	International Journal of Research in Humanities and Social Sciences	A Study on the Modern Kitchen Users' Satisfaction about the after sales service performance of Modern kitchen and it's appliances in Coimbatore district.	Volume 6(1), June 2019		
2.	Dr.D.Parimala Devi	International Journal of Business Administration and Research Review	Women Satisfaction towards Modern Kitchen and Modern kitchen tools in Coimbatore North	Volume 6 Issue 2, June 2019		5.494
3.	Dr.B.Shanthini	International Journal of Research and Analytical Reviews	The opportunities and challenges faced by rural women entrepreneurs in Erode district, Tamilnadu	Volume 6, Issue 3, September 2019		5.75
4.	T.Kanchanamala	International Journal of Research and Analytical Reviews	Customer Satisfaction towards Restaurant services in Erode City	Volume 6, Issue 3, September 2019		5.75
5.	M.Vaidhehi	International Journal of Research and Analytical Reviews	A Study on Employees Absenteeism in Jawan Knit Garments, Tirupur	Volume 6, Issue 3, September 2019		5.75
6.	Dr.M.Mythily	Peer reviewed & Indexed Journal	A Study on Organisational Commitment in select commercial banks with special reference to Erode district – Literature Review	Volume 9, Issue 7(2), June 2019		7.081

7.	Dr.M.Mythily	International Journal of Research and Analytical Reviews	An empirical study on Work life balance with special reference to women physicians in Erode city	Volume 6, Issue 3, September 2019		5.75
8.	Dr.B.Shanthini	Journal of Emerging Technology in Innovative Research (An International Open Access Journal)	A Literature Review on Mediation, Emotional Intelligence and Subjective Well-Being	2019,6(1)	448-456	5.87

2020- 2021

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	Dr.B.Shanthini	HUSS: International Journal of Research in Humanities and Social Sciences	Learner's Attitude and Preference towards E-learning: An Empirical Study	June 2020 , Vol. 7, Issue 1	39-49	-
2.	Dr.B.Shanthini	International Journal of Management and Social science Research Review	Predicting Learners' Attitude and Preference in E-Learning using Artificial Neural Networks	January 2021, Vol. 8, Issue 1,	1-9	SJIF 6.462

2021- 2022

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	Ms. M.Vaidhehi	HUSS: International Journal of Research in Humanities and Social Sciences	Work Life Balance of Female IT Professionals with Special Reference to Bengaluru City	June 2021, Volume 08(1)	33-40	-

2.	Dr.M.Mythily	International Journal of Multidisciplinary Research in Science, Engineering and Technology	Employee Engagement in Barbeque Nation, Tirupur & Erode City, Tamilnadu, India	June 2021, Volume 04, Issue 06	1201-1206	7.54
----	--------------	--	--	--------------------------------	-----------	------

2022- 2023

S.No.	Name of Author(s)	Name of the Journal	Title of the Paper	Year, Volume	Page No.	Impact Factor
1.	Mrs.T.Kanchanama la	HUSS: International Journal of Research in Humanities and Social Sciences	Consumer's Preference and Attitude towards online Pharmaceutical Services in Erode City	June 2022 Vol.9(1)	29-35	-
2.	Ms.M.Vaidhehi	International Journal of Research and Analytical Reviews	A Study on Stress faced by Female IT Professionlas with special reference to	Volume 10, Issue 2	192 - 197	7.17

2023-2024

S.No.	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
1.	Dr. B. Shanthini	International Journal of Research and Analytical Reviews	Gender Awareness and Impact of Gender Sensitization Programmes Among School Children - An Empirical Study with Special Reference To Government Higher Secondary School, Thindal, Erode, Tamilnadu	-	Volume - 10, Issue - 3, July 2023, pp. 293 - 296	E-ISSN: 2348-1269, P-ISSN : 2349 - 5138	-

2.	Dr. B. Shanthini	HuSS: International Journal of Research in Humanities and Social Sciences	Assessment of Happiness and Quality of Life – An Empirical Study with Special Reference to Anugraha Fashion Mill Private Limited, Tirupur	-	Volume - 10, Issue - 2, July - December 2023, pp. 71 - 76	ISSN (Print): 2349-4778 , ISSN (Online): 2349-8900	-
3.	Ms.T. Kanchanamala	International Journal of Research and Analytical Reviews	Effective Utilization of Digital Payment System at the Retail Stores of Rural India	-	Volume - 10, Issue - 3, September 2023, pp. 987-993	E-ISSN: 2348-1269, P-ISSN: 2349-5138	-
4.	Ms.M. Vaidhehi	International Journal of Research and Analytical Reviews	Gender Awareness and Impact of Gender Sensitization Programmes Among School Children - An Empirical Study with Special Reference To Government Higher Secondary School, Thindal, Erode, Tamilnadu	-	Volume - 10, Issue - 3, July 2023, pp. 293 - 296	E-ISSN: 2348-1269, P-ISSN: 2349-5138	-
5.	Dr.V.R.Malarvizhi	International Journal of Research and Analytical Reviews	Impact of Social Media Marketing on Consumer Behaviour in Erode, Tamil Nadu	-	Volume - 10, Issue - 4, December 2023, pp. 941- 949	E-ISSN: 2348-1269, P-ISSN: 2349-5138	-
6.	Dr.V.R.Malarvizhi	HUSS: International Journal of Research in Humanities and Social Sciences	A Study on Women's Online Purchasing Behaviour in Erode	-	Volume - 10, Issue -1, June 2023, pp: 30-38	ISSN: (Print) 2349-4778, ISSN (Online): 2349-8900.	-

