



## **VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)**

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

**Thindal, Erode – 638 012.**



### **PUBLICATIONS**

#### **DEPARTMENT OF B.COM BANKING AND INSURANCE**

**2019-2020**

| <b>Name of the Author(s)</b> | <b>Name of the Journal/ Book/ Conference Proceedings</b>                     | <b>Title</b>  | <b>Volume, Issue, P.No. and year</b> | <b>ISBN/ ISSN/ DOI</b> | <b>Impact Factor</b> |
|------------------------------|--|---|--------------------------------------|------------------------|----------------------|
| JANAKI P                     | International Journal Of Scientific Development And Research- IJSDR          | Satisfaction Of Visitors Regarding Theme Parks - A Study In Erode City              | Vol-4,P.No: 84-88                    | 2455-2631              | 5.47                 |
| JANAKI P                     | International Journal for Research in Engineering Application and Management | Consumers' Perception Towards Branded Fast Food Restaurants - A Study in Erode City | Vol-6,P.No: 207-212                  | 2454-9150              | 7.42                 |
| JANAKI P                     | International Journal Of Emerging Technologies And Innovative                | Determinants Of Visitors' Preference Regarding Theme                                | Vol-6,P.No: 152 - 160                | 2349-5162              | 5.87                 |

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|          | Research  | Parks - A Study In Erode City  |                      |   |      |
| JANAKI P | HuSS: International Journal of Research in Humanities and Social Sciences | Consumers' Satisfaction Towards Branded Fast Food Restaurants in Erode City                    | Vol-6(2),P.No: 80-83 | Print: 2349-4778 ,<br>Online: 2349 - 8900 | -    |
| JANAKI P | International Journal Of Emerging Technologies And Innovative Research    | Consumers' Brand Preference Towards Using Direct- To-Home (Dth)Service - A Study In Erode City | Vol-6,P.No: 17-24    | 2349-5162                                 | 5.87 |

**2021-2022**

| <b>Name of the Author(s)</b> | <b>Name of the Journal/ Book/ Conference Proceedings</b>     | <b>Title</b>  | <b>Volume, Issue, P.No. and year</b>           | <b>ISBN/ ISSN/ DOI</b> | <b>Impact Factor</b> |
|------------------------------|--|---|--|------------------------|----------------------|
| JANAKI P                     | Journal of the Asiatic Society of Mumbai                     | A Study on Solvency Position of RPP Infra Projects Limited in Erode   | Volume XCIV, No.06, pp 105 - 110, 2021         | ISSN 0972-0766         | -                    |
| SATYA BHAMA                  | Journal of Emerging Technologies and Innovative Research     | A Study on Consumers's Satisfaction and Factors Influencing the Usage of Himalayan Product With Special Reference to Erode Town | Volume 09, Issue 01, January 2022, pp. d21-d27 | ISSN: 2349-5162        | 7.95                 |
| SATYA BHAMA                  | Journal of Scientific Research in Engineering and Management | A Study on Farmer's Satisfaction Towards Kisan Credit Card Scheme- A Reference to Erode City                                    | Volume 06, Issue 03, March 2022, pp.1-9        | ISSN: 2582-3930        | 7.42                 |

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| S.SUBHASHEELA | Journal of Scientific Research in Engineering and Management | A Study Farmer's Satisfaction Towards Kisan Credit Card Scheme- A Reference to Erode City | Volume 06, Issue 03, March 2022, pp. 1-9 | ISSN: 2582-3930 | 7.42 |
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### 2022-2023

| Name of the Author(s) | Name of the Journal/ Book/ Conference Proceedings                                   | Title   | Volume, Issue, P.No. and year            | ISBN/ ISSN/ DOI                    | Impact Factor |
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| JANAKI P              | Future Outlooks on Corporate Finance and Opportunities for Robust Economic Planning | Impact of COVID-19 on Capital Structure towards Maruti Suzuki India Ltd         | pp.278, Feb 2023                         | ISBN:978 16684534 21               | -             |
| SATYA BHAMA           | International Journal of Research and Analytical Reviews                            | A Study on Trend in Working Capital Performance of Maruthi Suzuki India Limited | Vol 10, Issue 1, pp.848-852, Feb 2023    | E-ISSN:348-1269, P-ISSN:234 9-5138 | 7.17          |
| SATYA BHAMA           | International Journal of Innovative Research and Technology                         | Working Capital Analysis of Bajaj Auto Limited                                  | Vol 09, Issue 10, pp.513-516, March 2023 | ISSN:234 9-6002                    | 7.376         |
| S.SUBHASHEELA         | International Journal of Innovative Research and Technology                         | Working Capital Analysis of Bajaj Auto Limited                                  | Vol 09, Issue 10, pp.513-516, March 2023 | ISSN:234 9-6002                    | 7.376         |

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| Dr.P.JANAKI | Humanities and Social Science Studies | Customers' Satisfaction Towards Online Shopping From Flipkart – A Study In Erode City | Vol- 12 Issue 01<br>No. 18 p.p:a-1to<br>a-7, Jan – June<br>2023 | ISSN:<br>2319-<br>829X | - |
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**2023-2024**

| <b>Name of the Author(s)</b> | <b>Name of the Journal/<br/>Book/ Conference<br/>Proceedings</b> | <b>Title</b>  | <b>UGC<br/>Listed/Re<br/>ferred/<br/>Peer/<br/>Reviewed/<br/>Scopus</b> | <b>Volume,<br/>Issue,<br/>P.No.<br/>and Year</b> | <b>ISBN/<br/>ISSN/<br/>DOI</b>       | <b>Impact<br/>Factor</b> |
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| Dr.P.Janaki                  | International Journal of Research and Analytical Reviews         | A Study on Consumer' Satisfaction Towards Boutique Personal Care Products in Erode City | –   | Volume - 11, Issue - 1, March 2024, pp. 327-336, | E-ISSN: 2348-1269, P-ISSN: 2349-5138 | –                        |
| Dr.Satya Bhama               | International Journal of Novel Research and Development          | Influencing Factors and User's Satisfaction Towards Aloe Vera Products                  | –   | Volume - 8, Issue - 7, pp. a1-a7, July 2023      | ISSN: 2456-4184                      | –                        |