



## **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**

<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.K.Gunasundari	Journal Of Management And Science	E-Payment System On E-Commerce In India	Peer Reviewed Journal	VOL-1, SPECIAL ISSUE, PP: 132-134, Feb 2017	ISSN: 2249-1260. E-ISSN : 2250-1819	1.3

Dr.K.Gunasundari	Intercontinental Journal Of Management Research Consortium	Black Money Eradication: Challenges In Indian Industrial Sector	Peer Reviewed Journal	VOL-5, SPECIAL ISSUE III, PP:117-118 , Feb 2017	ISSN : 2347-1670	—
Dr.K.Gunasundari	Intercontinental Journal Of Finance Research Review	Demonetization: Impact On The Unorganized Sector	Peer Reviewed Journal	VOL-5, ISSUE-2, SPECIAL EDITION III, pP:399-401, Feb 2017	ONLINE ISSN: 2321-0354 PRINT ISSN: 2347-1654	—
Dr.K.Gunasundari	Vei-International Journal Of Social Sciences	E-Business Strategies	Peer Reviewed Journal	VOL-3, SPECIAL ISSUE-6, PP:165-169, Feb 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	VOL-4, ISSUE 4, PP: 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 Business Administration & Research Review(Ijbarr)	Pricing Policies In E-Marketing	Peer Reviewed Journal	VOL.1, ISSUE.20, PG.NO.118-	ISSN:2348-0653,E-ISSN:2347-	4.729

				119, Oct - Dec 2017	856X	
Ms.G.Vaishnavee	International Journal Of Business Administration & Research Review(Ijbarr)	Misleading Advertisement & Issues In Digital Marketing	Peer Reviewed Journal	VOL.1, ISSUE.20, PG.NO.25-28. Oct - Dec 2017	ISSN:2348-0653,E-ISSN:2347-856X	4.729
Dr.K.Gunasundari	International Journal Of Social Science	Role Of Digitalization In Human Resource Management	Peer Reviewed Journal	VOL.3, SPC.ISS.08, PG.NO.105-108, sep 2017	ISSN:2394-1316,	2.385
Ms.G.Vaishnavee	Journal Of Management & Science	Gst & Impact On Economy	Peer Reviewed Journal	VOL.3, SPC.ISS.01, PG.NO.20-24, sep 2017	ISSN:2249-1260, E-ISSN:2250-1819	–
Ms.R.Sangeetha	International Journal Of Management Studies & Journalinternational Journal Of Management Studies & Journal	A Study On Consumer Preference Towards Organic Products In Tirupur	UGC LISTED	VOL.5, ISSUE.1 , PG.NO.110-114.Jan 2018 .	ISSN: 2249-0302, E-ISSN: 2231-2528	2.26
Ms.R.Sangeetha	Shanlax International Journal Of Commerce	E-Governance Inindia	UGC LISTED	VOL.6,SPL. ISSUE.1,PG .NO.147-151.FEBb 2018	ISSN:2320-4168	3.017

Dr.K.Gunasundari	Shanlax International Journal Of Commerce	Demonetization & Its Effects On E-Commerce	UGC LISTED	VOL.6,SPL. ISSUE.2 , PG.NO.283-285, Jan 2018	ISSN:2320-4168	3.017
Dr.K.Gunasundari	Intercontinental Management Research Consortium	Implications Of Electronic Cah (E-Cash) Payment System	Peer Reviewed Journal	VOL.6,ISS UE.1,SPC.E DITION.3,P G.NO.373-37, Feb 2018	ISSN:2347-1670,2347/1662/2347-1654	5.603/5.351/5.414
Ms.R.Sangeetha	Intercontinental Management Research Consortium	Demonetization In India	Peer Reviewed Journal	VOL.6,ISS UE.1,SPC.E DITION.1,P G.NO.4-7, Feb 2018	ISSN:2347-1670,2347/1662/2347-1654	5.603/5.351/5.414
Ms.R.Sangeetha	Shanlax International Journal Of Arts,Science & Humanities	Growth Of Electronic Retailing In India	Peer Reviewed Journal	VOL.5,SPC. ISSUE.1,PG .NO.411-414,Feb 2018	ISSN:2321-788X	2.114
Ms.G.Vaishnavee	Shanlax International Journal Of Arts,Science & Humanities	E-Governanace Model And It'S Other Initiatives	Peer Reviewed Journal	VOL.5,SPC. ISSUE.1,PG .NO.507-511,Feb 2018	ISSN:2321-788X	2.114

Dr.K.Gunasundari	Shanlax International Journal Of Arts,Science & Humanities	Role Of E-Hrm In An Organisation	UGC LISTED	VOL.5,SPC. ISSUE.1,PG .NO.193-197,Feb 2018	ISSN:2321-788X	2.114
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### 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	Reasearch Explorer	A Study On The Problems Of Today'S Agriculture With Special Reference To Erode District	UGC LISTED	VOL.VI,ISSUE.1 7,PG.NO.32-35, April - June 2018	ISSN:225 0-1940,E-ISSN:234 9-1647	2.65
Dr.P.Parimaldevi	International Reaserach Of Human Resource And Social Science	A Study On Employees Job Satisfaction Towards Sri Varshini Knit Fashions,Tirupur	Peer Reviewed Journal	VOL.V,ISSUE.08, PG.NO.1-11. ISSN(P),E:2394-4218. August 2018	ISSN (ON):234 9-4085.	5.414
Ms.R.Sangeetha	International Journal Of Research And Analyltical Reviews(Ijrar)	A Study On Customer Satisfaction Towards Big Bazaar With Referece To Tirupur City.	Peer Reviewed Journal	VOL.VI,ISSUE.1 7,PG.NO.746-478, April - June 2018	EISSN 2348-1269 PRINT ISSN234 9-1538.	5.75

Ms.R.Sangeetha	Journal Of Emerging Technological And Innovative Research (Jetir)	A Study On Human Resource Development Climate In Tamilnadu N Ewsprint And Papers Ltd. Karur.	Peer Reviewed Journal	VOL.V,ISSUE.9,P P-892-896, sep 2018	ISSN:234 9-5162	Jan-00
Dr.P.Parimaldevi	International Research Journal Of Business And Management	An Empirical Study On Consumers Buying Behavior And Satisfaction Towards Patanjali Product In Erode City	Peer Reviewed Journal	VOL.11, ISSUE.10, Oct 2018	E- ISSN:232 2-083X	6.923
Dr.K.Gunasundari	Research Review International Journal Of Multi Disciplinary	A Study On Customer Intention In Online Shopping Of Smart Kitchen Appliances	UGC LISTED	SPECIAL ISSUE, P.P.110-113,Sep 2018	E- ISSN:245 5-3085	4.91
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	Volume 5, Issue 3, Pp. 94-98, Sep- 2018	E-ISSN 2348- 1269 P- ISSN 2349- 5138	—

### 2019-2020

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue, P.No. and year	Page No.	Impact Factor
PARIMALADEVI P	A Retrospective Analysis for Prospective India	Cultural Shift to Drive Formal Banking System in Rural India	2020	68(30)	2477-2483	4.912

SANGEETHA R	International Journal of Research and Review	A Study on Marketing Strategies of Garment Industry with Special Reference to Tirupur	2020	Vol.7	230-234	ICV – 95.79
RAMYA K	Journal of Management Research and Analysis	Big Data Challenging issues and Salvation	2019	2	336-344	
GUNASUNDARI K	Our Heritage Journal	The Impact on Government Schemes for Financial Inclusion Banking Sector	2020	68(30)	2454-2491	4.912
SANGEETHA R		A Study on Human Resource Reporting Practices of Selected Public and Private Sector Companies in India	2019	8	105-109	6.014
PARIMALADEVI P	A Retrospective Analysis for Prospective India	Self Service Technologies (SST)) Benchmarks to Raising Financial Inclusion	2020	68(30)	2492-2502	4.912
PARIMALADEVI P	The International Journal of Analytical and Experimental Model Analysis	Industrial Labour Relations	2019	XI	440-448	
PARIMALADEVI P	International Inter Disciplinary Research Journal	Financial Management Practices in Micro Financial Institutions	2019	9	77-83	5.818
NIVEKHA R	Journal of Management Research and Analysis	A Study on consumer's Attitude towards organic fruits and vegetables in Erode City	2019	2	319-328	1.87
GUNASUNDARI K	Studies in Indian Place Names	A Study on Job Opportunities in Rural Marketing	2020	40, Issue 50	2217-2225	

PARIMALADEVI P	Journal of Emerging Technologies and Innovative Research	Factors Influencing the Purchase Behaviour of Consumer towards Durable Products in Erode District	2019	6	894-902	5.87
GUNASUNDARI K	International Journal of Emerging Technologies and Innovative Research	A Study on User's Satisfaction of Call taxi Services in Erode City	2019	6	266-274	5.87
PARIMALADEVI P	International Journal of Management Research and Analysis	Changing Behaviour through Advertising in Healthcare Sector	2019	2	345-352	1.87
SANGEETHA R	International Journal of Research and Analytical Reviews	A Study on Stress Among Women Employees With Special Reference To Tirupur City	2019	6	1278-1281	5.75
PARIMALADEVI P	International Journal of Scientific Research and Reviews	A Structural Equation Model for Consumer's Buying Behaviour and Satisfaction towards Durable Goods in Erode District	2019	8	120-127	6.946
GUNASUNDARI K	International Journal of Management Research and Analysis	A Study on Consumer's Attitude towards Organic Fruits and Vegetables in Erode City	2019	2	345-352	1.87

**2021-2022**

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue, P.No. and year	Page No.	Impact Factor
Ms.R.Sangeetha	NIU International Journal of Human Rights	Human Resource Accounting in Indian Scenario	July 2021	Volume 08(XVIII)	21-24	0.991



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	January 2022	Volume 13, Issue 01	11-20	8.10
Ms.R.Sangeetha	Book Chapter: Empowering Women	Women's Rights in India	March 2022	-	581-588	-

### 2022-2023

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Year of Publication	Volume, Issue, P.No. and year	ISBN/ ISSN/ DOI	Impact Factor
P.Parimaladevi	Rupay Card System	Stochastic Modeling and Applications	January – June, 2022	Vol.26, No., 3, Special Issue, Part-6, pp.697-704	ISSN: 0972-3641	-
K.Gunasundari	Journal of Asiatic Society of Mumbai	A Study on Consumer Satisfaction towards Preethi Products in Tiruppur City	2022	Vo.95, No.37,2022 New Series, pp.88-94	ISSN:0972-0766	-
Dr.P.Parimaladevi	Book Chapter - Recent Trends in Commerce	Fast Food Consumption: Causes and Effects	2023	pp. 123-127	ISBN:978-81-951454-6-1	-
Dr.K.Gunasundari	International Journal of Current Science	A Study on Buyers' Behaviour towards Pediasure with Special Reference to Tirupur	2023	Vol.14, Issue 1, pp.484-497	ISSN:2250-1770	8.17

**2023-2024**

<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.P.Parimaladevi	Shodha Prabha:	Attitudinal Study on Junk Food Consumption in Erode District	UGC Care	Volume - 48, Book No.7, July 2023, pp.97-103	ISSN: 0974-8946	–
Dr.P.Parimaladevi	International Journal of Novel Research and Development:	Profitability Analysis of Selected Private Sector Banks in India	Open Access, Peer-reviewed & Refereed Journal	Volume - 8, Issue -7, July 2023, pp. 658-663	ISSN: 2456-4184	–
Dr.P.Parimaladevi	Digital Evaluation and its Impact on Indian Business Environment	Innovation in Indian Banking Industry (2023)	–	Volume - I, Issue - 1, March 2024, pp. 46-54	ISBN: 978-93-340-3016-7	–
Dr.K.Gunasundari	Futuristic Trends in Social Sciences: IIP Series	A Study on E-Marketing and Employment Opportunities in Tirupur City	–	Volume - 3, Book - 1, Part - 3, Chapter - 1, March 2024	E-ISBN: 978-93-5747-775-8	–
Dr.K.Gunasundari	International ComFin Research - SHANLAX Journals	A Study on Buyers Behavior Towards Next Gen Home Products with Special Reference to Erode District	–	Volume - 12, Issue - 2, April 2024	E-ISSN: 2582-6190.	–

