



VELLALAR COLLEGE FOR WOMEN (AUTONOMOUS)

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

Thindal, Erode – 638 012.



PUBLICATIONS

DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

2013-2014

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.S.Kalaiselvi	International Research Journal of Agriculture Rural Development	Agriculture Rural Development in India- an overview	–	Vol-2,No-1, pp.27-30, June 2013	EISSN 2319-331X	–
Dr.S.Kalaiselvi	Asian Journal of Multidimensional Research	Pragmatic Traits of TV Advertisement and Its Influence on Women Buying Behaviour- An Empirical Analysis	–	Vol-2,issue-5, pp.10-20, May 2013	ISSN 2278-4853	–

Dr.S.Kalaiselvi	Asian Journal of Multidimensional Research	Effectiveness of packaging of Aavin Dairy products in Erode town-An empirical analysis	–	Vol-3,No-1, pp.23-36, Jan 2014	ISSN 2278-4853	–
Dr.S.Kalaiselvi	Foreign Direct Investment and Economic Development, Aavishkar publishers, Distributors, Jaipur India.	FDI In Higher Education – A tip of the Iceberg	–	Pg:158-172	ISBN:978-81-7910-453-8	–
Dr.S.Kalaiselvi	ZENITH International journal of business economics and management research	Financial performance appraisal of SAINT-GOBAIN SEKURIT INDIA LIMITED	–			–
Dr.C.Sangeetha	Asian Journal of Multidimensional Research	Effectiveness of packaging of Aavin Dairy products in Erode town-An empirical analysis	–	Vol-3,No-1, pp.23-36, Jan 2014	ISSN 2278-4853	–
Dr.S.Thenmozhi	IOSR Journals International Organisation of Scientific Research	Viral Marketing as an On-Line Marketing Media	–	e-Vol-2.pp:88-94, Oct,2013	ISSN:2278-487X,p-ISSN:2319-7668.	–
Dr.S.Thenmozhi	Foreign Direct Investment and Economic Development, Aavishkar publishers, Distributors, Jaipur India.	Foreign Investment Flows to Indian Banking Sector	–	pp:131-136.	ISBN:978-81-7910-453-8	–
Dr.PThilagavathi	Recent Trends In Auditing-SELP PUBLICATIONS,Tirchirappalli	XBRL-Extensible Business Reporting Language	–	pp:179-185.	ISBN:978-93-80509-36-5	–
Dr.PThilagavathi	Recent Trends In Auditing-SELP PUBLICATIONS,Tirchirappalli	XBRL-Extensible Business Reporting Language	–	pp:179-185.	ISBN:978-93-80509-36-5.	–

Dr.P.Parimala Devi	International Journal of Marketing and Technology	A Study on Buyer Behavior towards, Maruthi car in Erode City	-	pp:51-65, March 2014	ISSN:2249-1058	-
Dr.P.Parimala Devi	Crop Insurance an overview, visal publications, tripur	History of crop insurance in india	-	pp-130-137	ISBN:978-93-80461-03-8	-
Mrs.M.Prema	International Research Journal of Agriculture Rural Development	Rural Infrastructure and Agricultural Development	-	Vol-2,No-1,June2013	,EISSN 2319-331X,pp 49-54	-

2014-2015

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.S.Kalaiselvi	International Journal of Multidisciplinary and Academic Research (SSIJMAR)	Scenario of Retailing in the Present Era	-	Vol-3, No-5, October 2014, PP.No-36-47,	ISSN- 2278-5973	-
Dr.S.Kalaiselvi	International Research Journal of Agriculture and Rural Development	Impact of Leverage on Capital Structure in Indian Software Industry.	-	Vol-3, No.-1, Dec 2014.	ISSN-2319-331X	-
Dr.S.Kalaiselvi	EPRA International Journal of Economic & Business Review	Changing of Girls attitude towards the Consumption of fashion products-A study in Erode city.	-	Vol.3, No-2 Feb 2015, pp.202-207	P-ISSN:2349-0187, e-ISSN:2347-9671	0.998

Dr.S.Kalaiselvi	TRANS Asian Research Journals TAJMMR: TRANS Asian Journal of marketing & Management Research.	A Study on Consumer Purchase Behaviour towards Fashion Products	–	Vol.4, No.1-2 Jan-Feb 2015.	ISSN:2279-0667	4.289
Dr.P.Paimala devi	National seminar on cooperative enterprises for sustainable development	The Role of dairy cooperatives in sustainable economic development in India	–	27th august 2014 pp.77-78	ISBN 978-93-83-459-68-1	–
Dr.P.Paimala devi	GE-international journal of management research	Green Marketing Myopia	–	vol.no-2,issue no-6,june 2014, pp.81-90	ISSN (2321-1709)	–
Dr.P.Paimala devi	International Research Journal of Commerce and Law	A Study on Impact of Promotional Strategies on Consumer buying behaviour to shopping mall	–	vol.no-1,issue no-3, Sep 2014, pp.25-35	ISSN (2349-7051)	–
Dr.P.Paimala devi	International Research Journal of Agriculture and Rural Development	Green Marketing Myopia	–	Vol.3, No.1,Dec 2014.	ISSN : 2319-331X.	–
Dr.S.Thenmozhi	International Journal of Research in Computer Application & Management	Financial Health Housing Finance Institution in India : An Empirical Evaluation	–	vol.no4,issue no-10, Oct2014, pp.45-48	ISSN (2231-1009)	–
Dr.S.Thenmozhi	Foreign direct investment and Indian economy	Revolutionary Development in Information technology through FDI	–	2014	ISBN:978-93-83420-4-5	–
Dr.S.Thenmozhi	International Research Journal of Agriculture and Rural Development	Impact of Agriculture on Indian Economy	–	Vol.3, No.1,Dec 2014.	ISSN : 2319-331X	–

Dr.P.Thilagavathi	International Journal of Applied Research & Studies	A Study on Consumer Satisfaction towards Solar Water Heater With Reference to Erode City	–	vol.no-III,issue no-8, Aug 2014, pp.1-9	ISSN 2278-9480	–
Dr.P.Thilagavathi	International Research Journal of Agriculture and Rural Development	Impact of Agriculture on Indian Economy	–	Vol.3, No.1,Dec 2014.	ISSN : 2319-331X.	–
V.Thilagavathi	International Journal of Marketing and Technology	Consumer Perception Towards online Shopping- An Empirical Study in Erode District	–	Vol 5,No 3, March 2015	ISSN:2249-1058,	–
M.Lalitha	International Journal of Marketing and Technology	Consumer Perception Towards online Shopping- An Empirical Study in Erode District.	–	Vol 5,No 3, March 2015	ISSN:2249-1058	–
M.Prema	VEI International Journal of Social Science	A study of work life balance of working women in Erode city	–	Vol-2, No-1, Feb 2015, PP:10-13,	ISSN: 2394-1316	–
S.Sounthiri	VEI International Journal of Social Science	Trends in Dividend Behaviour of Selected New Private Sector banks – An Empirical Analysis	–	Vol-2, No-1, Feb 2015, PP:67-69,	ISSN: 2394-1316	–
R.Abirami	Foreign direct investment and Indian economy	Revolutionary Development in Information technology through FDI	–	2014	ISBN:978-93-83420-54-5	–

2015-16

Name of the Author(s)	Name of the Journal/ Conference Proceedings	Title	UGC Listed /Referred/ Peer Reviewed / Scopus	Volume, Issue, P.No. and year	ISBN/ ISSN/ DOI	Impact Factor
Dr.(Tmt).S.Kalaiselvi	EPRA – International Journal of Economics and Business Review	Government Initiatives for Continuing Education of School Dropouts- A Snapshot	Referred	Vol.3 Issue.10 & Oct 2015. PP-197-204.	ISSN:2349-0187	–
Dr.(Tmt).S.Kalaiselvi	International Journal of Application or innovation in Engineering and management	Stock Price Volatility Estimators in Merger Announcement-An Empirical Analysis.	Referred	Vol.4 Issue.10 & Oct 2015. PP-58-65.	ISSN:2319-4847	–
Dr.(Tmt).S.Kalaiselvi	Paripex Indian journal of Research	Impact of Mergers and Acquisition: A theoretical Framework	Referred	Vol.4 Issue.1 & Nov 2015. PP-87-89.	ISSN:2250-1991	–
Dr.(Tmt).S.Kalaiselvi	IPASJ International Journal of Management (IIJM)	Estimating Optimal hedge ratio and testing hedging efficiency of gold futures	Referred	Vol. 3, Issue 10, October 2 015. pp:25-30	IIJM-2015-10-20-7,	–
Dr.(Tmt).S.Kalaiselvi	Pezzottaite Journals International Journal of Trade and Global Business Perspectives	International Government Initiatives and Effectiveness of Implementation: An Empirical Investigation in Erode District	Referred	Vol.4; No.4, Oct-Dec 2015 Pp: 1956-1966	ISSN(P): 2319-9059 ISSN(O):2319-9067	–
Dr.(Tmt).S.Kalaiselvi	International Journal of Multidisciplinary and Academic Research (SSIJMAR)	Valuation of Selected Stock Broking Companies based on Capital Structure Formation – An Empirical Analysis	Referred	Vol.5; No.2, Apr 2016 ISSN: 2278 5973 Pp: 1-17		–

Mrs.C.Sangeetha	International Journal of Multidisciplinary and Academic Research (SSIJMAR)	Valuation of Selected Stock Broking Companies based on Capital Structure Formation – An Empirical Analysis	Referred	Vol.5; No.2, Apr 2016 ISSN: 2278 5973 Pp: 1-17		–
Dr..S.Thenmozhi	International Journal in Management and Social Science	Financial Health of Selected Iron & Steel companies in India-Z score model.	Referred	Vol.3 Issue.12 & Dec 2015. PP-278-289	ISSN:2321-1784	–
Dr..S.Thenmozhi	International Journal of Research in Commerce and Management	Capital Structure, Productivity and Profitability analysis of select housing finance.	Referred	Vol.6 Issue.12 & Dec 2015. PP-55-60.	ISSN:0976-2183	–
Dr..S.Thenmozhi	International Journal in Management and Social Science	A Study on Performance Appraisal of Selected Iron and Steel Companies in India	Referred	Vol.4 Issue.2 & Feb 2016. PP-287-293	ISSN:2321-1784	–
Dr..P.Thilagavathi	GALAXY International Interdisciplinary Research Journal	A Study on Customers Attitude towards Instant Coffee with Special reference to Erode City	Referred	Vol.3 Issue.7, & July 2015. PP-90-99.	ISSN: 2347-6915	–
Dr..P.Thilagavathi	Journal of International Academic Research for Multidisciplinary	A Study on Consumer Preference towards Green Tea with Special Reference to Tirupur	Referred	Vol.3 Issue.5 & Jun 2015. PP-427-436.	ISSN: 2320-5083	–
Dr..P.Thilagavathi	International Research Journal of Marketing and Economics	Growth and Challenges of Retail Industry in India : An Analysis	Referred	Vol.2 Issue.10 & Oct 2015. PP- 26-35.	ISSN: 2349-0314	–
Dr.(Tmt).P.Parimala Devi	GE-International Journal of Management Research	An Empirical study on Customer's Perception to BSNL landline service in Erode city	Referred	Vol.3 Issue.7 & Jul 2015. PP- 77-89.	ISSN: 2321-1709	–
Dr.(Tmt).P.Parimala Devi	Intercontinental Journal of Marketing Research Review	Recent Developments in Business	Referred	Volume-4 , Issue-1,Special Edition - 1,pp.7-10 Feb 2016	ISSN:2321-0346,	–

Mrs.M.Prema	International Journal of Marketing and Technology	A Study on Customers Perception and Satisfaction towards Banking Services with Special Reference to SBI in Erode Town	Referred	Volume-6 , Issue-5,pp.78-90, May 2016	ISSN:2249 1058	–
Mrs.S.Sounthiri	International Journal of Research in Commerce, Economics and Management	Determinants of Dividend Policy with special reference to selected Housing Finance Corporation in India	Referred	Volume-6 , Issue-2,pp.21-24 Feb 2016	ISSN:2231-4245	–
Mrs.V.Thilagavathi	International Journal of Research in Computer Applications and Management	Determinants of Profitability of selected non banking financial companies in India	Referred	Vol.5, Issue.8 Aug 2015. PP- 54-57.	ISSN: 2231-1009	–
Mrs.V.Thilagavathi	International Journal of Research in Computer Applications and Management	Growth and Performance of Select Non Banking Finance companies in India	Referred	Vol.6, Issue.2 Feb 2016. PP- 60- 63.	ISSN: 2231-1009	–
M.Lalitha	International Journal of Research in Computer Applications and Management	Growth and Performance of Select Non Banking Finance companies in India	–	Vol.6, Issue.2 Feb 2016. PP- 60-63.	ISSN: 2231-1009	–
Mrs.P.Karthika	Indo Global Journal of Commerce and Economics	A Study on Consumers Preference towards Mobile Networks in Erode Town	–	Volume-3 , Issue-1,pp.190-194, Apr 2016	ISSN:2393 9796,	–
Dr.(Tmt).A.Amudha	Journal of Management and Science	A study on Performance of sugar industries in India and Tamil Nadu.	Referred	Special Issue XVII, Vol.1 & Jul 2015. PP- 141- 153.	ISSN: 2249-1260	–

Dr.(Tmt).A.Amudha	International Journal in Management and Social Science	A Study on Performance Appraisal of Selected Iron and Steel Companies in India	Referred	Vol.4 Issue.2 & Feb 2016. PP-287-293	ISSN:2321-1784	–
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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.S.Kalaiselvi	Intercontinental Journal of Marketing research review	Factors affecting Consumers' purchase behaviour of UPS in Erode City- An Insight	Referred	Vol-4, Issue-8 Aug 2016, PP:149-155,	ISSN: Print :2321-0346	1.59
Dr.S.Kalaiselvi	Journal of Management and Science	Digital Transformation in Manufacturing Industries – An Overview	–	Vol-1, Special Issue, Feb 2017, PP: 194-196	ISSN : 2249-1260.e-ISSN : 2250-1819	0.654 Impact Factor:1.30
Dr.S.Kalaiselvi	Intercontinental Journal of Finance Research Review	A Study on Profitability and Capital Structure of Selected Steel Companies	Referred	Vol-4, Issue-3, July-Sep 2016, PP: 158-162,	ISSN:2347-1654.	1.552
Dr.S.Kalaiselvi	Journal of Exclusive Management Science	Consumer Satisfaction towards Organic Food Products- A study with Special reference to Erode city	Referred	Vol-6,Issue - 1,Jan 2017, Pp – 1-7,	ISSN:2277-5684	–
Dr.S.Kalaiselvi	VEI International Journal of Social Science	A Study on buying behaviour of consumers on green products in erode district	–	Vol-3, No-5,July-Dec 2016, PP:86-91	ISSN :2394-1316	–

Dr.S.Kalaiselvi	VEI International Journal of Social Sciences	Consumer preference towards select Textile Retail Outlets – An Exploratory study in Erode City	–	Vol -3, Special Issue – 7, March 2017, PP 122-127,	ISSN : 2394-1346	–
Dr.S.Kalaiselvi	GJRA – Global Journal for Research Analysis		Referred	Vol -5, Issue 11, Nov 2016, PP :40-42,	ISSN : 2277-8267	–
Dr.S.Kalaiselvi	International Journal of Research in Management and Social Science	Learners attitude and preference towards E-Learning – An empirical insight in Erode District	Referred	Vol – 5, issue - 2, April – June 2017, PP:47-53,	ISSN : 2322-0899	–
Dr.S.Kalaiselvi	International Journal of Business and Administration Research review	Impact of Demonetization among the general public in Erode District – An Empirical Investigation	Referred	Vol-3, issue 17, Jan – Mar 2017, PP : 7-12,	ISSN: 2347-856x, 2348-0899	–
Dr.S.Kalaiselvi	–	School dropouts	–	Jul-05	ISBN10: 1521150761 ISBN13: 978-1521150764	–
Dr.S.Kalaiselvi	–	Electronic business models and applications	–	Jul-05	ISBN 10 1521163162 ISBN13: 978-1521163160	–
Dr.P.Parimaladevi	Indian Journal of Applied Research	A Study on Consumer Buying Behaviour of Durable Goods in Erode district with special reference to Refrigerators.	Referred	Vol-6, Issue 11 Nov 2016, PP: 430-433	ISSN : 2249-555X	3.919

Dr.P.Parimaladevi	Indian Journal of Applied Research	Determinants of Profitability of Housing Finance Companies with special reference to Housing Development Finance Corporation Limited	Referred	Vol-6,Issue 12 Dec 2016, PP: 692-694	ISSN : 2249-555X	3.919
Dr.P.Parimaladevi	Journal of Management and Science	Digital India – A path to digitally empowered society	–	Vol-1, Special Issue, Feb 2017, PP: 90-92,	ISSN : 2249-1260.e-ISSN : 2250-1819	0.654 Quality Factor : 1.30
Mrs.M.Prema	Research Scholar	A Study on Work Life Balance of Women Teachers Working in Private Schools at Erode City	Referred	Vol – 6, No.4, Dec 2016, Pp: 138-141	ISSN : 2249-6696	–
Mrs.M.Prema	Journal of Management and Science	E-Learning and Higher Education in India	–	Vol-1, Special Issue, Feb 2017, PP: 276-278,	ISSN : 2249-1260.e-ISSN : 2250-1819	0.654 Quality Factor : 1.30
Mrs.M.Prema	International Journal of Human Research Review	A Study on Factors Influencing Work Life Balance of Women Employees in Select Commercial Banks in Erode District	Referred	Vol-5,Issue-2, Feb 2017,PP:1-6,	ISSN online:2320-9704, ISSN Print: 2347-1662	4.169
Mrs.M.Prema	Research Scholar	A Study on Work Life Balance of Women Employees in Relation to job Satisfaction Select Commercial Banks in Erode District	Referred	Vol-7,Issue-1, March 2017,PP: 40-44,	ISSN:2249-6696	

Mrs.M.Prema	International Journal of Management, IT & Engineering	A Study on Impact of Work Life Balance of Women Employees in Select Commercial Banks in Erode District	Referred	Vol-7,Issue-3,March 2017,PP: 188-197,	ISSN:2249-0558	7.119
Dr.S.Poongodi	International Journal of Management and Commerce Innovations	A Study on Customer Satisfaction and Customer Expectation regarding Handloom Weavers among Erode Town	Referred	Vol-4,Issue-1Apr-Sep 2016,PP:576-582,	ISSN : 2348-7585	–
Dr.S.Poongodi	Primax International Journal of Commerce and Management Research	Empowerment of Women Entrepreneur through Self Help Groups Marketing Practices and Strategies with special reference to Erode City	Referred	SpecialIssueSep 2016,PP:277-283,	ISSN : 2321-3604	–
Dr.S.Poongodi	Jamal Academic Research Journal- An Interdisciplinary	Green Marketing Roles and Development	Referred	Vol-IX, No-2, Special Issue, PP:257-261,	ISSN : 0973-0303	–
Dr.S.Poongodi	Journal of Management and Science	Impact of Digital India on Society	–	Vol-1, Special Issue, Feb 2017, PP: 227-230,	ISSN : 2249-1260.e-ISSN : 2250-1819	0.654 Quality Factor : 1.30
Dr.S.Poongodi	Nehru Journal of Management and Research	A Theoretical Perspective of Green Marketing	–	Vol-1,Issue-16,Feb 2017,PP:72-78	ISSN:2230-7974	–
Dr.S.Poongodi	Recent trends in Management and Computer Applications	Digital Economy:Problems and Perspectives in Smal Scale Industries	–	Vol-3,2017,PP: 6-10	ISBN:978-93-85977-88-6	–

S.Sounthiri	International Journal of Management IT and Engineering (IJMIE)	Determinants of Profitability of selected Housing Finance Corporations in India	Referred	Vol-6, Issue – 7, July 2016, PP 40-51,	ISSN : 2249-0558	6.269
P.Karthika	Journal of Management and Science	E-Payment System on E-Commerce in India	–	Vol-1, Special Issue, Feb 2017, PP: 132-134,	ISSN : 2249-1260.	–
P.Karthika	E-Services: Issues and Challenges	Recent Trends in Indian Banking Industry	–	PP: 30-33	ISBN: 978-81-933316-5-1	–
Dr.A.Amudha	Journal of Management and Science	Role of E-Learning in India	–	Vol-1, Special Issue, Feb 2017, PP: 61-65,	ISSN : 2249-1260.	0.654 Quality Factor : 1.30
Dr.A.Amudha	International Journal of Research in Finance & Marketing	Brand Loyalty and its impact of Sunflower Oil in Erode District of Tamilnadu	–	Vol-6, Issue-6 June 2016, PP: 261-271,	ISSN : 2231-5985	5.861
Dr.A.Amudha	International Journal in Management and Social Science	A Study on Financial Performance of selected Sugar Companies in Tamilnadu	Referred	Vol-4, Issue-7, July 2016, PP: 710-718,	ISSN : 2321-1784	5.276
Dr.A.Amudha	International Journal in Management and Social Science	A Study on Borrowers Satisfaction of HDFC Ltd in Erode District of Tamilnadu	Referred	Vol-4, Issue-7, July 2016, PP: 702-709,	ISSN : 2321-1784	5.276

K.Ramya	Journal of Management and Science	E-Connectivity in Digital India	–	Vol-1, Special Issue, Feb 2017, PP: 254-258,	ISSN : 2249-1260.	0.654 Quality Factor : 1.30
V.Subashini	Journal of Management and Science	E-Connectivity in Digital India	–	Vol-1, Special Issue, Feb 2017, PP: 254-258,	ISSN : 2249-1260.	0.654 Quality Factor : 1.30
V.Subashini	Journal of Management and Science	Impact on Digital India and its Technologies	–	Vol-1, Special Issue, Feb 2017, PP: 254-258,	ISSN : 2249-1260.	0.654 Quality Factor : 1.30
M.Anupriya	Journal of Management and Science	E-Governance – Reforming Government through Technology : A Digital India Initiative	–	Vol-1, Special Issue, Feb 2017, PP: 123-125,	ISSN : 2249-1260.	0.654 Quality Factor : 1.30
N.Manoranjani	Journal of Management and Science	E-Governance – Reforming Government through Technology : A Digital India Initiative	–	Vol-1, Special Issue, Feb 2017, PP: 123-125,	ISSN : 2249-1260.e-ISSN : 2250-1819	0.654 Quality Factor: 1.30

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Dr.S.Kalaiselvi	Zenith International Journal of Multidisciplinary Research	Consumer Satisfaction on Usage of Green Products- A Study with special reference to Erode District	Referred	Vol-7(9) September-2017, pp.15-22,	ISSN-2231-5780	
Dr.S.Kalaiselvi	Journal of Management & Science	GST and its Impact on Economy-Management	Referred	Vol.3, Spc.Issue.01, September 2017, pp.20-24.	ISSN:2249-1260, e-ISSN:2250-	-
Dr.S.Kalaiselvi	Journal of Business & Administration Research Review	Misleading Advertisement & Issues in Digital Marketing	Referred	Vol.1, Issue.20, Oct-Dec 2017, pp.25-28.	ISSN:2348-0653,e-ISSN:2347-856X	-
Dr.S.Kalaiselvi	GJRA-Global Journal for Research Analysis	A study on Determinants of capital structure: Special Reference to Cement Companies	referred	Vol-5 Issue- November-2017		-
Dr.S.Kalaiselvi	International Journal of Management and Social Science Research	Operating Efficiency of Select Stock Broking Companies in India-An Analysis	Referred	Vol-7, Issue No.1, January - 2018, pp.35-42	ISSN-2319-4421	5.462

Dr.C.Sangeetha	International Journal of Management and Social Science Research	Operating Efficiency of Select Stock Broking Companies in India-An Analysis	UGC Listed	Vol-7, Issue No.1, January - 2018, pp.35-42	ISSN-2319-4421	5.462
Dr.C.Sangeetha	Research Review International of Multidisciplinary	A Study on Customer Satisfaction LG Home Appliances with Special Reference to Erode City	UGC Listed	Vol-03, Issue-2, Feb-2018, pp.6-10	ISSN-2455-3085	-
Dr.C.Sangeetha	Emperor International Journal of Finance and Management Research(EIJFMR)	Impact of Demonitization on Indian Economy	Referred	Vol-1, Special Issue-02, Feb-2018,pp.145-150	ISSN:2395-5929	1.14
Dr.P.Parimaladevi	International Research Journal of Commerce and Law	A Study on Customers Awareness and Perception towards usage of Internet Banking-An Empirical Research on Customers in Erode City	Referred	Vol-04, Issue-9, September-2017, pp.98-106	ISSN-2349-70510	4.616
Dr.P.Parimaladevi	International Journal of Finance Research Review	Factors Influencing the Prosperity of Housing Development Finance Corporation Limited in Tamilnadu	Referred	Vol-5, Issue-12 December-2017, pp.9-14	ISSN-2321-0354	4.236
Dr.P.Parimaladevi	Emperor International Journal of Finance and Management Research(EIJFMR)	Mobile Banking-A Boulevard for sustainable growth in Banking Sector	Referred	Vol-1, Special Issue-02, Feb-2018, pp.142-144	ISSN:2395-5929	1.14

Dr.P.Parimaladevi	Shanlax International Journal of Commerce	Digital Commerce	Referred	Vol.6, Special Issue 1, Feb-2018,pp.135-137	ISSN:2320-4168	3.017
Dr.P.Parimaladevi	International Journal of Business and Administration Research review	Marketing spur in purchase of brown durable goods from consumer perspective erode district of Tamil nadu.	Referred	Vol.2, Issue 21, Jan to Mar-2018,pp.19-25	ISSN:2348-0653	4.729
Dr.S.Poongodi	International Research Journal of Management and Commerce	Consumer Buying Behaviour and their Level of Satisfaction on Green Products with Special Reference to Selected Districts of Tamilnadu	Referred	Vol 4, Issue-10, October-2017, pp.449-464	ISSN 2348-9766	5.564
Dr.S.Poongodi	IOSR Journal of Humanities and Social Science(IOSR-JHSS)	Green Marketing and its Impact on Consumer Buying Behaviour on Green Products with Special Reference to Selected Districts of Tamilnadu	Referred	Vol 22, Issue-11 November-2017, pp.78-82,	ISSN 2279-0837	4.621
Dr.S.Sounthiri	International Journal of Management and Social sciences	Trends in Dividend Behaviour of Selected Old Private Sectors Banks in India	UGC Listed	Vol-7, No-1, January-2018, pp.7-14	ISSN 2319-4421	5.462

Dr.S.Sounthiri	Research Research Review International Journal of Multidisciplinary	A Study on Determinants of Dividend Behaviour of Selected Banking Companies in India	UGC Listed	Vol-3, Issue 01, Jan 2018,pp.7-14	e-ISSN 2455-3085	4.184
Dr.S.Sounthiri	International Research Journal of Business and Management (IRJBM)	Trends in Dividend Behaviour of Public Sectors Banks with special reference to state bank groups-An empirical aanaysis	UGC Listed	Vol-11,Issue 02, Feb 2018, pp.70- 75	ISSN 2322- 083X	5.172
Dr. V.Thilagavathy	International Journal of Research in Commerce IT and Management	An Assessment of Productive Efficiency of the Select Private Sector Non-Banking Finance Companies in India	UGC Listed	Vol 7, Issue No.10 October- 2017, pp.39-44	ISSN-2231- 5756	-
Dr. V.Thilagavathy	International Journal of Management , IT & Engineering	An Analysis of Shareholders Value of the Select Private Sector Non- Banking Finance Companies in India	UGC Listed	Vol7, Issue-12 December-2017, pp.74-84,	ISSN-2249- 0558	7.119
Dr.M.Lalitha	International Journal of Management and Social Science Research(IJMSSR)	Consumers Online Shopping Behaviour with Special Reference to Erode District	UGC Listed	Vol 7, No 1, Jan 2018, pp.77-81	ISSN:2319- 4421	5.462
Dr.M.Lalitha	International Research Journal of Business and Management- IRJBM	Attitudes towards Online Shopping with Special Reference to Erode District	UGC Listed	Vol-11, Issue-2, Feb 2018, pp.126- 130	ISSN:2322- 08310	5.172

Dr.M.Lalitha	Research review international Journal of multidisciplinary	A study on Factors Influencing Online Consumers Perception on Purchase Intension with Special Reference to Erode District	UGC Listed	Vol3 ,Issue 1 Jan 2018, pp.123-125	ISSN 2455-3085	4.184
Ms.P.Karthika	Shanlax International Journal of Commerce	Demonetization and its Impact on Indian Economy	Referred	Vol-6 , Special Issue.2, January 2018, pp.280-283	ISSN:2320-4168	3.017
Ms.P.Karthika	Intercontinental Journal of Financial Research Review	Impact of E-Banking on Traditional Banking Services	Referred	Vol-6,Issue 1,February 2018,pp.137-140	ISSN 2321-0354(online)	5.414
Ms.P.Karthika	Shanlax International Journal of Arts,Science and humanities	Impact of Technology in E-Retailing operations	Referred	Vol.5,Spc. Issue.01,Feb 2018,pp.224-228	ISSN 2321-78810	2.114
Dr.A.Amudha	Consumer Empowerment: Issues and Challenges	Impact of Technology in E-Retailing operations A Study on Awareness of Consumer Rights Among Consumers in Erode Town	Referred	September-2017, pp.204-206	ISBN-978-81-929959-4-6	-
Dr.A.Amudha	International Journal of Business Administration and Research Review	A Study on Customer satisfaction Towards the Usage of Mobile Banking Serveices in Erode District of Tamilnadu	Referred	Vol.1 Issue-20, December-2017, pp.57-60	ISSN-2348-0653	4.729

Dr.A.Amudha	International Journal of creative research thoughts	A Study on Investors Preference and Satisfaction Towards Investment in Systematic Investment Plans(sip)of Mutual Fund Scheme in Erode District of Tamilnadu	Referred	Vol-6, February 2018 pp.1390-1396	ISSN:2320-2882	5.97
Dr.A.Amudha	Journal of Emerging technologies and Innovative Research	A Study on Consumers Satisfaction towards Online Purchases at Erode District of Tamilnadu	Referred	Vol 5, Issue-3/171, March 2018, pp.891-900	ISSN:2349-5162	5.87
Dr.A.Amudha	International Journal of Research in Commerce , IT and Management	A Study on the usage of social network sites by college students with special reference to Erode district Tamil nadu	Referred	Vol 8, Issue-4, Apr 2018, pp.10-13	ISSN:2231-5756	4
K.Ramya	International Journal of marketing Research Review	Challenges and Opportunities of E-Banking in India	Referred	Vol 6, Issue 01, Feb-2018, pp.13-20,	ISSN-2321-0346(Online)	5.603
M.Anupriya	International Journal of Marketing Research Review	Economic Trends: Pre and Post Demonetization	Referred	Vol.6, Issue.01Feb-18,pp.13-20	ISSN-2321-0346(Online)	5.603
P.Ramyasri	A journal of International Management Research Consortium	Challenges and opportunities of E-Banking in India	Referred	Vol.06 Issue.01 Feb-18, pp.141-148	SSN-2321-0346(Online)	5.603

2018-2019

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.C.Sangeetha	Research Review Journals	Liquidity & Profitability analysis of the selected stock Broking companies	UGC Listed	Vol-03,Issue-07, July 2018, P.No:227-229	ISSN:2255-3085	4.184
Dr.C.Sangeetha	Asian Journal of Multidimensional Research (AJMR)	Ratio Analysis of the selected stock broking companies	UGC Listed	Vol-07,Issue-07,July 2018, P.No:195-199	ISSN:2278-4853	4.184
Dr.C.Sangeetha	Research Review Journals	Financial Performance of the Aditya Birla stock broking compaines	UGC Listed	Vol-03,Issue-09,Sep 2018, P.No:390-392	ISSN:2455-3085	4.184
Dr.C.Sangeetha	Research Review Journals	Analysis of the Financial Performance of a stock broking companies using Multiple Regression.	UGC Listed	Vol-03,Issue-11,Nov 2018, P.No:162-166	ISSN:2455-3085	4.184
Dr.C.Sangeetha	Research Review Journals	A Study on trend of fast food buying behavior of consumers with special reference to Erode District	UGC Listed	Vol-03,Issue-08,Aug 2018, P.No:50-52	ISSN:2455-3085	4.184
Ms.M.Prema	Research Review Journals	A study on working capital management of Indian Tobacco company (ITC) ltd	UGC Listed	Vol-03,Issue-09,Sep 2018, P.No:176-178	ISSN:2455-3085	4.184
Ms.M.Prema	Management and Social Science	An Empirical study on factors influencing Work life balance	UGC Listed	Vol-08(2.1), Special	ISSN:2249-0191,	–

		of private School's Women Teachers Working in Erode City		Issue,Jan 2019,P.No:51-53	EISSN-2349-9761	
Dr. S.Poongodi	Research Review Journals	E-Marketing Awareness in Rural Areas	UGC Listed	Sep,2018	ISSN No.2455-3085(Online)	4.184
Dr.V.Thilgavathi	Research Review Journals	Analysis of Profitability of the select private sector non banking finance companies in India	UGC Listed	Vol-03,Issue-08, Aug 2018, P.No:378-386	ISSN:2455-3085	4.184
Dr.V.Thilgavathi	International Journal of Scientific Research and Reviews	Consumers satisfaction towards Online Shopping with special reference to Erode district	UGC Listed	Vol-07,Issue-03, Sep 2018, P.No:1142-1148	ISSN:2279-0543	4.184
Dr.M.Lalitha	Research Review Journals	Analysis of Profitability of the select private sector non banking finance companies in India	UGC Listed	Vol-03,Issue-08, Aug 2018, P.No:378-386	ISSN:2455-3085	4.184
Dr.M.Lalitha	International Journal of Scientific Research and Reviews	Consumers satisfaction towards Online Shopping with special reference to Erode district	UGC Listed	Vol-07,Issue-03,Sep 2018, P.No:1142-1148	ISSN:2279-0543	4.184
Ms.P.Karthika	Research Review Journals	A Study on Customer intention in Online Shopping of Smart Kitchen Appliances	UGC Listed	Sep2018, P.No:110- 113	ISSN:2455-3085(Online)	4.19
Dr.A.Amudha	Scientific Research Review	GST-The Biggest Ever Tax Reform	UGC Listed	Vol-08,Issue-01,Jan 2019	ISSN-2279-543X	6.1
S.Poongodi	Research Review Journals	E-Marketing Awareness in Rural Areas	UGC Listed	Special Issue,Sep 2018	ISSN No.2455-	4.184

					3085(Online)	
M.Anu Priya	Research Review Journals	Financial Services and Digitalization	UGC Listed	Sep,2018	ISSN No.2455-3085(Online)	4.184
P.Ramya Sri	Research Review Journals	Financial Inclusion in rural areas	UGC Listed	Sep,2018	ISSN No.2455-3085(Online)	4.184

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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. M.Prema	HuSS:International Journal of Research in Humanities and Social Sciences	A study on Consumer Satisfaction Towards Reliance Retail Market in Erode City	–	Vol-6,Issue-1,January-June 2019.	ISSN:(Print)2349-4778 (online)2349-8900	–
Dr. M.Prema	International journal for Research in Engineering Application and Management(IJREAM)	A Study on Stress Coping Strategies in Relation to Work Life Balance of Women Employees in Select Commercial Banks in Erode District	UGC Listed	Vol-5,Issue-4,July - 2019	ISSN:2454-9150	5.834

Dr. M.Prema	International journal of Multidisciplinary Educational Research	A Study on Work life balance of Women Employees in relation to Satisfaction at home in Select Commercial Banks in Erode District	UGC Listed	Vol-8,Issue-8(1),August -2019	ISSN:2277-7881.	6.014
Dr.V.Thilgavathi	A Comparitive Study of Amazon and Flipkart in Erode City	Research Review International Journal of Multidisciplinary	Vol-04, Issue-10, pp.3-5	October-2019,	ISSN:2455-3085	5.16
Dr.M.Lalitha	A Comparitive Study of Amazon and Flipkart in Erode City	Research Review International Journal of Multidisciplinary	Vol-04, Issue-10, pp.3-5	October-2019,	ISSN:2455-3085	5.16
P.Karthika	Corporate Social Responsibility in India	Our Heritage Journal	Vol-68- Issue-30	February-2020, pp.2515-2525	ISSN: 0474-9030	4.912
P.Karthika	A Study on Customer Loyalty Towards PAYTM in Erode City	International Journal of Research in Commerce, IT & Management	Vol-10- Issue-03	March- 2020,	ISSN 2231-5756	–

2021-2022

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Volume, Issue, P.No. and year	ISBN/ ISSN/ DOI	Impact Factor
P.Karthika	International Journal of Research and Analytical Reviews	A Study on Consumer Satisfaction Towards Vestige Online Shopping in Erode District	Volume 08, Issue 03, pp. 2348-1269, July 2021	ISSN:880-884	7.17

P.Karthika	National Journal of Fundamental and	An Empirical Analysis on the Relationship between Corporate Social Responsibility and Return on Net Worth of Selected Companies	Comparative Research, Volume VII, Issue 06, pp.112-117, July 2021,	ISSN:227 7-7067	1.120
P.Karthika	International Journal of Research and Analytical Reviews (IJRAR)	The Impact of Corporate Social Responsibility on Sales of SAIL and Tata Steel Ltd,	Volume 09, Issue 02, E-2348-1269, pp. 2349-5138, April-2022,	ISSN:880 -884	7.17
Dr.A.Amudha	Journal of Fundamental and Comparative Research	Liquidity Management of Bajaj Auto Limited: An Evidence from Motall's Comprehensive Test	Volume VII, Issue 12(1), pp.191-195, 2021	ISSN:227 7-7067	4.257
Dr. S.Maheswari	International Journal of Interdisciplinary Cycle Research	A Comparative Study on Working Capital Management of Bata India Limited and Bharatiya International Ltd	Volume XIII, Issue IX, pp. 436-440, September 2021	ISSN:002 2-1945	6.2

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
S.Poongodi	GIS Science Journal	Profitability Analysis of Selected Cement Industries in India	Vol.9, Issue 11, November 2022, PP: 1338-1345	ISSN: 1869-9391	0.10
S.Poongodi	GIS Science Journal	A Study on the Operative Performance Analysis of Selected Cement Industries in India	Vol.9, Issue 11, November 2022, PP: 1330-1337	ISSN: 1869-9391	0.10
V.Thilagavathi	International Journal of Research and Analytical Reviews (IJRAR)	A Study on Customer Satisfaction Towards Electric Vehicles in Erode District	Vol.10,Issue -1, March 2023,PP: 141-147	E-ISSN:2348-1269, P-ISSN:2349-5138	7.17
V.Thilagavathi	International Journal of Research and Analytical Reviews (IJRAR)	A Study on Customer Awareness Towards E-Wallet	Vol.10,Issue -1, March 2023,PP: 385-389	E-ISSN:2348-1269, P-ISSN:2349-5138	7.17
M.Lalitha	International Journal of Research and Analytical Reviews (IJRAR)	A Study on Customer Satisfaction Towards Electric Vehicles in Erode District	Vol.10,Issue -1, March 2023, PP: 141-147	E-ISSN:2348-1269, P-ISSN:2349-5138	7.17
M.Lalitha	International Journal of Research and Analytical Reviews (IJRAR)	A Study on Customer Awareness Towards E-Wallet	Vol.10,Issue -1, March 2023,PP: 385-389	E-ISSN:2348-1269, P-ISSN:2349-5138	7.17

P.Karthika	International Journal of Research in Engineering Application and Management (IJREAM)	A Study on Customer Satisfaction towards Online Shopping by using Cashkaro App	Vol.08,Issue 09, December 2022, PP: 41-45	ISSN:2454-9150	7.427
P.Karthika	HuSS: International Journal of Research in Humanities and Social Sciences	A Study on Consumers Satisfaction towards Samsung Mobile Phone in Erode District	Vol 9(2),July-December 2022, PP: 79-87	ISSN: 2349-4778	-
K.Kaleeswari	Journal of Management and Entrepreneurship	Marketing and Consumption of Green Consumer Durables in Erode District	Vol.16, No.3(II), July – September 2022, PP: 98-108	ISSN: 2229-5348	-
C.Indirani	Journal of the Asiatic Society of Mumbai	Customer attitude and satisfaction towards purchase and use of Electric Bikes in Erode District	Vol XCVI, No.7, 2023	ISSN: 0972-0766,	-
Dr.K.Kaleeswari	Shodhak: A Journal of Historical Research	A Study on Customer Awareness Towards E-Banking Services of Commercial Banks in Erode District	Vol.53, Issue:02, No:08 2023and P.No: 84-91	ISSN:0302-9832(P)	7.75
Dr.C.Indirani	Humanity and Social Science Studies	Women Customers' Perception towards E-bikes – A Case Study at Erode City	Vol.12, Issue 2, No.7 2023 and P.No: 152-156	ISSN:2319-829X	7.28

Dr.K.Kaleeswari	ANVESAK	Fluctuating Attitude and Behaviours of Customers Towards Online Shopping During Covid-19 Pandemic	Vol.53, No:02(I) 2023 and P.No: 25-34	ISSN:0378-4568	-
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2023-2024

Name of the Author(s)	Name of the Journal/ Book/ Conference Proceedings	Title	Volume, Issue, P.No. and Year	ISBN/ ISSN/ DOI	Impact Factor
Dr.S.Poongodi	Digital Evolution and its Impact on Indian Business Environment	An analysis of Consumer's Satisfaction of Social Commerce in Erode City	Volume - I, Issue -I, March 2024, pp. 143-149	ISBN: 978-93-340-3016-7	-
Dr.V.Thilagavathi	Digital Evolution and its Impact on Indian Business Environment	A Study on Digitalization in the Banking Sector- A Customer Contest	Volume - I, Issue - I, March 2024, pp. 107-110	ISBN: 978-93-340-3016-7	-
Dr.K.Kaleeswari	Shodhak: A Journal of Historical Research	A Study on Customer Awareness Towards E-Banking Services of Commercial Banks in Erode District	Volume - 53, Issue - 02, No:08, May - August 2023, pp. 84-94	ISSN: 0302-9832	-

Dr.K.Kaleeswari	ANVESA	Fluctuating Attitude and Behaviours of Customers Towards Online Shopping During Covid-19 Pandemic	Volume - 53, No: 02(I), July - December 2023, pp. 25-34	ISSN: 0378-4568	-
Dr.K.Kaleeswari	Bharatiya Shiksha Shodh Patrika	Impact of Consumer Towards FMCG- An Analytical Study	Volume - 43, No.1(I), January - June 2024, pp. 36-39	ISSN: 0970-7603	-
Dr.K.Kaleeswari	Journal of Foundational Research	Online Buying Behaviour of Urban Women- A Study in Erode City	Volume - XXXII, No.1(I), January - June 2024, pp. 21-27	ISSN: 2395-5635	-
Dr.S.Maheswari	International Journal of research and Analytical Reviews (IJRAR)	A comparative Analysis of the liquidity Position of selected Textile companies in India using Ratio Analysis	Volume - 11, Issue - 1, February 2024, pp. 923-928	E-ISSN: 2348-1269, P-ISSN; 2349-5138	-
Dr.C.Indirani	Humanity and Social Science Studies	Women Customers' Perception towards E-bikes - A case Study at Erode City,	Volume - 12, Issue - 2, No.7, July - December 2023, pp. 152-156	ISSN: 2319-829X	-
Dr.C.Indirani	Journal of Indian school of Political Economy	A Study on Factors Influencing Consumer Behaviour Towards Electric Bikes in Erode City,	Volume - 35, No: 06, July - December, pp.137-142	ISSN: 0972-0766	-