



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 (PROFESSIONAL ACCOUNTING)

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
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/ Referred/ Peer Reviewed	Volume 5, Issue 3, pp. 94-98, September 2018	e-ISSN 2348-1269 P- ISSN 2349-5138	5.75
Dr. S.Vishnuvarthani	Journal of Emerging Technologies and Innovative Research (JETIR)	Consumers' Satisfaction towards the Usage of Mobile Phone Services in Erode City	UGC Listed/ International Peer Reviewed	Volume 6, Issue 2, pp.132-137, February 2019	ISSN-2349-5162	5.87

Dr. S.Vishnuvarthani	Online International Interdisciplinary Research Journal	Opinion of College Students on Online Social Networking Sites	UGC Listed/ Referred	Volume-09, Special Issue-03, pp.239-244, February 2019	e- ISSN 2249-9598	
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2019-2020

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.VISHNUVARTHANI	The International Journal of Analytical and Experimental Modal Analysis	A Study on Job Satisfaction among School Teachers with Reference to Private Schools in Erode City	UGC-CARE Approved Group – A Journal	Vol.XI, Issue – VIII, pp.269-276, August 2019	e-ISSN: 0886-9367	6.3
VISHNUVARTHANI S	Consumers' Satisfaction towards the Usage of Mobile Phone Services in Erode City	International Journal of Emerging Technologies and Innovative Research	Google Scholar	6, 132-137, 2019	e-2349-5162	5.87
THENMOZHI E	Perception of College Students towards Ecotourism - A Study in Erode City	International Journal of Research and Analytical Reviews(IJRAR)	Google Scholar	7, 42-46, 2020	E-ISSN 2348-1269, P- ISSN 2349- 5138	5.75
VIDHYA N	A Study on Consumers' Attitude towards Organic Food Products in Erode City	Journal of Emerging Technologies and Innovative Research		6, 138-144, 2019	2349-5162	
VISHNUVARTHANI S	Impact of Digitalization on the Customers of Public Sector Banks in Erode City	Our Heritage		68, 367-372, 2020	0474-9030	

VISHNUVARTHANI S	Impact of Digitalization on the Customers of Public Sector banks in Erode City	Our Heritage		68, 367-372, 2020	0474-9030	
VISHNUVARTHANI S	A Study on Customers' Acceptance Level Towards Digitalization in Public Sector Banks	Our Heritage		68, 151-156, 2020	0474-9030	
VISHNUVARTHANI S	Opinion of college students on online social networking sites	Online international interdisciplinary research journal		09, 239-244, 2019	e-2249-9598	5.818

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
P.Balamani	Shodha Prabha	Comparative Study on Financial Performance Analysis of Dr.Reddy's Laboratories Ltd., and Sun Pharmaceutical Industries Ltd	UGC CARE Journal	Volume 47, Issue 01, No.4:2022, March,2022, pp. 55-61	ISSN:0974-8946.	7.17
P.Balamani	Shodha Prabha	Financial Health Analysis of Selected IT Companies using Altman's Z-Score Test	UGC CARE Journal	Volume 47, Issue 01, No.5:2022, March 2022, pp.71-76	ISSN: 0974-8946	7.17

Mrs.E.Thenmozhi	HuSS: International Journal of Research in Humanities and Social Sciences (Peer Reviewed Journal)	A Study on Tourist Satisfaction towards Ecotourism with Special Reference to Ooty	Peer Reviewed	Vol.9(1), pp.23-28 and 2022	ISSN (Print) :2349-4778	-
Dr.P.Balamani	Kanpur Philosophers: International Journal of humanities, Law and Social Sciences	A Study on Customer Satisfaction of Honda Bikes with Reference to Gobichettipalayam Taluk, Erode District	UGC CARE List	Vol.IX, Issue 1, No.10, pp. 45-52 and 2022	ISSN : 2348- 8301	-
Dr.S.Vishnuvarthani	Shodhasamhita: Journal of Fundamental & Comparative Research	Satisfaction Level of Students on E- Tailing – A Study in Erode City	UGC CARE Approved, Peer Reviewed and Referred Journal	Vol.VIII, Issue2, No.11, pp.184-188, 2022	ISSN: 2277- 7067	7.268
Mrs.E.Thenmozhi	International Journal of Creative Research Thoughts (IJCRT)	Tourist Preference Towards Ecotourism Activities in Kodaikanal	UGC Approved - Peer Reviewed and Referred	Vol.11, Issue 1 pp.141-147 and January 2023	ISSN: 2320- 2882	7.97

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.S.Vishnuvarthani	Shodha Prabha	A Study on Strategies used by the E-Tailers to Attract the Students on E-Tailing with reference to Erode City	UGC CARE	Volume - 48, Issue - 03, No.2:2023, pp.129-133	ISSN: 0974-8946	-
Dr.S.Vishnuvarthani	Shodhak: A Journal of Historical Research	Enhancing User Experience in E-Banking: A Comprehensive Study of Customer Preferences and Technological Innovations	UGC CARE	Volume - 53, September 2023, pp. 48-53	ISSN: 0302-9832	-
Dr.S.Vishnuvarthani	Shodhak: A Journal of Historical Research	A Study on Users' Perception towards E-Banking Related Services Offered By Banks	UGC CARE	Volume - 53, September 2023, pp. 43-47	ISSN: 0302-9832	-
Dr.P.Balamani	Madhya Bharti – Humanities and Social Sciences	An Analytical Study on the Customer Satisfaction Towards Mobile Banking Services with Special Reference to Coimbatore City	UGC CARE list, Group – C	Volume - 83, No.17, January - June 2023, pp. 69-75	ISSN: 0974-0066	-

Dr.P.Balamani	South India Journal of Social Sciences (SIJSS)	A Study on Application of Machine Learning in Warehousing Industry with Special Reference to Bangalore City	UGC CARE	Volume - XXI, No.4, July - December 2023, pp. 86-93, ISSN: 0972-8945	ISSN: 0972-8945	-
Dr.P.Balamani	History Research Journal	Trend and Forecasting of Selected IT Companies	UGC CARE Approved Group I	Volume - 29, Issue - 06, No.1, November - December 2023, pp. 132-141	ISSN: 0976-5425(P)	-
Dr.P.Balamani	Bharathiya Shiksha Shodh Patrika	Investor's Perception towards IT Industries with Special Reference to Erode District of Tamil Nadu	UGC CARE Approved, Group I	Volume - 42, No.2(III), July - December 2023, pp. 16-21	ISSN: 0970-7603	-