

**PUBLICATION IN JOURNAL**

Sl. No.	Title	Name of the Journal	ISSN/ISBN/ Impact Factor	Date
1	A Study on Factors influencing Level of Utilization of Public Distribution System with special reference to Pollachi taluk (A.L.Kamalavalli, P.Archana)	Journal of Commerce and Accounting Research,  Volume 5, Issue 3, July 2016	ISSN: 2277-2146	2016
2	A Study on factors influencing the level of satisfaction of Public Distribution System (P.Archana, Dr.A.L.Kamalavalli)	International Journal of Social Science, Vol.3 No. 3(July 2016), pp: 163-167  Kalaa Sakthi	-	2016
3	Determinants of frequency of visit and purchase from public distribution system with special reference to Coimbatore district (P.Archana, Dr.A.L.Kamalavalli)	International journal of multidisciplinary research and modern education (International peer reviewed online journal)	ISSN(Online): 2454 – 6119,  Impact factor: 6.725  Vol:3, Issue 1, 2017	2017
4	Customer's Preference and satisfaction towards snapdeal (M.Thilagavathi and P.Archana)	International journal of management and social sciences	Vol:8, No : 1.3, 2018	October 2018
5	Digital Marketing for new entrepreneurs	Emperor international journal of finance and management	ISSN: 2395-5929, Vol:V, Special Issue: 2, Feb 2019	2019

		research		
6	Factors influencing the female consumers in buying mobile phones – with special reference to pollachi taluk (S.Mathimithra, Dr.P.Archanaa)	Our Heritage (UGC Care approved, international indexed and referred journal)	ISSN: 0474-9030, Vol: 68, Issue 1 – Jan 2020 Impact factor: 4.912 Pg. No.: 8996 – 9000	Jan 2020
7	Transformation of People to digital banking after covid'19 – with special reference to Pollachi Taluk (Dr.P.Archanaa & Ms.D.Soundharika)	International Journal of Food and Nutritional Sciences (IJFANS) (UGC CARE listed GROUP - I) vol. 11,S Iss 1,2022	e-ISSN 2320-7876 Pg. No.: 1538 – 1543	2022
8	Challenges of Small Scale Industries in Coimbatore District(Ms.Vijayalakshmi & Dr.P.Archanaa)	South India Journal of Social Sciences: Vol. XXI, No. 11, January – June 2023 - UGC CARE Approved, Group I Bi-Annual Journal	ISSN: 0972-8945 Pg. No.: 149 – 155	March 2023
9	Building A Successful Startups in India (A Study with the special Reference to Coimbatore District)	शोधप्रभा Shodha Prabha (UGC CARE Journal) Pg. No.,: 136 - 140	ISSN: 0974-8946 Vol. 48, तृतीयांक, Book No.07: 2023	September 2023
10	Probabilities of Employed Paternities towards childcare through IOT Automation	Indian Journal of Psychology	ISSN: 0019-5553 Book No.22 UGC CARE Approved,	2024

			<p>PEER Reviewed Journal with Impact Factor: 7.986 Pg. No.: 73-77</p>	
11	Prospects and Opportunities of MSMEs in Coimbatore District	Journal of Commerce and Business Studies	<p>ISSN: 2322-0767, Vol No.: 8, Book No. 2, UGC CARE with Impact Factor: 5.318 Pg. No.: 98 - 105</p>	Jan-June 2025
12	Impact of Highway expansion on travellers: Dindigul to Coimbatore	International Journal of Interdisciplinary Research in Arts and Humanities	<p>ISSN: (Online): 2456-3145 Vol No.: 10, Issue: 1, International Peer Reviewed – Refereed Journal Pg. No.: 55-57</p>	Jan-June 2025
13	Impact of Work life balance on parenting among sanitation workers	Strad Research	<p>ISSN: 0039-2049 VOLUME 12, ISSUE 11, 2025 Pg. 9 - 18  <a href="https://doi.org/10.5281/Zenodo.17541827">https://doi.org/10.5281/Zenodo.17541827</a>  An UGC-CARE Approved Group - 2 Journal</p>	Nov 6, 2025

## **BOOK PUBLICATIONS**

S.No	Name of the Book	Publisher	ISBN	Date
1	Cardholders Awareness, Utilization and satisfaction of public distribution system in Coimbatore district	Mayas Publication Chennai	978-93-91286-54-5	October 2021
2	Research Methodology In Commerce, Business & Economics [Volume – 1]	Paradox Publications Guide House, Red Shine Publication Pvt., Ltd., India	978-81-19070-36-7	2023
3	Swami Vivekanandarum Mahakavi Bharathiyarum	New Century Book House, Chennai	ISBN: 978-81-2344-448-2	2023
4	<b>Essentials of Entrepreneurship</b>	Shanlax publications	ISBN: 978-93-6163-618-9	Jan 2025

## **I. CONFERENCE PROCEEDINGS / BOOK CHAPTERS**

### **PUBLICATION**

Sl. No.		Title	Name of the Journal	ISSN/ISBN/ Impact Factor	Date
1	Conference Proceedings	Banking Habits in Rural Areas	PG and Research Department of Commerce with IT and Department of Commerce with PA, Dr.N.G.P. Arts and Science College, Coimbatore (Sponsored by ICSSR, New Delhi)	ISBN: 978-81-920808-6-4 First edition 2014	18.12.2014
2	Chapter	Women's Role in savings and investment habit - P.Gomathi Devi and P.Archanaa	Personal Financial Management Text & Cases ,  U2 Write, A Unit of world book publications, Chennai	ISBN : 978-81-908718-8-4  First published: 2016	2016
3	Conference Proceedings	Rehabilitation of Small Scale Industries through Skill India , International Conference by GRD Academy of Management, Coimbatore	GRD Academy of Management, Coimbatore	ISBN: 978-93-91286-12-5	27.10.2021
4	Conference Proceedings	Emerging Trends in Science and Technology (ETIST – 2021): IOT Based Smart Security and Automation	Nallamuthu Gounder Mahalingam College, Pollachi	ISBN No.: 978-81-953602-2-2	27.10.2021

		Towards Work Life Balance			
5	Chapter	“Banking Before ICT Vs Banking with ICT” in one day national seminar in “Implementation of ICT Skills for the students for their employment in skill based jobs”	Sponsored by ICSSR, organized by Department of Commerce (E-Commerce), Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-95422-15-8 Vol: 1 Pg.No.: 136 – 138	19.10.2022
6	Conference Proceedings	Positive changes in the education system of India - Two Days NAAC Sponsored National Virtual Seminar on Innovative Strategies & Practices in Teaching, Learning and Evaluation Process for Arts & Science Colleges Towards New Education Policy – 2022”	IQAC, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-94004-04-7 Vol: 1 Pg.No.: 77 – 79	04.11.2022
7	Conference Proceedings	An insight into the Indian education towards National Education Policy 2022 - Two Days NAAC Sponsored National Virtual Seminar on Innovative Strategies & Practices in Teaching, Learning and Evaluation Process for Arts & Science Colleges Towards New Education Policy – 2022”	IQAC, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-94004-04-7 Vol: 1 Pg.No.: 1 - 3	04.11.2022
8	Chapter	Customer’s Predilection Towards Various Online Services and Its Security	Book Name: Multi Facets of Indian Economy, Narain Publications, Chennai	ISBN: 978-46-79195-265	November 2022

9	Chapter	“Awareness towards Startups”, in ICSSR Sponsored National Level Seminar on “India means Business – Reform Perform and Transform”	Department of Commerce, Sri Ramakrishna College of Arts and Science, Coimbatore	ISBN NO: 978-93-5780-330-4  Pg.: 443 – 447	05.01.2023
10	Chapter	“Blended Learning Tools”, in ICSSR sponsored two – day National level seminar on “Blended Mode of Teaching and Learning for Teachers Community”	Department of Commerce with Business Process Services, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-94004-06-1 Volume: 2  Pg.No.: 51 – 54	30.01.2023 & 31.1.2023
11	Chapter	“Digital Learning in Education”, in ICSSR sponsored two – day National seminar on “Impact of digital learning in education sector – A Pandemic perspective”	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-94004-09-2  Volume: I  Pg.No.: 114 – 116	8.2.2023 and 9.2.2023
12	Chapter	“Azadi Ka Amrit Mahotsav Skill India” In ICSSR Sponsored One Day National Level Seminar on “Co-Creation model of Learning, Teaching & Curriculum – Staff & Students as partners towards National Educational Policy 2022”	Department of B.Com (BPS), Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-94004-17-7  Pg.No. 134-137	03.03.2023
13	Chapter	“Women Employment, entrepreneurship opportunities and threats in India” in One Day National	Department of B.Com (E.Com), Nallamuthu Gounder Mahalingam College	ISBN: 978-93-5891-103-9,  Vol: 2,	15.03.2023

		Seminar on “Women’s Employment, Entrepreneurship and Empowerment”		Pg.No. 179 – 183	
14	Chapter	“National Education Policy (2020): A Much – Needed Intervention of Higher Education in India” in ICSSR Sponsored Two Day National Seminar on “National Education Policy: 2020 Challenges and Opportunities for Higher Educational Institution”	Department of Commerce,  Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-94004-20-7  Vol: 2  Pg.No.: 84 – 87	16.03.2023 & 17.03.2023
15	Chapter	“Technology Start-Ups Innovation and Growth” (in ICSSR Sponsored National Seminar) in Vision for Vishwa Guru India: Initiatives for Global Leadership	Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN : 978-93-94004-24-5  Volume II : Pg. No.: 263 – 265	21.07.2023
16	Chapter	“Artificial Intelligence in Life and Non-Life Insurance”, in International Conference in AI & BI	Department of Commerce with Banking and Insurance, Sri Ramakrishna College of Arts & Science College, Coimbatore	ISBN: 978-93-340-0104-4  Pg.No. 165 – 166	25.8.2023
17	Chapter	“Sustainable Business practices in Start-ups” (in ICSSR Sponsored National Seminar) on Sustainable Developments Through MSME’s : A Pathway to Self-Reliant India	Department of Commerce,  Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 9789394004757  Volume I  Pg.No. : 46 – 48	06.10.2023

18	Chapter	Role of MSME in Rural India (in ICSSR Sponsored Two-Day National Seminar) on Envisioning a Self-Reliant Rural India for Sustainable Economic Development	PG Department of Commerce with International Business, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 9789394004399 Volume II Pg.No. : 13 – 16	12.10.2023 & 13.10.2023
19	Chapter	“Digital India : Bridging the Divide or Widening the Gap? An In-Depth Analysis” in ICSSR Sponsored National Level seminar on “Empowering India through Digital Transformation – A Sustainable Approach	Department of E.Commerce, Nallamuthu Gounder Mahalingam College, Pollachi	ISBN: 978-93-340-9642-2 Volume – 3 Pg. No. 63 - 69	July 2024
20	Conference Proceedings	“Tasks and Expectations for Renewable Energy Adoption” in One Day International Conference on “Innovation for A Sustainable Future - Embracing the Path to A Digital Green Deal“	ICSSR - SRC, organised by Sri Ramakrishna College of Arts & Science, Coimbatore	Pg. No.: 176 – 180, ISBN -978-93-6126-483-2	13.12.2024
21	Conference Proceedings	Agritech Growth Through Green Venture Capital in India” in the one day SRC-ICSSR sponsored National level seminar entitled ” An Overview Towards The Role Of Venture Capital”	Rathinam College of Arts and Science, Coimbatore	Pg. 455 – 460 ISBN :9788198403407	29.01.2025.
22	Book Chapter	Wearable Technology and its impact on Health Insurance	Revolutionizing Indian Insurance: The Power of Innovation and Digitalization, published	ISBN: 978-93-91772-41-3 , Pg. 175 -	February, 2025

			by Forschung Chennai – 600 127	178	
23	Book Chapter	“ Enhancing Women’s financial literacy and inclusion” in one day national seminar on “Nurturing Narisakthi: Women as leaders in Viksit Bharat@2047”	Sponsored by Indian Council of Social Research (ICSSR), New Delhi organized by Department of MBA, Sri Ramakrishna College of Arts and Science Coimbatore	ISBN: 9789334138269 Pg. No.: 582-585	03.02.2025
24	Book Chapter	“Roadmap for Scaling Education 4.0 in India”, in Vision Vikisit Bharat 2047 Education 4.0, Enhancing India’s Workforce for the AI-Powered Future,	NGM College, Pollachi	Pg 361-363, Volume -II, ISBN NO.: 9789394004641	March 2025
25	Book Chapter	Blockchain in Business: A powerful force driving change in commerce	Blockchain in Business: Transformative Trends in Commerce, SJ Publication, Coimbatore	ISBN NO.: 9788198657350, Pg. No.: 171-178	June 2025
26	Book Chapter	Ethics in public life: lessons from Gita	Bhagavad Gita and Indian Ethics Preaching of Great Philosopher adi sankara, Stanzaleaf Publication, Namakkal, Tamil Nadu	ISBN: 978-81-987746-4-4 Pg. No.: 380-383	11/07/2025
27	Book Chapter	Impact of Digital Platforms and E-Commerce on Women-Led Enterprises	<i>Rise of Entrepreneurship: Exploring Innovation, Inclusion and Partnerships (Volume 2)</i> , The Wordsswiggle Publication,	ISBN: 978-93-49882-22-5 Pg.: 180-186	October 2025
28	Conference Proceedings	AI Driven Startups – Measuring Sustainability Impact: Kpis and SROI In Tourism Startups	International Conference on AI-Driven Finance 2025: Unlocking Business Growth and Cost Optimization, Suguna College of Arts	ISBN: 978-81-991858-5-2 Pg. No. 45-52	2025

			and Science, Coimbatore		