

Department of Commerce CA

NGM College,Pollachi -642001

Dr.M.Deepa - Publication Details

Journal Publication -4

S.No	Title of the Paper	Name of the Journal	Vol no	Page number	Year
1.	A Study On Awareness Towards Artificial Intelligence Among Students In Pollachi Taluk	Rabindra Bharati University Journal of Economics	Vol. : XXVIII, No:34,	104-107	2024
2.	Challenges Faced By College Students Through Online Classes During Pandamic (A Study With Special Reference To Pollachi Taluk)	Shodha Prabha;	Volume 50(Issue-01), No.01	125-131	2025
3.	A Study on benefits and Problems faced by entrepreneurs during pandamic - A Study with Special reference to pollachi taluk	DOGO Rangsang Research Journal	Vol-13, Issue-3, No. 3,March2023	165- 170	Mar-2023
4	A study on benefits of information and communication technology among Young entrepreneurs - a study with special reference to pollachi taluk	Rabindra Bharati University Journal of Economics	ISSN : 0975-802X Vol. : XXVII, No:3, 2023	141-146	2023

Book Chapter - 17

S.No	Title of the paper	Title of the conference	Page number	Year
1.	A Study on Consumer Satisfaction towards Digital Marketing – In Pollachi Taluk	Empowering India through Digital Transformation – A Sustainable Approach	265-272	Jul-24
2.	An Overview Towards Startups In India	Green Entrepreneurship Startups	96-101	2024
3.	A Study on Challenges Faced by Women Entrepreneurs While Using Online with Special Reference to Pollachi Taluk	Vision Viksit Bharat 2047: Contribution And Initiatives Of Digital India For Empowering Rural Women	378-384	Jan-25
4.	The Role of Information and Communication Technology in Agriculture	New Developments and Prospects in Indian Agriculture	223-227	2024
5.	Awareness Towards Artificial Intelligence Among Students In Pollachi Taluk	ENHANCING INDIA'S WORKFORCE FOR THE AI-POWERED FUTURE		
6.	Empowering Women Through Digital Literacy And Access To Ict In India	NURTURING NARI SHAKTI: WOMEN AS LEADERS IN VIKSIT BHARAT@2047	411-416	Feb-25
7.	Yoga And Its Importance In Human Life	Yoga for healthy, happiness and harmony	637-642	2025
8.	A Study On Entrepreneurial Skills Among College Students In Pollachi Taluk	Navigating Transformations for Business – Industry 4.0	Nov-14	Jul-24
9.	Artificial Intelligence And Sustainable	A One Day International	94-99	Dec-24

	Development	Conference on "Innovation for A Sustainable Future - Embracing the Path to A Digital Green Deal - ICISF2024"		
10.	An Overview Towards The Role Of Venture Capital	Addressing Socio-Economic Disparities in Access to Quality Education:		
11.	A Study On Awareness Towards Artificial Intelligence Among Students In Pollachi Taluk	Empowering India through Digital Transformation – A Sustainable Approach	274-278	Dec-24
12.	BLENDED MODE OF TEACHING AND LEARNING FOR TEACHERS COMMUNITY	Awareness towards Online Education System Among Students –A Study With Special Reference to Pollachi Taluk		March 2023
13.	INDIA MEANS BUSINESS - REFORM	INDIA MEANS BUSINESS - REFORM		Feb 2023
14.	RURAL WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP	ICTS as A Tool for Economic Empowerment of Women		March 2023
15.	Satisfaction of Goods and services among Small and medium Traders in and around Pollachi taluk			Jan-22
16.	College Students Perceptio towards Online education During pandemic	Inclusive Education: Need and challenges		Dec-21

17.	A Study on preference and utilisation of primary health (PHC) among the rural patients pollachi taluk			Apr-22
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Conference Proceedings - 2

S.No	Title of the paper	Name of the conference	year	Page no
1	Digital Transformation In Financial Services	National Seminar Proceedings on Digital Transformation in Financial Services: Today and Tomorrow	245-250	2025
2	A Study On Satisfaction Towards UPI Payment Among College Students In Pollachi Taluk	Transformation of UPI in digitalising micro business	24-27	January 2025
3.	A Study On Challenges Faced By E-Entrepreneurs	“Two Day International Conference on Multidisciplinary Academic Research and Global Innovations ICMARGI- 2023”.	1126 -	2023
4.	Preference of using Information and communication Technology among e-entrepreneurs in Digital Marketing -	Innovative Business Practices for Global Sustainable Development in the Post Pandemic Era		March 2022

