

**DR.N.BAGYALAKSHMI, ASSOCIATE PROFESSOR AND HEAD, DEPARTMENT
OF COMMERCE, NGM COLLEGE, POLLACHI**

**PUBLICATIONS IN REFERRED JOURNALS/ OTHER REPUTED JOURNALS AS
NOTIFIED BY THE UGC**

1.Dr.N.Bagyalakshmi, Published a research article titled “**Customer Satisfaction in Indian Overseas Bank**” In **Inter Continental Journal of Marketing Management**, ISSN: 2350 – 0891, Vol. 1 Issue -2, Oct-Dec 2014, (P.No 81-94) (**Impact Factor 0.45**)

2. Dr.N.Bagyalakshmi, Published a research paper entitled “**Rural Consumer Satisfaction towards Online Shopping**” in **International Journal of Research in Computer Application and Management**” Volume No 7(2017), Issue No 9, September, ISSN 2231-1009, Page No: 46 -51(**Impact Factor: 5.09**)

3.Dr.N.Bagyalakshmi and Dr.S.Benjamin Christopher Published a research paper entitled “**Trading Method of Individual Equity Investors**” in **International Journal of Advance Research in Computer Science and Management Studies**, Volume 4, Issue 7, July 2016, ISSN– 2321- 7782, (online) ISSN– 2347 – 1778 (Print) (www.ijarcsms.com) Page No : 103 - 112 (**Impact Factor: 6.047**)

4.Dr.N.Bagyalakshmi and T.Lavanya published a research paper entitled “**A Study on Customer Satisfaction and Problems faced towards Credit Cards by Credit Card Users**” in **Journal of Emerging Technologies and Innovative Research – An International Open Access Journal** (www.jetir.org), ISSN UGC Approved, Volume 5, Issue 5, May 2018,(ISSN – 2349-5162), Page No: 266-275) (**Impact Factor: 5.87**)

5.Dr.N.Bagyalakshmi and Ms.J.Suganya published a research paper article entitled “ **A Study on The Awareness and Preference Level of LIC Policholders of Select College Teachers in Coimbatore District**” –**Pramana Research Journal**, Volume 9, Issue -6, June 2019 (ISSN NO – 2249 -2976)Page no : 374 -387 (**Impact Factor : 6.2**)

6.K.Vani and Dr. N.Bagyalakshmi Published a research paper entitled “**Brand Choice of Mobile Phones among College Students**” in **International Journal of Advance Research in Computer Science and Management Studies**, Volume 4, Issue 5, May 2016 - ISSN :2321- 7782 (Online) ISSN: 2347-1778 (Print) Page No: 155-160 (**Impact Factor 6.047**)

7.Ahila .D and Dr.N.Bagyalakshmi Published a Research Paper entitled. “ Adoption of Digital Banking Services in the context of Coimbatore District of Tamilnadu State of India have been published in Adalya Journal, Volume 9, Issue 12, Decemeber 2020.An UGC CARE approved Group-2, Journal, An ISO: 7021-2008 Certified Journal, ISSN No:1301-2746, Certificate ID: AJ-3679.(Impact factor: 5.3)

8.Dr.N.Bagyalakshmi, Associate Professor and Head, Department of Commerce, Ahila.D. Assistant Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi Published a paper entitled, “ Customer Satisfaction Towards Features of Digitalised Banking Services in Eur.Chem.Bull 2023,12,(Special Issue 6) Page No: 980-988.

9.Dr.N.Bagyalakshmi, Associate Professor and Head, Department of Commerce, Dr.M.Akilanayaki, Assistant Professor and Head, Department of Commerce -BPS, Nallamuthu Gounder Mahalingam College, Pollachi Published a paper entitled “ **Impact of Assessment of GST implementation on Small and Medium Scale Traders**” in South India Journal of Social Sciences: ISSN:0972-8945, Vol.XX1, No.16, July -December 2023, UGC Care Approved, Group 1, Bi-Annual Journal.

10.Dr.N.Bagyalakshmi, Associate Professor and Head, Department of Commerce, and K. Sabeena Farveen – Research Scholar, PG Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi Published a paper entitled “ **Making the right Choice – Reasons to choose LIC Insurance Policy**” in South India Journal of Social Sciences: ISSN:0972-8945, Vol.XX1, No.16, July -December 2023, UGC Care Approved, Group 1, Bi-Annual Journal.

11. Dr.N.Bagyalakshmi, Associate Professor and Head, Department of Commerce, and K. Sabeena Farveen – Research Scholar, PG Research Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi Published a paper entitled “Determinants of Policyholder satisfaction in the Indian Life Insurance Sector: A Study on Life Insurance Corporation” in Madhya Bharti – Humanities and Social Sciences, UGC Care Approved Group 1, Peer Reviewed, Bilingual, Biannual, Multi-Disciplinary, Referred Journal. UGC Care Group I Journal (मध्य भारती) ISSN: 0974-0066 Vol-85 No.03, July–December: 2024, Madhya Bharti -Humanities and Social Sciences.

<https://ir.ngmclibrary.in/items/show/3070#c=&m=&s=&cv=> (Page No:18-34)

12.Published a paper entitled, “**Awareness and preference levels of Health Insurance Policies among College Teachers in Pollachi Taluk, Coimbatore District, Tamil nadu**” in Madhya Bharti -Humanities and Social Sciences, Vol-85 No.05, July-December 2024, ISSN: 0974-0066, with impact factor -6.28, UGC Care Approved, Group 1, Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal.

<https://ir.ngmclibrary.in/items/show/3068#c=&m=&s=&cv=> (Page No:137 -143)

13. Published a paper entitled, " **Awareness and Satisfaction of Health Insurance Policies among College Teachers in Pollachi Taluk, Coimbatore District**", in International Journal of Creative Research Thoughts (**IJCRT**) ISSN:2320-2882, Volume12, Issue-9, September 2024, Impact factor-7.97, UGC approved Journal No:49023(18)

<https://ir.ngmclibrary.in/items/show/3071#?c=&m=&s=&cv=> (Page No: 797-806)

14. Published a paper entitled, " **Satisfaction Levels of Health Insurance Policies among College Teachers: A Study with reference to Pollachi Taluk, Coimbatore District, Tamilnadu**" in Madhya Bharti -Humanities and Social Sciences, Vol-85 No.05, July-December 2024, ISSN: 0974-0066, with impact factor -6.28, UGC Care Approved, Group 1, Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal.

<https://ir.ngmclibrary.in/items/show/3069#?c=&m=&s=&cv=> (Page No: 144 – 150)

15. Published a paper entitled, " **Determinants of Merchants' Awareness of GST Return Filing Procedures in Coimbatore District, Tamil Nadu**" in Online International Journal of Research and Scientific Innovation (IJRSI), ISSN: 2321-2705, Volume XII, Issue VII, July 2025, Page No:1415-1421.

PUBLICATION LINK

<https://rsisinternational.org/journals/ijrsi/digital-library/volume-12-issue-7/1415-1421.pdf>

16. Published a paper entitled " **Determinants of Policyholder Awareness and Premium Payment Modes: A Study on Life Insurance Policies in LIC**" in International Journal of Recent Development in Engineering and Technology (ISSN 2347-6435), Volume 15, Issue 01, January 2026. Page No: 1191-1196

PUBLICATION LINK

<https://drive.google.com/file/d/1HUGskh1cW9hXTrveXDjOM3GRu0tMdzOr/view?usp=sharing>