

Dr.M.Deepa - LIST OF PUBLICATIONS

1. Published an article entitled, “ **A Study on Economic Empowerment of Women Entrepreneurs by using Information and Communication Technology (ICT) – With Special Reference To Pollachi Taluk**” in International Referred Research Expo Multidisciplinary research journal (Volume V, Issue IV, April 2015) ISSN :2250-1630.
2. Published in ISBN Book “**Impact of Internet Growth on the Online Stock Trading in India**”, in the two day International Seminar on Emerging Trends in Personal Financial Management, organised by Commerce Department, Sree Saraswathi Thyagaraja College, Pollachi on 26th and 27th February 2016.
3. Published an article entitled, “**A Study of Students Attitude Towards Online Shopping – with Special Reference to Pollachi Taluk**” in Acme International Journal of Multidisciplinary Research Journal of An International Multidisciplinary Peer-Reviewed Research Journal (Volume 3, Issue 7, July 2015 ISSN: 2320-236X)
4. Published an article entitled, “**A Study on Awareness about the Proposed Use of Internet among the Entrepreneurs in Business – with Special Reference to Pollachi Taluk**” in Global Academic Research Journal of An International Multidisciplinary Peer-Reviewed Research Journal (Volume 3, Issue 6, June 2015 ISSN: 2347-3592).
5. Published an article entitled, “**A Study On Consumer Perception Regarding Problems Of Online Shopping – With Special Reference To Pollachi Taluk**” in Quest international multiciplinary research journal(Vol-V issue-II – ISSn: 2278 4497).
6. Published an article entitled, “**A Study On Consumer Perception Regarding Benefits Of Online Shopping – With Special Reference To Pollachi Taluk**” in international journal of Advanced trends in Engineering and Technology (IJATET) (Vol-2 issue-II – ISSN: 2278 4497).
7. Published an article entitled, “**A Study on Customer Awareness and Satisfaction towards Flipkart Shopping - With Special Reference to Pollachi Taluk**” International Journal of Recent Research and Applied Studies, Volume 4, Issue 8 (5) ISSN: 2349 4891 August 2017.
8. Published an article entitled, “**A Study on Students perception regarding e-CRM services provided by State Bank of India in Pollachi taluk**” International Conference on Emerging Trends and Innovative strategies in Social medis Marketing Issues and Challenges. ISBN 978-93-5288-003-4 October 2017.

9. Published an article entitled, **“Female Consumer Awareness and Satisfaction towards Online Shopping - With Special Reference to Pollachi Taluk”** Asian Journal of Applied Science and Technology (AJAST) Volume 2, Issue 1, Pages 169-174, 2018. ISSN: 2456-883X.
10. Published an article entitled, **A Study On Consumer Satisfaction Towards Online Shopping In Electronic Items – With Special Reference To Pollachi Taluk** International Journal of Advance Research in Computer Science and Management Studies (IJARCSMS) ISSN (Online): 2321-7782, ISSN (Print): 2347-1778.
11. Published an article entitled, **“Female Patient’s Awareness towards Public Health Centers -With special reference to Pollachi Taluk”** RESEARCH REVIEW International Journal of Multidisciplinary Volume 4, Issue 1, Pages 422-424, 2018. ISSN: 2455-3085 (Online).
12. Published an article entitled **“Benefits of e-CRM Services among Private Banking Customers - A Study with Special Reference to Pollachi Taluk”** has been published by ComFin Research E-ISSN: 2582-6190, Vol. 9, No. 2, April 2021.
13. Published an article entitled **"Awareness Towards Goods And Services Tax (GST) Among Small And Medium Traders – A study with special reference to Pollachi Taluk"** has been published in Palarch’s Journal of Archaeology of Egypt/Egyptology, Volume -18, Issue - 1, 2021. (Scopus Journal).
14. Published an article entitled” **A study on students perception towards online education during pandemic – with special reference to pollachi taluk ”** has been published by AJANTA – An international multidisciplinary quarterly Research journal - peer reviewed refereed and UGC Listed journal , ISSN-2277-5730 volume – X, issue-II, April – June 2021.
15. Published an article entitled **“A Study on Consumer Awareness and Satisfaction towards Online Digital Payment - With Special Reference to Pollachi Taluk”** has been published by ComFin Research E-ISSN: 2582-6190, Vol. 9, No. 3, July 2021.
16. Dr.M.Deepa published an editorial chapter on” **College Students Perceptio towards Online education During pandemic”** Registrar,Kalinga Institute of Social Science, Odisha, during Dec-2021.
17. Published an editorial chapter entitled **“A Study on utilization and Satisfaction towards e-commerce – with special reference to Pollachi taluk”** by Contemporary issues in marketing.

18. Published a paper entitled **“A Study on Supply Chain Management of construction Industry with special reference to Pollachi taluk”** in Genius an multidisciplinary peer reviewed and UGC listed journal No 47100 Vol no X issue II ISSN no2279 – 0489 February 2022 .

19. Published an editorial chapter on **“A Study on e-entrepreneurship awareness among women entrepreneur”** by Aeon of New organized Research and Academics (ANORA) ISBN no 978-93-91941-95-6 published by Anand prakashan, page no38-42 February 2022.

20. Published a paper entitled **“A Study on benefits and Problems faced by entrepreneurs during pandemic - A Study with Special reference to pollachi taluk”** in UGC care listed journal DOGO Rangsang Research Journal, Vol-13, Issue-3, No. 3, March 2023.

21. Published a paper entitled **“A study on benefits of information and communication technology among Young entrepreneurs - a study with special reference to pollachi taluk”** in UGC care listed journal Rabindra Bharati University Journal of Economics ISSN : 0975-802X Vol. : XXVII, No:3, 2023

22. Published a paper entitled **“Awareness towards Online Education System Among Students –A Study With Special Reference to Pollachi Taluk”** in NGM Collge, Department of BPS ISBN: 978-93-94004-07-8 during March 2023.

23. Published an editorial chapter on **“India Means Business – Reform”** department Of Commerce – Bps & - Ramakrishna College, Feb 2023

24. Published an editorial chapter on **“ ICTS as A Tool for Economic Empowerment of Women”** Department of e-commerce, NGM College on March 2023

25. Published an editorial chapter on **“ Satisfaction of Goods and services among Small and medium Traders in and around Pollachi taluk”** Comfin Research during Jan-22.

26. Published an editorial chapter on **“ A Study on preference and utilisation of primary health (PHC) among the rural patients pollachi taluk”** by Yuvakshetra Publication during Apr-22.

27. Published a paper entitled **“A Study On Benefits Of Information And Communication Technology Among Young Entrepreneurs - A Study With Special Reference Topollachi Taluk”** Rabindra Bharati University Journal of Economics Vol: XXVII, No: 3, 2023.

28. Published a paper entitled **“A Study On Benefits And Problems Faced By Entrepreneurs During Pandemic - A Study With Special Reference To Pollachi Taluk ”**

Dogo Rangsang Research Journal ISSN : 2347-7180 UGC Care Group I Journal Vol-13, Issue-4, No. 5, April 2023.

29. Published a paper entitled “**A Study on Reason for Preference towards Online Shopping**” in UGC care listed journal Arthshastra, Indian Journal of Economics and Research, Vol 13, Issue 3, No1, June-July 2024.

30. Published a paper entitled ”**A Study On Awareness Towards Start-Ups Among College Students - With Special Reference To Pollachi Taluk**” International Journal of Cultural Studies and Social Sciences Vol-20, Issue-1, No.37, January - June: 2024 :: ISSN: 2347-4777 Double-Blind, Peer Reviewed, Refereed & Open Access, UGC CARE Listed Journal.

31. Published an editorial chapter on “**Yoga And Its Importance In Human Life**” in Yoga for Health,Happiness & Harmony 978-93-6126-676-8.

32. Published an book chapter entitled” **An Overview Of Impact Of G20 And Marketing Strategies In India**” ISBN no: 978-93-90956-87-6.

33. Published journal entitled” A Study On Overview Of Startups Idea Among College Students” in UGC care listed journal Humanities and Social Science Studies journal : ISSN 2319-829X with IF=7.28 Vol. 13, Issue 01, No. 3, January - June : 2024.

34.Published journal entitled” **A Study On Challenges Towards Online Shopping**” Humanities and Social Science Studies journal : ISSN 2319-829X with IF=7.28 Vol. 13, Issue 01, No. 3, January - June : 2024.

35. Published journal entitled “**A Study On Reason For Preference Towards Online Shopping**” Arthshastra, Indian Journal of Economics and Research ISSN 2278-1811 with IF=6.718 Vol. 13, Issue 03, No.01, June - July : 2024.

36.Published journal entitled “**A Study On Awareness Towards Start-Ups Among College Students -With Special Reference To Pollachi Taluk**” International Journal of Cultural Studies and Social Sciences ISSN 2347-4777 with IF=7.138 Vol-20, Issue-01, No.37, January - June: 2024.

37. Published an book chapter entitled”**A Study on entrepreneurial skills among College students in Pollachi taluk**” ISBN number 978-81-974481-2-6 during July 2024.

38.Published a paper entitled” **A Study On Awareness Towards Artificial Intelligence Among Students In Pollachi Taluk**” Rabindra Bharati University Journal of Economics

ISSN : 0975-802X Vol. : XXVIII, No:34, 2024 with IF: 6.986 during December 2024.