

A.D.M.COLLEGE FOR WOMEN, (AUTONOMOUS), NAGAPATTINAM

PG & RESEARCH DEPARTMENT OF COMMERCE

Publication of Journals

UGC List of Journals – 1

Name	Title of the Paper Published	Name of the Journal	Date & ISBN NO:
Dr. R. Ushadevi	A Study on Occupational Stress among Nationalised and Non-Nationalised Bank Employees in Karaikal District, U.T. of Puducherry	Abinav National Monthly Refereed Journal of Research in Commerce & Management	Volume 6, Issue 6, June 2017, Online ISSN: 2277- 1166

Other Journals - 33

Name	Title of the Paper Published	Name of the Journal	Date & ISBN NO:
Dr. S.Mythili (Rtd.)	Emerging Trends in the Indian Hotel Industries	International Journal of Marketing and Management Research	Vol. 2, Issue 10, ISSN 2229 -6883, October 2011
	Consumer Behaviour and Brand Preference of Chocolates in Thanjavur District	International Journal of Engineering and Management Research, Vandhana Publications	Vol.3, Issue 3, June 2013
Dr.M.Selvachandra	A study on Customer satisfaction towards e-banking services of ICICI Bank in Chennai City	International Journal of Exclusive Management Focus	ISSN:2249-8672 Volume -1, Issue-2, August- Sept 2011
	Factor Analysis of Rural Consumers Preference Attributes in the purchase of Two-wheelers: An Empirical analysis	IUP Journal of Management Research -	Vol.4, October 2011
	Electronic Payments and e-banking services of ICICI Bank	International Journal of Exclusive Management Focus	ISSN : 2250-2971 Volume -1 Issue -1, December 2011
	Women Entrepreneurs: A Realm of Indian Entrepreneurship	Women Entrepreneurship – Issues and Challenges.	ISBN No. 978-81-925376.0-5, July 2013
	Operating Efficiency of Silk Industry in Thirupuvanam.	Journal of Exclusive Management Science – A Monthly International Journal	Vol.– 2, Issue 8, ISSN 2320 – 266X, Aug. 2013

	Consumer Behaviour towards Credit Card in Chennai Metro – An Empirical Analysis.	International Journal of Action Research and Engineering to Eradicate Poverty. A Refereed Research Journal on Engineering and Humanities	ISSN 2229 – 5259, Dec. 2014
	Performance of Bus Services and Passengers' Perception – A Study at Nagapattinam District.	International Journal of Management and Social Development	ISSN 2348 – 1919, Feb. 2015
	Financial Performance and Evaluation of Housing Finance in India.	Journal of Exclusive Management Science – A Monthly International Journal	ISSN 2320 – 866X, Apr. 2015
	Customer Satisfaction towards Credit Card Services- A Study with special reference to Chennai Metro.	International Journal of Scientific Research Peer Review & Refereed Journal Impact Factor:3.2416	Vol.4, Issue 4, ISSN No. 2277 – 8179 , April 2015
Dr. N.Udayakumari (Rtd.)	Role of Self – Help Groups (SHGS) in Women Empowerments – with reference to TamilNadu	Indian Journal of Research	ISSN – 2250 – 1991, Volume -2; Issue – 11, Nov 2013
	Marketing strategies of Women self - Help Groups	International Journal of Current Research and Academic Review	ISSN-2347- 3215,Volume-1 No.2, 2013
Dr. R. Ushadevi	Tourism and Advertising Options	Kisan World	Vol. 39 No.101, ISSN-0971-9229, Oct., 2012
	Financial Inclusion of Unorganised Sector Workers through Atal Pension Yojana (APY) – An Analysis	International Journal of Advanced Scientific Research & Development	Vol. 04, Spl. Iss.01, Ver.III, pp 204-214 e-ISSN: 2395-6089 p-ISSN: 2394-8906, Feb. 2017
	The Impact of Demonetization on Retailing – An Analysis	IRACST – International Journal of Commerce and Business Management	Vol.6, No.2 ISSN: 2319-2828, Mar-April 2017
		KAAV International Journal of Economics, Commerce & Business Management	Vol. No.4, Issue: 2 Article No. 29 ISSN: 2348-4969, April, 2017
Dr.N.Sampathlakshmi	A Study on the Marketing of Pension Schemes the Select Insurance Sector With Special Reference To Nagapattinam District	A journal of Radix International Education And Research Consortium	ISSN:2250-3986 Volume –I, July 2012
	Personal dynamism in Organisational development		ISBN No.978-93- 80767-15-4, March 2012

Dr.V.Renuga	Spiritual Tourism in Nagapattinam District	Emerging Issues on Service Sector	ISBN 978-93-8050, March 2012
	Strategizing for the Future Challenges of Women		ISBN 978-980509-20-4, March 2012
	Customer Relationship Management in Banking sector	International Journal of Engineering Science & Computing	Volume 6, Issue 5, ISSN: 2250-1371, August 2016
	A Comparative study on Satisfaction of Consumer while using India Post and Private Courier firms in Nagapattinam District.	IOSR- JEF Journal	Volume 8, Issue I, ver.III, e-ISSN: 2321-5933, P-ISSN- 2321-5925, PP 26-28, Jan-Feb.2017
Dr.R.Krishnaveni	Consumer Preference towards the Packaging Elements of FMCG Products in Thiruvarur Town	International Journal of Research in Commerce and Management A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-journal	Volume No.5, Issue No.11, ISSN No. 0976-2183, Nov.2014
Dr.R.Krishnaveni	A Study on Brand Perception towards the R.O. Water Purifiers	Journal of Exclusive Management Science – A Monthly International Journal	ISSN 2320 – 866X, April 2015
	Non-Performing Assets and their undesirable Impacts on the Health and Growth of Banking Sector in General	Journal of Exclusive Management Science – A Monthly International Journal	ISSN 2320 – 866X, April 2015
	Perception of Women Consumer towards Branded Cosmetics in Nagapattinam Dt.	International Journal of Science and Research	Volume 5 Issue 7, Online ISSI: 2319-7064, July 2016
	Evolution of Credit Cards in India	International Journal of Commerce, Management and Computer Application.	Vol:II, Issue:4 ISSN: 2395-2091(Online) 2395- 2083 (Print), July – August, 2016
	Sales Promotion Schemes in Indian Market	International Journal of Commerce, Management and Computer Application.	Vol:II, Issue:4 ISSN: 2395-2091(Online) 2395- 2083 (Print), July – August, 2016
Dr. R.Latha	A Study on the Marketing of Pension Schemes the Select Insurance Sector With Special Reference To Nagapattinam	A journal of Radix International Education And Research Consortium	ISSN:2250-3986 Volume –I, July 2012
	Personal dynamism in Organisational development		ISBN No.978-93-80767-15-4, March 2012