

**LRG GOVERNMENT ARTS COLLEGE FOR WOMEN, TIRUPUR  
PG AND RESEARCH DEPARTMENT OF COMMERCE**

**RESEARCH PUBLICATIONS FROM 2018 – 19 ONWARDS**

<b>S. No</b>	<b>Year</b>	<b>Name of the faculty</b>	<b>Publications</b>
1	2018	Dr.S.Dhanalakshmi Dr.A.Latha	A Study on Employees Job Satisfaction and Its Impact on Their Performance, INDIAN JOURNAL OF RESEARCH, Jan, 2018, 2250-1991.
2	2018	Dr.Hamsalakshmi	A study on Brand Awareness towards selected Ayurvedic Healthcare Products with special reference to Palladam, International Journal of Academic Research and Development, Mar-18, 2455-4197.
3	2018	Dr.Hamsalakshmi	Performance of Indian Post Office Savings Schemes in Recent Trends, International Journal of Advanced Research, Mar-18, 2320-5407.
4	2018	Dr.K.Brindha Dr.A.Anandalakshmy	Policyholders Awareness and Satisfaction Level of ICICI Health Insurance Company with special reference to Coimbatore City, Asia Pasafic Journal, May-18, 2320-5504.
5	2018	Dr.A.Latha P.Deepa	A Study on Investors Level of Satisfactu in Towards Mutual Fund Investments with Special Reference to Tirupur District , Internatiinal Journal for Applied Science & Engineering Technology (IJRASET), Jul-18, 2321-9653
6	2018	Dr.M.Krishnaveni, N.Umamaheswari	A Study on the Liquidity Position of Public Sector Banks in India After Liberalisation, International Journal of Science and Research, Oct-18, 2319-7064.
7	2018	Dr.Hamsalakshmi	Nature of Marketing Practices adhered by Mushroom Cultivators special reference to the Nilgiris District, International Journal of Management IT & Engineering, Nov-18, 2249-0558.
8	2018	Dr.S. Kousalya Devi E. Rajeswari	“Factors Restrict Women From Joining Fitness Centers in Coimbatore City”, Ijrar ( Www.Ijrar.Org ) Issn Ugc Approved & 5.75 Impact Factor, Dec-18, 2348-1269, P-ISSN 2349-5138.
9	2019	Dr K.Brindha M.Sathana Priya	Households' Savings Behaviour in pushpathur panchayat of Dindigul District,TamilNadu a Comprehensive Analysis, Impact International Journal of Research in Humanities , Arts and Literature, Jan, 2019, 2321-8878
10	2019	Dr.S.Dhanalakshmi Dr.A.Latha	The Effect Knitting Employees Perception of performance Appraisal on their Work Outcomes, International Journal for Research in Applied Science and Technology, Jan, 2019, 2321-9653.

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11	2019	Dr K.Brindha M.Sangeetha	A Study on Problems and Prospects with reference to Tirmeric Cultivation in Coimbatore City, International Journal of Research and Analytical reviews, Feb,2019, 2349-5138.
12	2019	Dr.R.Amsaveni Mrs.S.Brindha	Consumer Buying Behaviour towards Organized Retail Stores in Coimbatore City, JETIR-Journal of Emerging Technologies and Innovative Research, February 2019, 2349-5162.
13	2019	Dr.M.Krishnaveni, N.Umamaheswari	A Study on the Growth of Select Nationalized Banks in India, International Journal for Research in Applied Science and Engineering Technology, Aug-19, 2321-9653
14	2019	Dr.K.Brindha Dr.A.Anandalakshmy	Mediclaim Policyholder's Awareness and Satisfaction Level of Selected Private Health Insurers with special reference to Coimbatore District, Pramana Research Journal, Sep-19, 2249-2976.
15	2019	Dr.Hamsalakshmi	An Empirical Study on Advertising for FMCG in Rural Markets in Coimbatore Dt, International Journal of Recent Scientific Research, Nov-19, 0976-3031
16	2019	Dr K.Brindha /M.Sathana Priya	A study of savings and Investment Pattern of Salaried IT People with Special Reference to Chennai City, Journal of Science Technology and Development, Dec-19, 0950-0707
17	2019	Dr.V.S.Kanchana A.Thilagavathi	A Study on Impact of Smartphone on Users, International Journal for Research in Applied Science & Engineering Technology (IJRASET), Dec-19, 2321-9653
18	2020	Dr.V.S.Kanchana P.Bhuvaneshwari	A Study on Brand Preference and Factors Considered in Selection of Branded Beverages in Tirupur, International Journal for Research in Applied Science & Engineering Technology(IJRASET), Feb-20, 2321-9653
19	2020	Dr.V.S.Kanchana A.Thilagavathi	A Study on Customer Satisfaction Towards Smartphone Users, Paripex-Indian Journal of Research, Feb-20, 2250-1991
20	2020	Dr.K.Brindha Dr.A.Anandalakshmy	Satisfaction Level and Problems faced by Mediclaim Policyholders against Selected Private Health Insurers, Pramana Research Journal, Mar-20, 2249-2976.
21	2020	Dr.V.S.Kanchana P.Bhuvaneshwari	A Study on Brand loyalty for Coffee and Tea Beverages in Tirupur City, International Journal of Science & Research(IJSR), Aug-20, 2319-7064
22	2020	Mrs.Anithamary.C Dr.R.Amsaveni	A study on HDFC Bank on Non-performing Assets Management in India, Journal of Interdisciplinary Cycle Research, September 2020, 0022-1945

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23	2020	Mrs.Anithamary.C Dr.R.Amsaveni	A Study to Explore the Non-Performing Assets Management in SBI Bank, India, The International Journal of Analytical and Experimental Modal Analysis, October 2020, ISSN 0886-9367.
24	2020	Dr.S. Kousalya Devi K. Thilagavathi	A Study on Consumer Perception And Importance to Selecting Eco- Friendly Packages, International Journal of Creative Research Thoughts(IJCRT), December 2020, 2320-2882
25	2020	Dr.Hamsalakshmi	A Perception on Usage of Digital Payments (With special reference to Coimbatore City), International Journal of Creative Research Thoughts, Dec 2020, 2320-2882.
26	2021	Dr.Hamsalakshmi	Security Issues Faced by Rural Population on Payment Banks with Special Reference to Coimbatore District International Journal Of Advanced Research In Commerce, Management & Social Science (Ijarcms), April-June, 2021, 2581- 7930
27	2021	Dr.S. Kousalya Devi K. Thilagavathi	Factors Influencing Consumer Behaviour Towards Eco- Friendly Packages, International Research Journal of Commerce, Arts and Science, June 2021, 2319 – 9202
28	2021	Dr K.Brindha M.Sangeetha	Application of Internet of Things in Indian Agriculture based on Turmeric Cultivation, Turkish Online Journal of Qualitative Inquiry (TOJQI), Jun-21, Scopus.
29	2021	Dr.V.S.Kanchana, Mrs.R.Vidhya	Study on Evaluation of Challenges and Benefits in Successful Implementation of Supply Chain Management by Manufacturing Companies In Coimbatore, Journal of Interdisciplinary Cycle Research, Sep-21, 0022-1945 <a href="http://www.jicrjournal.com">http://www.jicrjournal.com</a>
30	2021	Dr K.Brindha M.Sangeetha	Present status and future prospects of turmeric production in Tamil Nadu, International Journal of Commerce and Management Research, Dec,2021, 2455-1627
31	2022	Dr.V.S.Kanchana, Mrs.R.Vidhya	Study on Supply Chain Management Practices Followed by Select Manufacturing Companies in Coimbatore District, Journal of Interdisciplinary Cycle Research, Apr-22, 0022-1945 <a href="http://www.jicrjournal.com">http://www.jicrjournal.com</a>
32	2022	Dr.R.Amsaveni Miss.P.Jeevitha	A Study on Buying Behavior of Smart Phone and Problems Encountered among College Students in Coimbatore City, JETIR - Journal of Emerging Technologies and Innovative Research, April 2022, ISSN 2349-5162
33	2022	Dr.S. Kousalya Devi S. Kirthika	A Study on Consumers Awareness And Attitude Towards FMCG Products Pricing Strategies, International Journal of Research and Analytical Reviews (IJRAR), Apr-22 2348-1269, P-ISSN:2349-5138

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34	2023	Dr.M.Krishnaveni R.Keerthana	User's Preference Towards Frozen Foods in Tirupur City, International Journal of Multidisciplinary Research, 2023 2582-2160
35	2024	Dr.V.S.Kanchana Ms.M.Angel Christy	Online purchase behaviour of college students - A study in Tirupur, Journal of Interdisciplinary Cycle Research,2024 0022-19452