



G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS),

Affiliated to Manonmaniam Sundaranar University

Re-accredited with "A" Grade (3.21 of 4.0) by NAAC

KOVILPATTI-628 502

Department of Commerce (Professional Accounting)

STAFF PUBLICATION DETAILS

SL No	Title of The Paper	Name of The Author	Title of The Journal	Month And Year of Publication	ISSN	ISSN Page No
1.	A Study On Farmers Opinion Towards Agricultural Credit Dispensed By Various Sources In Palayamkottai Taluk	Dr. K. Mariappan & Mrs. S.Manjula	Wesleyan Journal of Research	2021	0975-1386	91-95
2.	A Study On Consumer Satisfaction Towards Online Marketing on durable goods in Thirichenthur Taluk	Dr. K. Mariappan & Mr. J.Anand	Wesleyan Journal of Research	2021	0975-1386	85-90
3.	Logistics problems of flower distributors in Tirunelveli district – a special reference to flower cultivators	Dr. K. Mariappan & Miss. Prabha	India's sustainable post pandemic economic recovery strategies	2022	ISBN 978-93-91286-38-5	25-34
4.	A Study On Problems Faced By Young Entrepreneurs In Kovilpatti Taluk	Dr. K. Mariappan & Mr. J.Anand	Rabindra Bharati Journal of Philosophy	2022	0973-0087	42-45
5.	A Study On Students Perception Towards Impact Of Social Media Advertisement On Product Purchase In Kovilpatti	Dr. S.Manjula & Krithika	Sadakath-A Research Bulletin	2023	2347-7644	82-88

6.	A study on students attitude towards online shopping in Kovilpatti Taluk	Dr.T.Sreeranga Nachiyar & M.Usha	Sadakath-A Research Bulletin	2023	2347-7644	56-62
7.	A study on rural customers perception towards banking technology in public sector of banks in Tirunelveli district	Dr. K. Mariappan	Innovations In Financial Services And Markets	2024	978-93-94725-22-5	153-164
8.	A study on customer satisfaction towards payment apps usage in Thoothukudi district	Dr. S.Manjula	Innovations In Financial Services And Markets	2024	978-93-94725-22-5	165-171
9.	A study on customer satisfaction towards E-Banking services provided by SBI in Kovilpatti Taluk	Dr.T.Sreeranga Nachiyar	Innovations In Financial Services And Markets	2024	978-93-94725-22-5	172-177
10.	Impact of social media platform on modern Indian farming	Dr. K. Mariappan & Mrs. M.Selvananthini	ICD TTCT'25	2025	ISBN-978-81-983-240-6-1	185-188
11.	A Study On Influence Of Social Media Marketing On Consumer Behaviour In Kovilpatti Town	Dr. S.Manjula	ICD TTCT'25	2025	ISBN-978-81-983-240-6-1	634-638
12.	A Study On Impact Of Service Quality On Customer Retention In The Banking Sector In Kovilpatti Town	Dr.T.Sreeranga Nachiyar	ICD TTCT'25	2025	ISBN-978-81-983-240-6-1	516-519