



**G. VENKATASWAMY NAIDU COLLEGE  
(AUTONOMOUS)  
(Re-Accredited with 'A' Grade by NAAC)  
KOVILPATTI**

**PG and Research Department of Commerce**

**Paper Publication (2020-2025)**

**Staff Name: S.Palanikumar**

<b>S. No</b>	<b>Paper Title</b>	<b>Type of Publication (ISSN/ISBN/ Scopus/Wos)</b>	<b>Journal Name and Number</b>	<b>Date of Publication</b>
1	Industrial Relations in Tamilnadu State Transport Corporation (TNSTC) – A Study with Reference to Tirunelveli Division.	ISSN	Journal of Inventive and Scientific Research Studies ISSN: 2584-0630	02.01.2024
2	Perception of Employees on Trade Unions in Promoting Industrial Relations	ISSN	International Journal of Research in Commerce and Management Studies ISSN: 2582-2292	19.3.2025
3	AI as a Tool for Academic Excellence	ISBN	The Transformative Impact of AI on the Service Sector: Innovation, Challenges, and Future Direction 978-81-986812-4-9	28.3.2025



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**PG and Research Department of Commerce**  
**Paper Publication (2020-2025)**

**Staff Name: Dr. J.Anand**

<b>S. No</b>	<b>Paper Title</b>	<b>Type of Publication (ISSN/ISBN/Scopus/Wos)</b>	<b>Journal Name and Number</b>	<b>Date of Publication</b>
1.	A Study on Students' Usages of Mobile Payment Apps with Special Reference to Tirunelveli District	ISSN	Shanlax 2582-6190	2025
2.	A Study on Customer Satisfaction towards E-Wallet Apps Usage in Kovilpatti	ISBN	Nadar Saraswathi College of Arts and Science, Theni 978-81-96940-6-9-0	2024
3.	A Study on Buying Behaviour of Consumers towards E-Shopping in Thoothukudi District	ISBN	GVN College, Kovilpatti-628502 978-93-94725-22-5	2024
4.	A Study on Consumer's attitude towards E-Service Marketing on Durable Goods in Vilathikulam Taluk, Thoothukudi District	ISBN	Sadakathulla Appa Educational Society 978-81-. 938054-7-3	2023
5.	A Study on Consumer's attitude towards E-Service Marketing on Durable Goods in Vilathikulam Taluk, Thoothukudi District	ISBN	Indian Council of Social Science Research 978-81-960673-0-4	2022
6.	A Study on Problems faced by Young Entrepreneurs in Kovilpatti Taluk	ISSN	Ranindra Bharati Journal of Philosophy 0973-0087	2022
7.	A Study on Consumers Satisfaction towards Online Marketing on Durable Goods in Tiruchendur Taluk, Thoothukudi District	ISSN	Wesleyan Journal of Research - An International Research Journal 0975-1386	2021

8.	A Study on Consumer Satisfaction towards Online Marketing on Durable Goods in Kovilpatti Taluk, Thoothukudi District	ISSN	Our Heritage Multidisciplinary Research Journal 0474-9030	2020
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**Paper Publication (2020-2025)**

**Staff Name: Dr.R.Subha Ranjani**

<b>S. No</b>	<b>Paper Title</b>	<b>Type of Publication (ISSN/ISBN/Scopus/Wos)</b>	<b>Journal Name and Number</b>	<b>Date of Publication</b>
1.	A Study on Perception of Students Towards Service Quality of Arts and Science colleges in Kovilpatti Taluk	ISSN	IJMER JOURNAL ISSN 2277-7881, IF6.514(2021) Peer Reviewed and Refereed Journal, volume 10, ISSUE: 4(5).	April 2021
2.	A Study on Analysis of Students' satisfaction with Higher Education	ISSN	Madhya Bharti UGC Care Approved, Group 1, Peer reviewed, Multi-disciplinary Referred Journal. ISSN 0974-0066 with IF = 6.28 VOL.82, NO.11 pg:305 - 308	July-December 2022.
3.	A Study on the Role of Colleges in Enhancing Student's Loyalty.	ISBN	Emerging Issues of Russia-Ukraine War and the Contemporary Challenges of Indian Markets, ISBN 978-93-94725-04-1 pg: 107- 109	22nd & 23rd September 2022
4.	A Study on the barriers faced by Rural women's when pursuing higher education.	ISBN	Empowerment of Rural Women: Challenges and Opportunities, ISBN 978-81-951746-1-4.	4 and 5 November 2022

5.	A Study on Student's Retention Strategies in Higher Education Institutions,	ISBN	Digital India: Initiative To Become Developed India, ISBN: 978-93-83191-88-8.	Sep 2022.
6.	A Study on the Importance of Higher Education for Economic Development.	ISSN	Shodha Prabha UGC Care Approved, Group 1, Peer reviewed and Referred Journal, ISSN : 0974-8946, VOLUME 47, ISSUE 03,NO.06:2022 pg: 1 to 4	2022
7.	A Study on Service Quality towards Higher Educational Institutions of Arts and Science colleges in Kovilpatti Town”	ISBN	Innovative, multi-disciplinary and contemporary perspectives and practices in commerce and management ISBN 978-93-83191-86-4 Pg:260-264	April 2023
8.	Perceived Quality Services of Students Towards Educational Institutions, Kovilpatti.	SCOPUS	RES MILITARIS SOCIAL SCIENCE JOURNAL (SCOPUS)VOL.13,NO.3 ISSN 2618-2633.	2023
9.	Fundamental Assumptions and Assertions of Students Perception on their Institution	SCOPUS	The Seybold Report (SCOPUS) V 1 8.I0 4, ISSN 1533-9211, 2023. DOI 10.17605/OSF.IO/QZ5PF	2023

	– Arts and Science College in Tuticorin District.			
10.	An Overview of Recent Government Policy for Promoting Entrepreneurship in India.	ISBN	Contemporary Research Across Disciplines, SAN INTERNATIONAL SCIENTIFIC PUBLICATIONS, ISBN:978-81-978738-1-2,Chapter: 27,250-257 DOI: <a href="https://doi.org/10.59646/crc27/278">https://doi.org/10.59646/crc27/278</a> , October 8, 2024.	8.10.2024
11.	An Overview of International Business: Current Scenario	ISSN	Journal of Inventive and Scientific Research Studies (JISRS) Vol: III, Issue: 2 June 2025 ISSN: 2584-0630 (Online)	30.06.2025



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**Paper Publication (2020-2025)**

**Staff Name: Dr. V.Amutha**

<b>S. No</b>	<b>Paper Title</b>	<b>Type of Publication (ISSN/ISBN/Scopus/Wos)</b>	<b>Journal Name and Number</b>	<b>Date of Publication</b>
1.	A DIGITAL MARKETING FRAMEWORK FOR BRAND SUCCESS	ISSN	Journal of Inventive and Scientific Research Studies (JISRS) Vol: II, Issue: 2 December 2024 ISSN: 2584-0630	2024
2.	Entrepreneurial Opportunities and Competences for the Rural Youth in Kovilpatti Taluks: A Study	ISSN	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI ISSN : 0972-0766	2023