



RESEARCH & DEVELOPMENT CELL

JOURNAL PUBLICATIONS 2021

S.No	Title	Name of the	Name of the	ISSN Number
5.110	Title	Author	Journal	1881 Mulliber
	Post-millennial	Dr.K.Chitra	Turkish	1309-4653
	Generation's Prudence	Dr. D.Jayanthi	Journal of	1507 1055
	on Employability Skills	Bi. Bio a yantini	Computer and	
			Mathematics	
			Education	
1			(TURCOMAT)	
	A Study on the	Dr.K.Chitra	Journal of the	0025-0422
	Perception of Gen Z	Dr. D.Jayanthi	Maharaja	
	towards Industry	,	Sayajirao	
	Readiness Skills		University of	
2			Baroda	
	Filter Based Feature	Mrs.C.Rathika	GIS Science	1869-9391
	Selection Methods- A		Journal	
3	Review			
	A Novel Multi-kernel	Dr.S.Vijayalakshmi	Turkish	1309-4653
	Convolutional Neural	Angel Shalini	Journal of	
	Network Classification		Computer and	
	For Pedestrian		Mathematics	
	Detection In Crowded		Education	
4	Scenes			
	A Survey on Wrapper	Mrs.C.Rathika	GIS Science	1869-9391
	based Feature Selection		Journal	
_	Methods for			
5	Classification	MD;	T. 1:1	1200 4652
	Biomarker Discovery	M.Divyavani,	Turkish	1309-4653
	based on Hybrid Firefly	Dr. G.Kalpana	Journal of	
	Optimization Algorithm and Hybrid Adaboost on		Computer and Mathematics	
6	ANNs Classifier		Education	
U	Cdep: Qos-Aware	Dr.D.Gayathri Devi	Turkish	1309-4653
	Crowd-Deduplication	ואס בווח שמים. ביות ביות ביות ביות ביות ביות ביות ביות	Journal of	1307-4033
	with Efficient Data		Computer and	
	Placement in Big Data		Mathematics	
7	Analytics Analytics		Education	
	Automatic	Pillai Honey	International	https://doi.org/10.
	Classification of	Nagarajan,	Information	18280/ria.350401
	Ovarian Cancer Types	N. Tajunisha	and	
	from CT Image Using	J	Engineering	
	Deep Semi-Supervised		Technology	
	Generative Learning		Association	
	and Convolutional			
8	Neural Network			





	An Effective Machine	K. Nandhini,	Journal of	1548-7741
	Learning Technique to	Dr. T. Deepa	Information	1340-7741
	Predict Cvd Using	DI. 1. Deepa	and	
	S			
	Enchanced Decision		Computational	
0	tree Augmented With		Science	
9	Feature Selection			0== 6 2000
	TEQBOT Fitness watch	Mrs. S.	Aegaeum	0776-3808
	to decrease the heart	Geethamani,	Journal	
	diseases for men under	Mrs.S.Tharani		
	age 40-50 using seeback			
10	generators			
	A Survey on awareness	Dr. G. Satyavathy,	Aegaeum	0776-3808
	among girl children on	Dr. T. Deepa,	Journal	
	Digital Abuse in our	Swapna. M. P		
11	country	-		
	Survey on Data Mining	Dr.S.Vijayalakshm	Journal of	1742-6596
	Techniques, Process and	Angel Shalini	Physics:	
	Algorithms		Conference	
12			Series	
	Adaptive Kernel Fuzzy	S. Jeya,	XX- Iikogretim	dx.doi.org/10.170
	Weighted Particle	Dr. L. Sankari	Online:	51/ilkonline.2021
	Swarm Optimized Deep		Elementary	.05.01
	Learning Model to		Education	
	predict Air Pollution		Online	
13	AM2.5		Onnic	
13	Secure energy efficient	V Privatharshini	Aegaeum	0776-3808
	routing protocols for	Dr. C. Yamini	Journal	0770 3000
	low duty cycle	Di. C. Tullilli	bournar	
	heterogeneous wireless			
14	sensor network			
17	An Analysis of child	Dr. R. Khanchana	Aegaeum	0776-3808
	neglect with respect to		Journal	0110 3000
	child maltreatment rates		Journal	
15	1			
13	measures	Dr. D. Anitha	Aggagy	0776 2900
	An Enriched anarchic		Aegaeum	0776-3809
	society optimization	S. Sathyapriya	Journal	
	technique for thyroid			
1.	nodules classification			
16	using GLCM	D 0 D 1		0556 2010
_	IOT Innovation in	Dr. S. Preetha	Aegaeum	0776-3810
17	COVID 19 Crisis	N. Sukanya	Journal	
	Student Perception on	Dr.Rani.V.G &	Dogo	2347-7180
	Learning Patterns,	Dr. S Srividhya	Rangsang	
	References &		Research	
	Challenges on E-		Journal	
	Learning in Higher			
18	Education			
	Improved pedestian	Dr.S.Vijayalakshmi	Design	0011-9342
19	Detection using Region	Angel Shalini.M	Engineering	
	Education Improved pedestian		_	0011-9342





i	based Convolutional			
	Neural Networks for			
	Advanced Driver-			
	Assistance systems Semantic video	P.Santhana	Dagian	0011-9342
			Design	0011-9342
	Retrieval Using	Lakshmi,	Engineering	
	Artificial Intelligence	Dr.L.Sankari		
20	and Deep Learning			
20	Techniques	D. I. C. 1.	T 1	2204 7700
	A Review Report on	Dr.L.Sankari,	International	2394-7780
	Insight of Human	B.Amrita,	Journal of	
	Behavioral Issues	M.Sushmita, &		
2.1	During COVID-19	Ms.Shandhiyaa	Innovative	
21	T 16 1 D 1 00	G 1 11 D 1	Research	D ' IGGN
	The Moderating Role Of	G. Anitha Kathna,	Journal of	Print ISSN:
	Environmental		Contemporary	2204-1990
	Concerns And Trust		Issues In	Online ISSN:
	Towards An Organic		Businesss And	1323-6903
22	Product		Government	00.50.5===
	A Study on Customer	Dr. K.	Science,	0950-0707
	Satisfaction towards 5k	Vijayavenkateswari	Technology	
	Car		and	
	Care services, Science,		Development	
	Technology and		Journal	
23	Development			
	A Study on customer	Dr.	Innovations	1965-0256
	preference and	K.Vijayavenkatesw		
	satisfaction towards	ari,		
24	share - auto services	Dr. V. Seetha		
	A Study on Socio -		Jijnasa- A	0337-743X
	Economic Conditions of	Dr. V. Gokila, Sangeetha. P	Journal of the	0337-743X
	Economic Conditions of Tea Plantation worker in	· ·	Journal of the History of	0337-743X
	Economic Conditions of	· ·	Journal of the History of Ideas and	0337-743X
25	Economic Conditions of Tea Plantation worker in	· ·	Journal of the History of Ideas and Culture	
25	Economic Conditions of Tea Plantation worker in	· ·	Journal of the History of Ideas and	0337-743X 2249-7455
25	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising	Sangeetha. P	Journal of the History of Ideas and Culture	
25	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that	Sangeetha. P Dr. S. Raja	Journal of the History of Ideas and Culture International	
25	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food	Sangeetha. P Dr. S. Raja Sharmila,	Journal of the History of Ideas and Culture International Journal of Management, Technology	
25	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the	Sangeetha. P Dr. S. Raja Sharmila,	Journal of the History of Ideas and Culture International Journal of Management,	
25	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food	Sangeetha. P Dr. S. Raja Sharmila,	Journal of the History of Ideas and Culture International Journal of Management, Technology	
25	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food	Sangeetha. P Dr. S. Raja Sharmila,	Journal of the History of Ideas and Culture International Journal of Management, Technology and	
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food	Sangeetha. P Dr. S. Raja Sharmila,	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering	
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE)	2249-7455
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International	2249-7455
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and Outcomes of Web-	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International Journal of	2249-7455
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and Outcomes of Web- Based teaching in	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International Journal of Management,	2249-7455
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and Outcomes of Web- Based teaching in Education sphere during	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International Journal of Management, Technology	2249-7455
	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and Outcomes of Web- Based teaching in Education sphere during	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International Journal of Management, Technology and International Journal of Management, Technology and	2249-7455
26	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and Outcomes of Web- Based teaching in Education sphere during	Dr. S. Raja Sharmila, B. Geetha Lavanya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International Journal of Management, Technology and Engineering of Management, Technology and Engineering	2249-7455
26	Economic Conditions of Tea Plantation worker in Elappara Panchayath A Study reveals that deceptive advertising has an impact on the taste of Junk food snacks Drawbacks and Outcomes of Web-Based teaching in Education sphere during COVID - 19 Pandemic	Dr. S. Raja Sharmila, B. Geetha Lavanya V. Mythili, G. Banupriya	Journal of the History of Ideas and Culture International Journal of Management, Technology and Engineering (IJMTE) International Journal of Management, Technology and Engineering (IJMTE)	2249-7455 2249-7455





Private Concern with reference to the Coimbatore Region Relative Study on worklife stability on public with private educator with reference 29 to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To 30 Coimbatore District Transition from Offline to Online Teaching Determinants of SI Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural 34 Market Influence of Celebrity Endorsed Advertisement on Purchase Decision With SI, May 1, May 1, May 1, May 1, May 1, May 2, May 3, May 4, May 4				Γ	
Coimbatore Region Relative Study on worklife stability on public with private educator with reference to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To 30 Coimbatore District Transition from Offline to Online Teaching-Determinants of 31 Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Dr.D.Padmavathi Dr.D.Padmavathi SJCC Management Research Review Surphysical Study Dr.D.Padmavathi Journal of Emerging Technologies and Innovative Research Scientific Development and Research Scientific Development Scientific D		Private Concern with	B. Geetha Lavanya,		
Relative Study on worklife stability on public with private educator with reference to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Spending Private Research Advertisement on Spending St. RajaSharmila, B. GeethaLavanya Journal on Recent Trends in Business and Tourism Dr.V.Seetha The Journal of O022-3301 The Journal of O1249-4559 The Journal of O1249-		reference to the	V. Mythili,		
worklife stability on public with private educator with reference to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore Transition from Offline to Online Teaching Determinants of Semployee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Spends Caches Payments on Spending Endorsed Advertisement on Spends S		Coimbatore Region			
worklife stability on public with private educator with reference to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore Transition from Offline to Online Teaching Determinants of Semployee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Spends Caches Payments on Spending Endorsed Advertisement on Spends S		Ÿ	S. RaiaSharmila.	International	2550-1526
public with private educator with reference to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore District Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Pr. Vijaya Pr. Vijaya Venkateswari Recent Trends in Business and Tourism Insusiness and Tourism The Journal of Oriental Research Madras SJCC 2249-4359 Management Research Review Dr. D. Padmavathi Journal of Emerging Technologies and Innovative Research Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural A Market Influence of Celebrity Endorsed Advertisement on					
educator with reference to Coimbatore A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore District Transition from Offline to Online Teaching Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Pr.Vijaya Venkateswari Influence of Celebrity Endorsed Advertisement on Pr.Vijaya Venkateswari in Business and Tourism The Journal of O022-3301 Oriental Research Madras SJCC Management Research Management Research Pr.D.Padmavathi Journal of Scientific Development and Research International Journal of Scientific Development and Research Or.D.Padmavathi International Journal of Scientific Development and Research Or.D.Padmavathi Journal of Scientific Development and Research		_			
A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore District		1 * *			
A Study On Consumer's Attitudes Towards Green Marketing And Green Products With Special Reference To Coimbatore District Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on A study on Understanding the Retail Trade in Rural Advertisement on	20				
Attitudes Towards Green Marketing And Green Products With Special Reference To 30 Coimbatore District Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Attitudes Towards (Presearch Research Madras) Oriental Research Research Madras SJCC Management Research Review Dr.D.Padmavathi Journal of Emerging Technologies and Innovative Research Dr.D.Padmavathi International Journal of Scientific Development and Research Dr.Vijaya Venkateswari Oriental Research Madras Dr.D.Padmavathi Journal of Scientific Development and Research Dr.Vijaya Venkateswari Oriental Research Madras Dr.D.Padmavathi Journal of Scientific Development and Research Dr.Vijaya Venkateswari Oriental Research Madras Dr.D.Padmavathi Journal of Scientific Development and Research Dr.Vijaya Venkateswari Oriental Research Madras	29	1	Du V Caatlaa		0022 2201
Green Marketing And Green Products With Special Reference To Coimbatore District Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Green Marketing And Research Madras Por.D.Padmavathi SJCC 2249-4359 Dr.D.Padmavathi Journal of Emerging Technologies and Innovative Research International Journal of Scientific Development and Research Dr.Vijaya Venkateswari O378-4568			Dr. v. Seetna		0022-3301
Green Products With Special Reference To Coimbatore District Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Spending Productive Special Management Research Review Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi Dr.Vijaya Venkateswari O378-4568					
Special Reference To Coimbatore District Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Dr.D.Padmavathi Dr.D.Padmavathi SJCC Management Research Review Determinants of Using Cashless Payments-An Empirical Study Dr.D.Padmavathi Dr.D.Padmavathi Emerging Technologies and Innovative Research Influence of Cashless payments on Spending Behaviour Dr.D.Padmavathi International Journal of Scientific Development and Research Dr.Vijaya Venkateswari Venkateswari Venkateswari Venkateswari O378-4568 O378-4		_			
Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Dr.D.Padmavathi Emerging Technologies and Innovative Research				Madras	
Transition from Offline to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural 34 Market Influence of Celebrity Endorsed Advertisement on Influence Of Celebrity Endorsed Venkateswari Dr.D.Padmavathi Journal of Emerging Technologies and Innovative Research International Journal of Scientific Development and Research 2455-2631 Dr.D.Padmavathi International Journal of Scientific Development and Research Or.Vijaya Venkateswari O378-4568					
to Online Teaching-Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Seminates of Seminates of Celebrity Endorsed Advertisement on Seminates of FMCG Companies and their Retail Trade in Rural Advertisement on Seminates of FMCG Companies and Celebrity Endorsed Advertisement on Seminates Andread Research Management Research Review 2349-5162 Emerging Technologies and Innovative Research International Journal of Scientific Development and Research 2455-2631 2455-2631 2277-7067 2277-7067 2277-7067 2378-4568	30	Coimbatore District			
Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on State Study Dr.D.Padmavathi Journal of Scientific Development and Research Dr.Vijaya Venkateswari Research Emerging Technologies and Innovative Research International Journal of Scientific Development and Research Dr.Vijaya Venkateswari 0378-4568		Transition from Offline	Dr.D.Padmavathi	SJCC	2249-4359
Determinants of Employee Productivity Determinants of Using Cashless Payments-An Empirical Study Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on September 12		to Online Teaching-		Management	
Determinants of Using Cashless Payments-An Empirical Study 32 Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Dr.Vijaya Influence of Celebrity Endorsed Advertisement on Dr.Vijaya Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi International Journal of Scientific Development and Research 2455-2631 Dr.Vijaya Venkateswari Dr.Vijaya Venkateswari O378-4568		_		_	
Determinants of Using Cashless Payments-An Empirical Study 32 Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Dr.Vijaya Influence of Celebrity Endorsed Advertisement on Dr.Vijaya Dr.D.Padmavathi Dr.D.Padmavathi Dr.D.Padmavathi International Journal of Scientific Development and Research 2455-2631 Dr.Vijaya Venkateswari Dr.Vijaya Venkateswari O378-4568	31	Employee Productivity		Review	
Cashless Payments-An Empirical Study Emerging Technologies and Innovative Research Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Advertisement on Market Influence of Celebrity Endorsed Advertisement on Emerging Technologies and Innovative Research Dr.D.Padmavathi International Journal of Scientific Development and Research 2455-2631 Dr.Vijaya Venkateswari 0378-4568			Dr.D.Padmavathi		2349-5162
Empirical Study 32 Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Cashless payments on Spending Behaviour Dr.Vijaya Venkateswari Dr.Vijaya Venkateswari O378-4568 Technologies and Innovative Research Dr.D.Padmavathi Journal of Scientific Development and Research 2277-7067 Venkateswari O378-4568 Venkateswari		_			
and Innovative Research Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Influence of Cashless payments of Cashless payments of Spending International Journal of Scientific Development and Research Dr. Vijaya Venkateswari O378-4568					
Total Companies and their Retail Trade in Rural Advertisement Influence of Celebrity Endorsed Advertisement on Dr. Vijaya Dr.		Empirical Study		_	
Influence of Cashless payments on Spending Behaviour A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Influence of Cashless payments on Spending Journal of Scientific Development and Research Dr.Vijaya Venkateswari 2277-7067 Venkateswari Dr.Vijaya Venkateswari O378-4568 O378-4568	22				
payments on Spending Behaviour 33 A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural 34 Market Influence of Celebrity Endorsed Advertisement on Journal of Scientific Development and Research 2277-7067 Venkateswari 0378-4568	32	Influence of Carlina	Dr D Dodmorrath:		2455 2621
Behaviour Scientific Development and Research A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Scientific Development and Research 2277-7067 Venkateswari Dr. Vijaya Venkateswari 0378-4568			Di.D.Fauiliavaiiii		2 4 33-2031
Development and Research A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Dr. Vijaya Venkateswari Dr. Vijaya Venkateswari O378-4568					
A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Influence of Celebrity Endorsed Advertisement on A study on Un.Vijaya Venkateswari Dr.Vijaya Venkateswari O378-4568		Behaviour			
A study on Understanding the Requirements of FMCG Companies and their Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Dr.Vijaya Venkateswari Dr.Vijaya 0378-4568				_	
Understanding the Requirements of FMCG Companies and their Retail Trade in Rural 34 Market Influence of Celebrity Endorsed Advertisement on Venkateswari Venkateswari Venkateswari Venkateswari O378-4568	33			and Research	
Requirements of FMCG Companies and their Retail Trade in Rural 34 Market Influence of Celebrity Endorsed Advertisement on Requirements of FMCG Companies and their Retail Trade in Rural Dr.Vijaya Venkateswari					2277-7067
Companies and their Retail Trade in Rural 34 Market Influence of Celebrity Endorsed Advertisement on Companies and their Retail Trade in Rural Dr.Vijaya Venkateswari		_	Venkateswari		
Retail Trade in Rural Market Influence of Celebrity Endorsed Advertisement on Retail Trade in Rural Dr.Vijaya Venkateswari 0378-4568		Requirements of FMCG			
34 Market Influence of Celebrity Endorsed Venkateswari Advertisement on O378-4568		Companies and their			
Influence of Celebrity Endorsed Advertisement on Dr. Vijaya Venkateswari 0378-4568		Retail Trade in Rural			
Influence of Celebrity Endorsed Advertisement on Dr. Vijaya Venkateswari 0378-4568	34	Market			
Endorsed Venkateswari Advertisement on		Influence of Celebrity	Dr. Vijaya		0378-4568
Advertisement on					
			_		
		Purchase Decision With			
Special Reference to					
35 wayanad District Kerala	35				
Editorial Certificate Dr.L.Mythili International 2455-1627	33		Dr.I. Marthili	International	2455 1627
Journal of		Eunonai Cennicate	DI.L.IVIYUIIII		2 4 33-104/
Commerce and					
Management	2.6			_	
Research	36		D 1 '		00.55
An Environmental Reshmi International 0257-8050					0257-8050
		_	_		
Friendly Alternative to Gopalakrishnan, Journal -			K.Madhanasundare		
Chemical Surfactants by K.Madhanasundare Pollution		Exploring Biosurfactant	swari,	Research	
Chemical Surfactants by Exploring Biosurfactant Swari, Research			B.Thamarai Selvi	Ecology,	i





	A simple least an		Environment	
	Acinetobacter			
	baumannii Isolated form		and	
	Diesel Oil Containment		Conservation	
	Soil		Asian Journal	
			of	
			Microbiology	
			Biotechnology	
			&	
			Environmentl	
			Science	
	Library Environment:	Dr.M.Mekala	Digital	1522-0222
	Microbial Quality	Mrs.Shyamala.R	Commons @	
	Assessment and anti	·	University of	
	microbial activity of		Nebraska-	
	Cinnamomum Verum		Lincoln	
			Lincom	
	and piper nigrum with			
	respective organisms of			
38	SRCW			
	Isolation and	Dr.N.Gunasheela,	International	2277- 4998
	Characterization of	Hema Shenpagam.	Journal of	
	Heavy metal resistant	N	Biology,	
	fungal isolates from	- 1	Pharmacy and	
	foundry soil samples in		Allied	
20	Coimbatore, Tamilnadu,		Sciences(IJBP	
39	India		AS)	
	Development of Eco-	Dr.M.Mekala	International	2582-4376
	Friendly Sanitary		Research	
	Napkins using		journal on	
	Sansevieria trifasciata		Advanced	
	Fibres coated with Rosa		Science Hub	
40	damascena Extracts		(IRJASH)	
	An Overview of the	Srikavi Anhalagan		1007-6735
	Plant Fibres in the	Mekala.M	University of	1007 0733
		IVICKala.IVI	_	
	Development of		Shanghai for	
	Ecologically		Science and	
	Sustainable Sanitary		Technology	
	napkins for the Green			
41	Economy			
	Review on potency of	Kaviyalakshmi.M,	International	0975-2366
	encapsulated and	Dr.M.Mekala	Journal of	
	unencapsulated form of	- IIIIIIIIIIIIII	Pharmaceutical	
	Vitamin C produced		Research	
			Research	
	from agricultural wastes			
1	1 • , • • •		İ	
	against acute and			
42	chronic wound healing			
42		VidhyaSri A.R,	Journal of	1007-6735
42	chronic wound healing	VidhyaSri A.R, Dr. ThamaraiSelvi.		1007-6735
42	chronic wound healing Isolation of Lichens associated	Dr. ThamaraiSelvi.	University of	1007-6735
42	chronic wound healing Isolation of Lichens associated Actinomycetes:	Dr. ThamaraiSelvi. B, Sanjay Prasad. S,	University of Shanghai for	1007-6735
42	chronic wound healing Isolation of Lichens associated	Dr. ThamaraiSelvi.	University of	1007-6735





	against Multi drug resistant Klebsiella pneumoniae and Methicillin resistant Staphylococcus aureus Development of Sphagneticola Trilobata Flowers Extract Coated Urinary Catheters: Determining Its Antibacterial Activity against Escherichia coli and Staphylococcus	Bhavadharani, Reshmi Gopalakrishnan, Karkuvelraja. R	Journal of University of Shanghai for Science and Technology	1007-6735
44	Development of wound healing hydrogels using biosynthesized silver nanoparticles and its antibacterial activity of	Reetha K , Suganya K , Karkuvelraja R , Sanjay Prasad S	Journal of University of Shanghai for Science and Technology	1007-6735
45	Major Wound pathogens Health Benefits of Probiotic Bacteria from Indian Fermented Foods	Manovina. M, B. Thamarai Selvi, K. Harinisri	Journal of Advanced Scientific Research	0976-9595
47	Isolation and Identification of Indole Acetic Acid (IAA) Producing Bacteria from Organic Soil: Investigating Its Efficacy on Plant Growth	Yamini. P, Reshmi Gopalakrishnan, Sanjay Prasad.S, Karkuvelraja.R	Journal of University of Shanghai for Science and Technology	1007-6735
48	Formulation and Evaluation of Anti - Acne Cream using the extracts of Oscillatoria sp: Investigating its Bio compatibility and Toxicity by Skin irritation test and Brine Shrimp Lethality assay	Bharathi. S, Dr. Mekala. M, Sanjay Prasad. S	Journal of University of Shanghai for Science and Technology	1007-6735
49	Extraction of Bovine Lactoferrin and Determining the Synergistic Antibacterial activity with standard Antibiotics against Bacterial Pathogens	Keerthi, Sumathi, Rekha Shanmugam	Strad Research	0039-2049





	A Study on Impact of	Dr.D.Jayanthi,	Journal of the	0025-0422
	COVID 19 on Financial	Mrs.D.Shalini &		0023-0422
	Market in India	Dr.K.Deepthy	Sayajirao	
	Warket III IIIdia	Di.K.Deepury		
50			University of Baroda	
30	A C4- 1 D-1	Man C Manin	Journal of the	0025-0422
	A Study on Behavioural	Mrs.S.Manju,		0023-0422
	Impact of Television	Mrs.N.Kowsalya,	Maharaja	
	Advertisements on Kids	Dr.D.Jayanthi	Sayajirao	
51			University of	
51	1 G 1 G 1)	Baroda	0005 0400
	A Study of Impact of	I =	Journal of the	0025-0422
	Social Media on	Mrs. G. Geetha	Maharaja	
	Education	Mrs. S. Sangeetha	Sayajirao	
			University of	
52			Baroda	
	A Study on the	Dr.K.Chitra	Journal of the	0025-0422
	Perception of Gen Z	Dr. D.Jayanthi	Maharaja	
	towards Industry		Sayajirao	
	Readiness Skills		University of	
53			Baroda	
	Post-millennial	Dr.K.Chitra	Turkish	1309-4653
	Generation's Prudence	Dr. D.Jayanthi	Journal of	
	on Employability Skills		Computer and	
			Mathematics	
			Education	
54			(TURCOMAT)	
	A Study on Nifty	Mrs.D.Shalini &	Shodhsamhita:	2277-7067
	Bnaking: Sector on	Dr.S.Jothilatha	Journal of	
	selected companies with		Fundamental &	
	Nifty 50		Comparative	
55			Research	
	Does the Perception	Dr.K.Chitra	Design	
		Dr. D.Jayanthi,	Engineering	
	Requirements Differ	Ms. G. Suganya		
	among Students,			
	Feaulty and Industry			
	Practitioners to meet			
56	Industry 4.0?			
	Biogenic Synthesis of	S.Seethalakshmi,	Solid State	0038-111X
	Hydroxynano	Dr.S.Suja and	Technology	
	Composite Using	Anusuya Nagaraj		
	Alpinia Galanga and) B		
	Alpinia Officinarum and			
	Analysis of			
	Antibacterial,			
	Antioxidant and			
57	Anticancer Effects			
5,	GC-MS analysis and In	M.Vinodhini,	Journal of	1007-6735
	Vitro Thrombolytic,	M.Kalaiselvi	University of	1007 0733
58	Anti-hemolytic, Anti-	IVI.IXaIaISCIVI	Shanghai for	
50	And-nemorytic, And-		Shanghai 101	





	inflammatory activities of Essential oil of Citrus		Science and Technology	
59	limetta peel Phytochemical screening, invitro antioxidant and anti- inflammatory activity of polyphenolic fraction extracted from Camellia sinensis bud extract	J. Divyabharathi, Dr. D. Chandra Prabha , Dr.R. Ragunathan	Journal of University of Shanghai for Science and Technology	1007-6735
60	Phytochemical analysis, Antioxidant activity and Anti-inflammatory activity of Murraya koenigii Twigs	Shruthi Shree Gandhi S, Dr.Dhinek.A	Journal of University of Shanghai for Science and Technology	1007-6735
61	Formulation of Novel Wound Healing Hydrogel Using Extracts of Padina Tetrastromatica and Determining its Antibacterial Activity against Wound Pathogens	Ms. S. Oviya, Mrs. N. Karthiha	Journal of University of Shanghai for Science and Technology	1007-6735
62	Quantitative determination of total Phenolic and Tannin contents of Murraya koenigii Twigs	Shruthi Shree Gandhi S, Dr.Dhinek.A	Journal of University of Shanghai for Science and Technology	1007-6735
63	Eco Friendly Synthesis, Characterization and Optimization of Silver Nanoparticles using Polyherbal Formulation and its Invitro Analysis for Antidiabetic Study in L6 Cell Lines	Dr. P. Chitra	Annals of the Romanian Society for Cell Biology	1583-6258
64	Comparative analysis of Qualitative and Quantitative Phytochemical screening, in vitro antioxidant and antibacterial activity of Mangifera indica and Artocarpus heterophyllus	T.Manimekalai	Journal of University of Shanghai for Science and Technology	1007-6735
65	FTIR and GCMS Analysis of Antidiabetic	Renuka R	Research Journal of	0974-3618





	Compounds in Ethyl		Phramacy and	
	acetate Seed Extracts of		<u> </u>	
	Momordica charantia		Technology	
	Molecular Genetic	V Mauliya	Natural	2149 0627
		K.Mouliya	Volatiles &	2148-9637
	Analysis- Invivo Model			
	of Annonareticulata		Essential Oils	
	Leaves Against Den			
	Induced Hepatocellular			
66	Carcinoma	N/ N/ 1	T 1' T 1	0076 0007
	Growth Rate of Area,	Mrs. Manjula,	Indian Journal of	0976 – 0997
	Production and	Mrs. Mallika,		
	Productivity • • • • • • • • • • • • • • • • • • •	Mrs. R. Kanya	Natural	
(7	of Maize in TamilNadu	Priya,	Sciences	
67	4 G C D 1	Dr. Selvanayaki	G. 1D 1	0020 2040
60	A Survey of Rough	V.Nivethitha,	Strad Research	0039-2049
68	Topology in COVID 19	J.Subashini	C4 1 D 1	0020 2040
	On Contra βg*-	C.Dhanapakyam,	Strad Research	0039-2049
(0)	continuous functions in	J.Subashini,		
69	Topological Spaces	K.Indirani	Ct 1D 1	0020 2040
	Double Refined	Mrs.R.Gokilamani,	Strad Research	0039-2049
	Indeterminate	Dr.A.Sahaya Sudha		
70	Neutrosophic Number			
70	in LPP	D C-1 :	T 1 C	1001 2400
	The minimum robust	P. Solai rani, S.	Journal of	1001-2400
7.1	edge domination energy	Revathy,	Xidian	
71	in a line graph	J.Subashini	University	2220 2002
	Multi - Facets of	Mizpah Rebekah. S	International	2320 - 2882
	Identity quest in V.S.		Journal of	
	Naipaul's Half a Life		Creative	
			Research	
72			thoughts	
72	117	M. M. 41.1	(IJCRT)	0270 4560
	Women's stoical	Ms. M.Aarthika	Anvesak A Bi-	0378 - 4568
	acceptance of fate: An		annual Journal	
72	Analysis of Mahasweta			
73	Devi's Rudali The defensive	Da Angralla: NA	Typeleigh Outin	1200 (501
	The defensive facadeand True self –Is	Dr. Anandhi.M,	Turkish Online Journal of	1309 - 6591
		Dr.K.Mahalakshm		
	the transformation real	Dr.T.Kavitha,	Qualitative	
	?Exploring the	Ms.C.Prabha,	Inquiry	
74	prominent characters of	Ms.V.Yogambal	(TOJQI)	
74	Shashi Deshpande	Ms. Jenifer Vencila,	NIU	2394-0298
	Glide in exploration of Uniqueness in AMY	Ms. Sneka.D	International	237 4- 0278
	tan's the kitchen God's	IVIS. SHEKA.D		
75	Wife Wife			
13		Ms. Jenifer Vencila	Human Rights Turkish Online	2661 2662
	1		Journal of	3661-3663
		C,		
76	Amy Tan's The Joy	Ms. Mizpah	Qualitative	
76	Luck Club	Rebekah S,		





		Ms. Sneka	Inquiry	
		D, Ms. Anitha J	(TOJQI)	
	புறநானுற்றில்	Dr.V.Nirmala	International	doi.org/10.34256/
	காணலாகும்		Research	<u>irjil21115</u>
	சிறப்பம்சங்கள்		Journal of	
			Indian	
77			Literature	
	Eloquence of Sangam	Dr M.Revathi	International	2581 -7140
	Period Female Poets		Journal of	
			Tamil	
			Language &	
70			Literary	
78	C-161 E1	D. M.D 41. 1	Studies	1-: /10 2/256/
	Cultural Elements	Dr M.Revathi	International	doi.org/10.34256/
	Found in Sangam		Research	<u>irjil2114</u>
	Literature		Journal of Indian	
79			Literature	
19	Valluvam Tharkala	Dr.N.Deepa	International	doi.org/10.34256/
	Nokkil oru Parvai	DI.N.Deepa	Research	irjil2111
	INORKII OLU I ALVAL		Journal of	<u>11J114 1 1 1 1</u>
			Indian	
80			Literature	
- 00	Oru post pokrain	Dr.N.Deepa	VALLAMAI-	2348-5531
	shenoria	Біл і. Беери	Peer reviewed	23 10 3331
81	Sheria		online journal	
0.1	Impact of Covid 19	Dr. S. Thiriveni	International	2279-0543
	Increased rate of		journal of	
	domestic violence		Scientific	
			Research and	
82			Reviews	
	Sanga Ilakkiyathul	Dr.K.Parimalam	Modern	2321-984X
	Tholilkala Pulangu		Thamizh	
83	Porulgal		Research	
	Vellan Theivam	Dr M.Revathi	Modern	2321-984X
	Mariyammanin		Thamizh	
84	Valibattu Marabugal		Research	
	கலைகளும்	Dr.V.Nirmala	Modern	2321-984X
	பண்பாட்டுப்		Thamizh	
85	பதிவுகள்		Research	
	Tamil Ilakiyangalil	Dr M Revathi	Modern	2321 - 984X
	Kanalagum Ariviyal		Thamizh	
86	Sinthanaigal		Research	
	Ellakiyangalil ariviyal	Dr.V.Nirmala	Modern	<u>2321 - 984X</u>
	nutpangal		Thamizh	
87			Research	
	Maadhavi ennum	Dr. S. Thiriveni	Modern	<u>2321 - 984X</u>
	munmadhiri		Thamizh	
88			Research	





	Impact of Plyometric	Mrs.S.Joicsy,	Journal of	1673-064X
	training Programme on	Dr.M.Jayachitra	Xi'an Shiyou	
	Selected Physical	,	University,	
	Fitness Variables among		Natural	
	Inter-Collegiate Women		Science	
89	Basketball Players		Edition	
	Efficacy of Aerobic	Mrs.S.Joicsy,	Kala: The	0975-7945
	training Skill training	Dr.M.Jayachitra	Journal of	
	and Combined training	•	Indian Art	
	on Bio Chemical		History	
	Physiological variables		Congress	
	among women		_	
90	baseketball players			
	BMI response to the	Dr. M Jayachitra,	International	2394-1685(P)
	influence of aerobic	Faiza Banu N	Journal of	2394-1693(E)
	training on Overweight	S Joicsy	Physical	
	women		Education,	
			Sports and	
91			Health	
	Microbial Quality	Dr.M.Mekala and	Digital	1522-0222
	Assessment and anti	Mrs.Shyamala.R	Commons @	
	microbial activity of		University of	
	Cinnamomum Verum		Nebraska-	
	and piper nigrum with		Lincoln	
	respective organisms of			
92	SRCW			
	Manohar joshi ki kudiya	Mrs.D.Amsaveni	Shodh Disha	ISSN:0975-735X
	kahani ka manovignik			
93	pat			
	Tamil Patrika anandha	Mrs.D.Amsaveni	Media vimarsh	ISSN:2249-0590
	vikedan ki ek sadhiee ki			
94	yatra			