



SREE SARASWATHI THYAGARAJA COLLEGE

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Palani Road, Pollachi, Coimbatore - 642 107, Tamilnadu, India.

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Number of Research Papers Published Per Teacher in the Journals as Notified on UGC Care list during the Last Three Years.

Title of the Paper	Name of the Author/s	Department of the Teacher	Name of Journal	Year of Publication	Number
2023-2024					
A Study Consumer Behaviour Towards Fast Moving Consumer Goods at Tirupur Town	Dr. R.Vasuki	B.Com(BA)	Kanpur Philosophers	July 2023	ISSN 2348-8301
A Study on Consumer Buying Behaviour Towards Online Shopping with Special Reference to Udumalpet Town	1.Mrs.M. Mahalakshmi & 2. Dr.J. Nimala	B. Com (BA)	Sodhsamhitha	OCT-Dec 2023	ISSN 2277-7067
Role of social media on consumer preferences in Pollachi District	Dr.D. Premaselvaraji Dr.N. Chitra	B. Com (CA)	International Journal of Cultural Studies and Social Sciences	January - June: 2024	2347-4777
Awareness and Perception level of various tax saving investment instruments of salaried people	Ms.S. Shilpa Dr.C. Kothaiandal	B.Com(CA)	International Journal of Cultural Studies and Social Sciences	January - June: 2024	ISSN: 2347-4777
Financial Behaviour of Household with Special Reference to Coimbatore District	Dr.T. Maheswari	B.Com(CA)	Humanities and Social Science Studies	January – June: 2024	ISSN 2319-829X



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A Bank loan approval prediction system-An Ensemble Machine Learning Approaches	Dr.A.Selvakumar	B.Com(CA)	Humanities and Social Science Studies	January – June: 2024	ISSN 2319-829X
A Study on Financial Performance of HDFC Bank	Ms.A.Parameswari Dr.C.Kothaiandal	B.Com(CA)	Humanities and Social Science Studies	January – June: 2024	ISSN 2319-829X
Popularity of Digital Currencies among College Students	Dr.C. Kothaiandal Ms.A. Parameswari	B.Com(CA)	International Journal of Cultural Studies and Social Sciences	January - June: 2024	ISSN: 2347-4777
Factors Influencing Customer's Purchase Decision towards Electric Two- Wheelers in Kasaragod District, Kerala	Dr.K. Jayaprakash	B. Com (ABA)	International Journal of AII Research Education and Scientific Methods	October-2023,	ISSN: 2455-6211
Customer's Satisfaction Towards an Electric Two-Wheelers in Kasaragod District, Ke	Dr.K. Jayaprakash	B.Com (ABA)	International Journal of Innovative Research in Technology	Volume 10, Issue 5, October-2023	ISSN:2349-6002
Women entrepreneurs Financial Constraints on Wealth Creation	Dr.T.Vanjikkodi	B. Com (ABA)	South India Journal of Social Sciences	Volume 21, Issue 16, July-Dec-2023, July-Dec-2023	ISSN: 0972-8945
A Study on Opportunities and career prospects for Apparel Entrepreneurs in Trippur City	Dr.K. Manikandan	B.Com (ABA)	Madhya Bharti	Vol 85, No.8, ,	ISSN 0974-0066



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				January-June-2024	
Role Of Technology in Achieving Sustainable Development Goals	Dr.K.Jayaprakash	B. Com (ABA)	Journal of the K.R. Cama Oriental Institute	Volume No.78 (May) 2024	ISSN: 0970-0609
A Study on Savings Pattern of Migrant People with Special Reference to Coimbatore District, Tamilnadu	Dr.K. Jayaprakash	B. Com (ABA)	Journal of the K.R. Cama Oriental Institute	Volume No.78 (May) 2024	ISSN: 0970-0609
Issues And Difficulties in the Erode District: Socio-Economic and Cultural Impact of Inadequate Sanitation on Human Health An Empirical Study on Risk Behaviour of Retail Rural Investor in the Capital Market with Special Reference to Coimbatore District	Dr.K.Kannan	B.Com Professional Accounting	AEGAEUM Journal ,UGC Care-Approved Group-II Journal An ISO 7021-2018 Certified Journal Volume 11, Issue 07, 2023 ISSN NO: 0776-3808 Pp:28-34 18/07/2023	Jul-23	0776-3808
An Empirical Study on Risk Behaviour of Retail Rural Investor in the Capital Market with Special Reference to Coimbatore District	Dr.K.Loganathan	B.Com Professional Accounting	Madhya Bharti - Humanities and Social Sciences,UGC Care Group I Journal,Vol-85 No. 1, January-June: 2024	JAN-JUNE 2024	0974-0066
Customer Segmentation Using Machine Learning	Dr.P.Sudha	Information Technology	Journal of the Oriental Institute	2023	0030-5324



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A Novel Hybrid Optimization Based on Pso and Cuckoo Search Approach Sentiment Analysis on Social Media	Dr.P.Sudha	Information Technology	Journal of the Oriental Institute	2023	
SQL Injection Attack Detection and Prevention Based on Manipulating the SQL Query Input Attributes	Dr.A.Samuel Chellathurai	Data Science and Analytics	Computational Sciences and Sustainable Technologies	Jun-23	978-3-031-50992-6 Online ISBN978-3-031-50993-3
Secured Evolutionary Routing Protocol for Improving Optimal Path and Security in Manet	Dr.A.Samuel Chellathurai	Data Science and Analytics	Indian Institute of Industrial Engineering	October: 2023	ISSN 0970-2555 Volume: 52, Issue 10, No.3
Deep Learning Whale Optimization algorithm ...	Dr.K. Prabavathy	Data science and analytics	Salaud Ciencia Tecnologia de Conferencias	03-07-2024	2796-9711
Cluster based improved particle SWARM optimization....	Dr.K. Prabavathy	Data science and analytics	Propulsion tech journal	Aug-23	1001-4055
A Survey of Deep Neural Network Predictive Models for Rheumatoid Arthritis Diagnosis	Dr.K. Prabavathy	Data science and analytics	Indian Journal of Natural Science	Vol.14 / Issue 78 / June / 2023	0976-0997



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Implications Of Enriched Dnn by Using Machine Learning Models for Grading of Metacarpophalangeal Rheumatoid Arthritis Prediction	Dr.K. Prabavathy	Data science and analytics	The International Journal of Interdisciplinary Organizational Studies	July-December, 2023	ISSN 2324-7649 (Print), ISSN: 2324-7657 (Online) Volume 18, Issue 2.
Factors influencing investment decisions of women college teachers in Coimbatore district	Dr. K. Begam Benazir	BBA	Journal of fundamental and comparative research	July to dec 2023	ISSN:2277-7067
Impact of investment on economic social and quality of life indicator of working women teacher in Coimbatore district	Dr. K. Begam Benazir	BBA	Journal of management and entrepreneurship	Mar-24	ISSN:2229-5348
Buying behavior of rural and urban consumer of select fast moving consumer products in Coimbatore region Tamilnadu	Dr. A. Arun	BBA	Journal of the K. R. cama oriental institute	May-24	ISSN 0970-6009
An analysis on export performance of coir industries in india	Dr. A. Arun	BBA	South Indian journal of social science	july to dec 2023	ISSN 0972-8945
A study on awareness and challenges of organic products among students with reference to Coimbatore district	Dr. A. Arun	BBA	Journal of survey in fisheries sciences	Jun-23	4786-4797



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Covid-19 Prediction Using Enhanced KNN Imputation for Data Pre-Processing	Rajeswari S	BCA	International Research Journal of Multidisciplinary Scope	30th January 2024	ISSN (O): 2582-631X
Big Data Analytics Framework for Covid-19 Severity Prediction Using Machine Learning	Rajeswari S	BCA	Journal of Nonlinear Analysis and Optimization	2023	ISSN: 1906-9685
Predicting Air Quality Index using Hybrid Deep Learning Models	Rajeswari S	BCA	Journal of the Maharaja Sayajirao University of Baroda	2023	ISSN: 0025-0422
Biosynthesis and Characterization of Curcumin Loaded CdO-SiO ₂ @ Chitosan Nanocomposite: Multifunctional Agent for Enhanced Drug Delivery Vehicles for Cancer Therapy	Dr.M. Makeswari	Chemistry	Nano-Structures & Nano-Objects	May-24	SCI, Elsevier, IF: 5.8
Ecofeminism An Ambivalent Relationship Between Women and Nature	Dr. R. Vennila Nancy Christina	English	Education and Society(ि शशणिणिसमाज)	Vol-47, Issue-2, No.14, April-June : 2023	ISSN: 2278-6864
Persistence Of Rampant Capitalism and Commodification in Stephen King's The Running Man	Dr. R. Vennila Nancy Christina	English	Journal of the Oriental Institute	Vol. 72, Issue. 01, No.2, January-March: 2023	ISSN: 0030-5324



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Sacrificial Protection of Lily Potter	Dr. R. Vennila Nancy Christina	English	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI	Vol. XCVI, No.18, 2023	ISSN: 0972-0766
Awareness, Usage and Challenges faced by consumers of green personal care Products in the Coimbatore District	Dr.B. Mythili	M.Com	Shodhak:A Journal of Historical Research	May-August 2023	0302-9832 Volume:53,Issue:02 No:12
Green Practices among young Adults in Coimbatore District	Dr.B.Mythili	M.Com	Humanities and Social Studies	July-December 2023	2319-829X Vol.12,Issue 2,No.7
Constraints faced by small scale paddy farmers towards marketing the paddy in palakad district	Dr.P.Gomathi	M.Com	Humanities and Social Studies	July-December 2023	2319-829X Vol.12,Issue 2,No.7
Awareness Level of small-scale paddy farmers towards krishibhavan scheme in Palakkad district	Dr.P. Gomathi	M.Com	Rabindra Bharati university journal of Economics	Dec-23	0975-802X
Analysis of employee's productivity in the selected Indian public banks	Dr.P. Gomathi	M.Com	Rabindra Bharati university journal of Economics	Dec-23	0975-802X
The role of women self-help groups towards poverty alleviation and	Dr.K. Kumaran	M.Com	Bharatiya Shiksha Shodh patrika	July-December 2023	0970-7603 Vol.42 No.2



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empowerment-A Qualitative Study					
A Study on Dimensions of International Marketing Strategy on Service Quality rendered by a cement Industry	Dr S Shanthakumari	M.Com IB	South Indian Journal of Social Social Sciences	Dec-23	0972-8945
A study on Environmental Sustainability of using coir Products	Dr B Seetha Devi	M.Com IB	International Journal of Humanity, Law and Social Sciences	May-23	2348-8301
A study on Growth and Trend in Dividend payment pattern of the select Pharmaceutical Company	Dr M Kavitha	M.Com IB	Indian Journal of Psychology	Oct.2023	0019-5553
A study on perception about online stopping among college students at pollachi taluk	DR.A.Somu	School Of Management	Journal of Oriental Institute	Volume:72 Issue:02 Book No:03 April-June2023	ISSN:-0030-5324
An Analysis of Impact work of life Balance of Employees in IT Industry with Special Reference	Dr.B. Thayumnavar	School Of Management	Shodha Prabha	Volume:48 Issue:03 Book No:02 P114-121	ISSN:-0974-8946
A study on Job satisfaction Among Arts & Science	Dr.B. Thayumnavar	School Of Management	Shodha Prabha	Volume: 48 Issue:03	ISSN:-0974-8946



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College women Faculty Members in Trichy				Book No:02 P109-113	
An Empirical Study on Emotional Intelligence in Women's Arts and Science College Teachers in Trichy	Dr.B. Thayumnavar	School Of Management	South India Journal of Social Sciences	VOL: XKI Book No:04 July - December 2023	ISSN: -0972-8946
Case study -smart Manufacturing in a Foundry Industry	Dr.B. Thayumnavar	School Of Management	AIMS Journal of Management	Volume: 9 No:01 P241-254 July 2023	ISSN: -2395-6852
Case study - A Question to Develop Customer Loyalty among Home Loan customers.	Dr.R. Uma Maheswari	School Of Management	AIMS Journal of Management	Volume: 9 No:01 July-2023	ISSN: -2395 - 6852
A study on Customer Satisfaction about online shopping among college students at Pollachi Taluk	Dr.A. Somu	School Of Management	South India Journal of Social Sciences	Volume:72 Issue:02 Book No:03 April-June 2023	ISSN:-0030 - 5324
A Study on Perception about online shopping among College students Pollachi Taluk	Dr.A. Somu	School Of Management	Journal of Oriental Institute	Volume:72 ISSUE:02 Book No:03 April-June 2023	ISSN:-0030 - 5324



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Impact of Capital Structure on the Profitability of selected steel Companies	Dr.R. Uma Maheswari & Dr. G. Manoharan	School Of Management	Shri Lal Bahadur Shastri - Humanities & Social Science	Volume:72 Issue:02 Book No:08 july-December 2023	ISSN:-2319 - 829X
Consumer Experiences Attitude Behaviour intention towards online food delivery-- Pollachi	Dr.A. Prasathkumar	School of Management	Journal of Asiatic Society of Mumbai	Volume: XCVI No:32 September 20232023	ISSN:-0972 - 0766
Study on Perception of IT employees Towards Hybrid work Model	Dr.B.Thayumnavar	School of Management	Bharatiya Shiksha Shodh Patrika	Volume:42 Issue:02(1) page10-15 july-December 2023	ISSN:-0970 - 7603
An Empirical study on working conditions of IT sector Employees in Coimbatore city	Dr.B.Thayumnavar	School of Management	South India Journal of Social Science	Volume:XXI NO:4 page129-137 july-December 2023	ISSN:-0972 - 8945
Work Life Harmony: The Relevance of organizational Support	Dr.B. Thayumnavar	School of Management	International Journal of Cultural Studies Social Scince	Volume:31 Issue NO:41 page152-156	ISSN:-2347 - 4777



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				January- June 2024	
Impact of edtech on teachers in colleges	Venkatasubramanian L and A Naseema	School of Management	Journal of Business Management and Information Systems	Volume:31 Issue NO:41 page152-156 January-June 2024	ISSN:-2347 - 4777
An Analysis of Sustainable, Promotion and Development of Tourism in Valparai	Dr.R. Uma Maheswari	School Of Management	Tec Empresarial /Costa Rica	March 2024	E-ISSN: 2394-3130
Factors Affecting Satisfaction of Tourism in Valpari, Coimbatore.	Dr.R. Uma Maheswari	School Of Management	Ijfans	P-ISSN;1659 – 2395 E-ISSN;1659 - 3359	Vol:19 Issue No:01 Page No .1177-1188 2024
Secured Evolutionary Routing Protocol For Improving Optimal Path and Security in Mane	Dr.S. Gunasekaran	MCA	Industrial Engineering Journal, Issue 10, No. 3,	October: 2023	ISSN: 0970-2555 Volume: 52
An Overview of Menstrual Practices and Hygiene at Work Place	Ms. R. Abhinaya and Dr. G. Anbuselvi	Social Work	Kanpur Philosophers	2023	2348-8301
Pirapanjanin Navalgalil Samoogam	Dr. S. Rajalatha	Tamil	Arima Nokku	Apr-24	2320-4842



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Murusu Kadanthu Vantha Pathi	Dr. G. Malarvizhi	Tamil	Pudhupunal	Sep-23	2278-1641
Kaatu Nayakkar Ina Makkalin Thirumana Murai	Dr. K. Ramganes	Tamil	Pudhupunal	Sep-23	2278-1641
Nedunalvaadai Maruppuraigalum Meelaivu Karuthugalum	S. Kumaraganesh	Tamil	Pudhupunal	Sep-23	2278-1641
Kurunthogaiyil Kabilar Padalgal Unarthum Aga Unarvugal	C. Vinayaga Moorthy	Tamil	Pudhupunal	Sep-23	2278-1641
A Survey on Green Marketing in Pollachi	Dr. O.V. Shanmuga Sundaram	Mathematics	Multidisciplinary Research and Practice	Jul-23	978-93-5749-967-5
Fibonacci Graceful Anti-Magic Labeling for Zodiac Signs in Astronomy	Dr. O.V. Shanmuga Sundaram	Mathematics	Journal of The Asiatic Society of Mumbai (UGC CARE Journal)	Aug-23	0972-0766
Genotype Ratio of Genetically Affected Humans Using a Complete Bipartite Graph	Dr. O.V. Shanmuga Sundaram	Mathematics	Journal of The Asiatic Society of Mumbai (UGC CARE Journal)	Aug-23	0972-0766
Python Programming on Super Fibonacci Graceful Anti – Magic Labeling for Zodiac Signs	Dr. O.V. Shanmuga Sundaram	Mathematics	Journal of Nonlinear Analysis and Optimization	December 2023	1906-9685



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Fuzzy Total Edge Magic Labelling of Placental Blood Flow Function	Dr. O.V. Shanmuga Sundaram	Mathematics	Journal of Nonlinear Analysis and Optimization	December 2023	1906-9685
Neutrosophic Fuzzy Total Edge Magic Labelling of Fetal Head Biparietal Diameter	Dr. O.V. Shanmuga Sundaram	Mathematics	International Journal of Interdisciplinary Organizational Studies	December 2023	2324-7649 (Print), ISSN: 2324-7657 (Online)
Super Fibonacci Graceful Anti – Magic Labeling for Flower Graphs and Python Coding	Dr. O.V. Shanmuga Sundaram	Mathematics	Tuijin Jishu/Journal of Propulsion Technology	December 2023	1001-4055
Robust Hybird Fuzzy Graph	Dr. O.V. Shanmuga Sundaram	Mathematics	Journal of Nonlinear Analysis and Optimization	December 2023	1906-9685
Seidel Laplacian Energy of Fuzzy Graphs	Dr. O.V. Shanmuga Sundaram	Mathematics	Journal of EAI Endorsed Transactions on Energy Web (SCOPUS)	March 2024	2032-944X
Fear effect of delayed intraguild predation model with the ratio-dependent functional response	Dr. S. Magudeeswaran	Mathematics	International Journal of Nonlinear Analysis and Application	2023	2008-6822
Impact of fear in predator and prey refuge in Bolling type II intraguild predation model	Dr. S. Magudeeswaran	Mathematics	Journal of the Oriental Institute	2023	0030-5324



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Analysis of Holling type II intraguild predation model with harvesting	Dr. S. Magudeeswaran	Mathematics	Humanities and social studies	2023	
Stability analysis of diseased predator-prey model With Holling type - II functional response	Dr. S. Magudeeswaran	Mathematics	AIP conference proceedings	2023	30017
Decomposition of $(\alpha H_b, \delta)$ -Continuity	Dr.R.Uma	Mathematics	Indian Journal of Natural Sciences	Oct-23	0976-0997
Computing of Some Degree Based Topological Indices of $K_m \odot K_n$	Dr. R. Senthil Amutha, Ms. R. Chitradevi, Ms.K.Babysuganya and Dr.S.Sivasankar	Mathematics	Journal of Nonlinear Analysis and Optimization	May 2024	1906-9685
Prime Labeling for Cycle Related Graphs	Dr.R. Senthil Amutha, Ms.B.Indhumathi,	Mathematics	Journal of The Asiatic Society of Mumbai (UGC CARE Journal)	Jan-June 2024	0972- 0766
Evaluating the Effects of Social Support Networks on Emotional Well-Being among Working Women in Nagaland.	Dr. I. Siddiq	School of Commerce	Multidisciplinary International e-Conference on “Women Empowerment”	30-Apr-24	
Navigating Dual Realities: A Comparative Study of Work-Life Balance among Migrated and Non-Migrated Lecturers in Dimapur District	Dr. I. Siddiq	School of Commerce	Shanlax International Journal of Management	Apr-24	P-ISSN: 2321-4643, E-ISSN: 2581-9402, Vol. 11, No. 4,



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The Impact of Corporate Emotional Intelligence on Employee Mental Health: Leveraging Technology for Sustainable Workplace Well-Being	Dr. I. Siddiq	School of Commerce	International Conference on Public Health and Technology	December 25-26, 2023	(ISNI: 0000000505092482)
Influencer Marketing Has Emerged as a Potent Strategy for Promoting Digital Payments in India.	Dr. I. Siddiq and Mr. Syed Ibrahim	School of Commerce	Journal of the K.R. Cama Oriental Institute	May-24	ISSN: 0970-0609
K Nearest Neighbour and improved Artificial Neural networks Techniques for Student academic Performance prediction	Mr.N. Mohammed Farook Ali	Computer science	International journal of membrance Science and technology	2023	ISSN 2410-1869
2024-2025					
Analysis And Prediction of Seasonal Rainfall in India Using Multiple Linear Regression Techniques	Dr. A. Selvakumar	B.Com(ABA & IT)	IPE Journal of management	July 2024	ISSN 2249-9040
Whispers Of Grief: The Untold Stories of Rituals and Realities of Rudali Tradition	Dr. M. Subasini	English	Journal of school of language, literature and cultural studies	2024	ISSN 0972-9682
Familial Bond in Shilpi Somaya Gowda's The Golden Son and Secret Daughter	Dr. M. Subasini	English	Journal of school of language, literature and cultural studies	2024	ISSN 0972-9682



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Case Study on India's Teleshopping Market	Dr. A. Arun	BBA	African journal of biological science	2024	ISSN: 2663-2187
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Case study on Indian consumer durable market	Dr. N. Chitra	B. Com (CA)	journal of International Multi Disciplinary GENIUS	VOLUME - XIII, ISSUE - II - AUGUST - JANUARY - 2024-25	ISSN - 2279 - 0489
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A Novel Data Transmission Model Using Hybrid Encryption Scheme for Preserving Data Integrity	Mrs. Riyaz Fathima A	CS	Advances in Technology Innovation, vol. 10, no. 1, 2025, pp. 15-28	2025	
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Perception of Work Life Balance among School Women Teachers in Thiruvavur District, Tamilnadu	Dr. I. Siddiq	Director	AI For Business Transformation: Exploring Innovations in Banking, Insurance, Marketing and Management. Publishers: Shanlaxjournals	March 2025	E-ISSN: 2582-6190.Special Issue: 1, vol. 13,
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