

**Faculty of Commerce and Management**

**Department of Commerce**

**Book Chapters/Conference Proceedings**

<b>(c) Papers Published as Book Chapters/Conference Proceedings</b>							
<b><u>S.No</u></b>	<b>Author</b>	<b>Title of the paper</b>	<b>Title of the book/chapters published</b>	<b>year of publication</b>	<b>Name of the publisher</b>	<b>Page No</b>	<b>ISBN/ISSN number of the proceeding</b>
1.	Dr.V.Vimala	Capital Market Trading among the stakeholders of Coimbatore – An Empirical Study.	2 <sup>nd</sup> International conference on Emerging Trends in Finance and Accounting, SriDharmasthalaManjunatheswara Institute for Management Development (SDMIMD), Mysore, Karnataka	August 9 – 10, 2013	<i>E=ISBN (No Page No.)</i>	PP No.	ISBN No. 978-81-922146-6-5
2.	Dr.V.Vimala	A Study on Swarnajayanthi Gram Swarozgar Yojana (SGSY) in Tamilnadu	Rural Women Entrepreneurship in India , Edited by Dr. Anitha H.S.	9 – 10 November 2013	Divya R – for Patashala Trust, #19, Chandra Building, Mysore Road, A Cross Byatarayanapura, Bangalore - 560026	PP No. 205 – 220	ISBN No. 978-81-928540-0-7
3.	S.Aruna and Dr.P.Santhi	Impulse Buying behaviour among youth with	EmergingParadigms in Management research	2014	Shanlax Publications, Madurai	83-91	978-9380-6869-67

		special refernce to Branded clothes					
4.	Dr.P.Santhi and S.Nithya	Greening strategy of business enterprises through paperless office	Corporate and Business Response to Climate Change-from Awareness to Adoption Transcending the Boundaries	2014	Learntech Press, Trichy	424-429	978-81-9080-823-1
5.	J.Thiraviamary Gloria and Dr.P.Santhi	Awareness of Rural women towards Financial Inclusion Schemes	Socio-Economic Empowerment of Women- Initiatives for Impoverished	2014	Excel India Publishers, New Delhi	23-33	978-93-8384-23-53
6.	Dr.V.Vimala	E – Commerce and Its Application In E – Banking – An Empirical Study Of State Bank Of Mysore, Shankaraghatta.	UGC Sponsored One – Day National Conference in Talented Issues in Information Technology	18, January 2014	----	----	----
7.	Dr.V.Vimala	Implementation of Information Technology (IT) in the Indian Bank, Coimbatore	UGC Sponsored One Day National Seminar On Recent Trends In Financial Services Invitation	21 <sup>st</sup> March 2014	----	----	----

8.	Dr.V.Vimala	Awareness Level of Vocational Training Education and Skill Development among the Selected Girl Students – An Evaluation	UGC Sponsored Two – Day National Symposium On Access and Participation of Women and Girls to Nutrition and Health, Education and Training Science and Technology	13 <sup>th</sup> – 14 <sup>th</sup> March 2014	----	----	----
9.	G.Sangeetha and Dr.P.Santhi	Neuro Marketing as a Business Strategy	Consumerism in India- The changing paradigm of consumer protection	2015	PG & Research Department of Commerce,KanchiMamunivar Centre for Postgraduate studies	101-104	978-81-93117-72-9
10.	Dr.P.Santhi and K.Vidhyakala	Awareness of Green Products among urban residents in Coimbatore	Consumerism in India- The changing paradigm of consumer protection	2015	KanchiMamunivar Centre for Postgraduate studies		978-81-93117-72-9
11.	G.Sangeetha and Dr.P.Santhi	Instore Design Effect on Customer Shopping Experience	Retailing- Trends in New Millennium	2015	MJP Publishers, Chennai,	395-402	978-81-8094-165-8
12.	S.Ranilakshmi and P.Santhi	Efficacy and Convergence of ICT in Business Augmentati	The 5 <sup>th</sup> International Conference On Development Policy- Transfer of Technology for	2015	ScitechPublicat ions(India)pvt Ltd,	129-141	978-81-83717-076

		on in Rural Market Segment	Sustainable Growth and Development- Lessons and Experiences				
13.	Dr.V.Vimala	The 5 <sup>th</sup> International Conference on Development Policy – Transfer of Technology for sustainable Growth and Development: Lessons and Experiences	Edited by Dr. K.T. Geetha and Dr. V. Vimala SciTech Publications (India) Private Limited, Chennai	September 2015	Shanlax Publishing Private Limited, Chennai	PP No. 1–238	ISBN No. 978 81 8371 707 6
14.	Dr.P.Sasirekha	“Models for curriculum development –A Perspective ”	Holistic and Integral Curriculum Development –A Road Map,	2015	CMS College	pp:39-43	98-93-85517-20-0
15.	R.Ramya and P.Santhi	An empirical analysis on relationship marketing in insurance sector from customer perspective	Proceedings of the International Conference on Re-engineering Business Concepts and rapid changes in worldwide Business Patterns	2016	Laser Park Publishing House, Coimbatore	37-41	978-93-84234-83-6
16.	R.Sowmiya and P.Santhi	Customer refererence as a tool for business promortion-	Proceedings of the International Conference on Re-engineering Business Concepts	2016	Laser Park Publishing House, Coimbatore	42-48	978-93-84234-83-7

		An empirical analysis	and rapid changes in worldwide Business Patterns				
17.	K.Vidhyakala and P. Santhi	Segmentation of Customers for Environment -friendly products- a lifestyle approach	Proceedings on Emerging Paradigms in Management Research-Gaining the Edge	2016	Bonfring, Coimbatore	24-30	978-93-854777-90-4
18.	Dr.P.santhi	Perception on foreign brands among rural households		,2016	ShangaVerlag, Coimbatore	107-115	978-93-85604-02-7
19.	Dr.V.Vimala	The Pragmatic Study on Responsiveness towards Vocational Education and Skill Development among the selected Girl students	New Dimensions of Management in the Globalized Era – 2016 Edited by Dr. V.Chinnaih, Dr. J.Vijayadurai Dr.K.ChandrasekaranShanlax Publications, Madurai	March 2016	Shanlax Publications, 61 &66 T.P.K Vasantha Nagar, Maduari	Page No. 187 – 190	ISBN No. 9385977053 9789385977053
20.	Dr.V.Vimala	The Fiscal Impact of Credit Cards on the Selected Bank of India (BOI) Customers – A Study with	Proceedings on Emerging Paradigms in Management Research – Gaining the Edge Edited by Dr. K. Chitra and Dr. R. Mary Metilda	30.03.2016	Bonfring Publisher, Coimbatore	Page No. 37 – 40	ISBN No. 9789385477904

		Special Reference to Davangere District					
21.	Dr.P.Sasirekha and Dr.U.Jerinabi,	Factors Determining Investment Behaviour of Individual Investors	Financial Sector and Sustainable Development	2016	Shanlax Publications		978-93-86537-12-6
22.	P.Santhi and Arthi.D	Customer perception towards high and low involvement product categories	Changing paradigms in Indian Business	2017	NGM College, Pollachi	263-270	978-81-933882-0-4
23.	B.Mirudhubhagini and Dr.P.Santhi	Customer referrals through e-tail networks	E-Services Issues and Challenges	2017	Shanlax Publications, Madurai	70-75	819333165-6
24.	S.Ranilakshmi and P.Santhi	Role of Insurance Intermediaries in Transition of Financial Sector for Sustainable Development	Financial sector and sustainable development	2017	Shanlax Publications, Madurai625003	72-78	978-93-86537-12-6
25.	J.Thiraviyamar y Gloria and P.Santhi	Awareness of Financial Inclusion among Low Income	Financial sector and sustainable development	2017	Shanlax Publications, Madurai625004	120-128	978-93-86537-12-6

		Households					
26.	K.Vidhyakala and P.Santhi	A study on financial assistance to Organic farming for sustainable development	Financial sector and sustainable development	2017	Shanlax Publications, Madurai625005	175-184	978-93-86537-12-5
27.	Dr.K.Kanniammal	A Study on E-Commerce Towards Business to Consumers in Coimbatore City	E- Services; Issues and Challenges Edited by Dr. V.Kumaravel, Dr. G. Santhiyavalli, Dr. K. Ramesh and Dr. V. Senthilkumar.	2017	Published by Shanlax Publications. Madurai	81-90	819333165-6
28.	Dr.K.Kanniammal	Measuring the Volatility on Intra-Day Trading in Naïve Investors Perspective	Financial Sector and Sustainable Development Edited by Dr..G.Santhiyavalli, Dr. P. Santhi and Dr. P. Deivanai	2017	Published by Shanlax Publications. Madurai	142-148	978-93-86537-12-6
29.	Dr.V.Vimala	An Evaluative Study on Investors Perception towards Mutual Funds in Tirupur District	UGC Sponsored National Conference on Transition of Finance Sector for Sustainable Development Edited by Dr.G.Santhiyavalli , Dr.P.Santhi and	April 2017	Shanlax Publisher, Madurai	Page No. 156 – 166	ISBN No. 938653712-5

			Dr.P.Deivanai				
30.	Dr.V.Vimala	Foreign Direct Investment Flow into Indian Banking Sector – A Paradigm Shift	International conference on India's Foreign Policy Transformation: Issues and Challenges (ICIFPT – 2017)	March 2017	Bonfring Publisher, Coimbatore	Page No. 197 – 204	ISBN No. 97893 86176 691
31.	Dr.V.Vimala	ASDF Global Awards V7.0 Association of Scientists, Developers and Faculties (An International Research Organisation of Higher Standards)	Author Biography – Best Academic Researcher of the year 2017	30.12.2017	ASDF Global Awards V7.0 Association of Scientists, Developers and Faculties	P No. 31	ISBN No. 97881 93358 429
32.	Dr.P.Sasirekha and B.Mirthika	A Study on Online Shopping Behaviour of College Students	E-Services: Issues and Challenges,	2017	Shanlax Publications		978-81-93331 6-5-1
33.	P.Santhi and Arthi.D	Customer perception towards high and low involvement product	Changing paradigms in Indian Business	2017	NGM College, Pollachi,	263-270	978-81-93388 2-0-4



		categories					
34.	B.Mirudhubhagini and Dr.P.Sanathi	Customer referrals through e-tail networks	E-Services Issues and Challenges	2017	Shanlax Publications, Madurai,	70-75	81933 3165-6
35.	S.Ranilakshmi and P.Sanathi	Role of Insurance Intermediaries in Transition of Financial Sector for Sustainable Development	Financial sector and sustainable development	2017	Shanlax Publications, Madurai,	72-78	978-93-86537-12-6
36.	J.Thiraviyamary Gloria and P.Sanathi	Awareness of Financial Inclusion among Low Income Households	Financial sector and sustainable development	,2017	Shanlax Publications, Madurai	120-128	978-93-86537-12-6
37.	K.Vidhyakala and P.Sanathi	A study on financial assistance to Organic farming for sustainable development	Financial sector and sustainable development	2017	Shanlax Publications, Madurai	175-184	978-93-86537-12-5
38.	Dr.P.Sasirekha and Dr.U.Jerinabi,	“Consumer Attitude towards Online Grocery Shopping in Coimbatore City”	Digitalisation for Transforming India,	2018	First, Madurai, Shanlax Publications	PP: 90-95	978-93-87102-98-9

39.	D.Arthi and P.Santhi	Customer Perception towards e-CRM initiatives by ICICI bank	Digitalization for Transforming India	2018	Shanlax Publications, Madurai	28-35	978-9387-1029-89
40.	G.Sangeetha and P.Santhi	shoppers buying Behaviour towards e-tailing	Digitalization for Transforming India	2018	Shanlax Publications, Madurai,	41-45	978-9387-1029-90
41.	P.Santhi and S.Rubeya	Impact of digital marketing on brand familiarity	Digitalization for Transforming India	2018	Shanlax Publications, Madurai,	136-143	978-9387-1029-91
42.	S.R.Shanmuga priya and Dr.P.Santhi	Online shopping behaviour	Digitalization for Transforming India	2018	Shanlax Publications, Madurai,	162-170	978-9387-1029-92
43.	Dr.P.Santhi and S.Sangeetha	Agriculture 4.o: Pradhan MantriFasal BimaYojan a scheme for Sustainable Growth of Crop Insurance in India	Proceeding of the National Seminar on Sustainable Business approaches and Models for Industry 4.0	2019	Bonfring, Coimbatore,	77-82	978-9387-8628-90
44.	Dr.K.Kanniamal	Impact of Demonitization and Digital Transaction -Salaried	Digitalization for Transforming India Edited by Dr.G.Santhyavalli	2018	Published by Shanlax Publications. Madurai	52.	978-93-87102--98-9

		Employee Perspective (Mrs. K.Thangamani )	,Dr.K.Kanniammal and Mrs.A.R.RihanaBanu				
45.	Dr.K.Kanniammal	Digital Transformation in Life Insurance Corporation of India(Ms.S. Kokila)	Digitalization for Transforming India Edited by Dr.G.Santhiyavalli ,Dr.K.Kanniammal and Mrs.A.R.RihanaBanu	2018	Published by Shanlax Publications. Madurai	73-80	978-93-87102--98-9
46.	Dr.K.Kanniammal	A Study on Investors Awareness Level Towards E-Gold(Ms.L. Packiyyalakshmi)	Digitalization for Transforming India Edited by Dr.G.Santhiyavalli ,Dr.K.Kanniammal and Mrs.A.R.Rihana	2018	Published by Shanlax Publications. Madurai	176-183	978-93-87102--98-9
47.	Dr.K.Kanniammal	Factors Influencing Work-Life Balance Among Women Faculties of Select Arts and Science Colleges in Palakkad District	Recent Developments in Commerce and Management . Edited by Dr. P. Vasanthakumari, Mrs. Deepa.C. and Mrs. Swapna.			393-410	
48.	Dr.V.Vimala	SIAA 2018 South Indian	Author Biography – Best Academic	07.04.2018	SIAA, Bangalore	P No. 42	ISBN No. 97881

		ASDF Awards 2018	Circuit Faculty Award				93358443
49.	Dr.V.Vimala	Two Day National Workshop on Accounting Standards, Taxation and Company Law	ICAI Sponsored Two – Day National Workshop on Two Day National Workshop on Accounting Standards, Taxation and Company Law	2018	Chithiram Publications	Page No. 52 – 57	-ISBN No. 9789385477904
50.	Dr.P.Sasirekha and B.Mirthika,	Influence of select factors on the price of Gold	Challenges and Innovation in Commerce	2018	Chithiram Publications	pp 139-148	978-81-933998-7-3
51.	Dr.P.Sasirekha and Dr.U.Jerinabi,	Consumer Attitude towards Online Grocery Shopping in Coimbatore City	Digitalisation for Transforming India,	2018	Shanlax Publications	PP: 90-95	978-93-87102-98-9
52.	Dr.P.Sanathi and S.Sangeetha	Agriculture 4.0: Pradhan MantriFasal BimaYojan a scheme for Sustainable Growth of Crop Insurance in India	Proceeding of the National Seminar on Sustainable Business approaches and Models for Industry 4.0	2019	Bonfring, Coimbatore	77-82	978-9387-8628-90
53.	Dr.V.Vimala	Pradhan MantriGra	8 <sup>th</sup> International Conference on	Shanlax Publications	February 2020	Page No.8	ISBN No.

		minSakshartaAbhiyan (PMGDISH A)and Rural Development in Association with the Poverty Line and Digital Literacy Rate Digital	INDIA – SAARC: Trade, Culture and Economic Development sponsored by Indian Council of World Affairs	Private Ltd. Madurai			978-9389-6586-44
54.	Ms. U. Priyanka and Dr.V.Vimala	Consumer Preferences towards Grographical Indicated (GI) Tagged Products and Purchasing Proclivity through Digital Maode	Tamilnadu State Council for Science and Technology (TNSCST) sponsored National e-Conference on CSR Impetus: Rural Development and Sustainable Growth in India	Nandha College of Technology, Vaikkalmedu, Perundurai Main Road, Erode – 638 052 TN	03- December 2020	Page No. 29	ISBN No. 97881 94734 307
55.	Dr. K. VidhyaKala	Consumer Satisfaction towards baby care products	Prospects and Horizons in Commerce and Management	OFBYANDF ORYOU Publications	December 2020	(Page no.14 5-148)	ISBN: 978-81-94287 1-1-7
56.	Dr. K. VidhyaKala	Edible cutleries as a sustainable substitute for plastic	Agriculture and Food	ESN Publications	2021	(Page no.56 -69)	ISBN: 978-93-90781 -05-8

		cutleries					
	Dr.P.Sasirekha	Impact of COVID-19 on Micro, Small scale and Medium Enterprises	COVID-19 PANSDEMIC: Impact and Strategies for recovery in Business Sector	2020	Karpagam College	pp:34 6-354	978-93-81537-17-6

**(d) Books Published**

<b>S.No</b>	<b>Author(s)</b>	<b>Title of the book/chapters published</b>	<b>year of publication</b>	<b>Name of the publisher</b>	<b>ISBN number</b>
1.	Dr.G. Santhiyavalli, Dr P.Sanathi, Dr P.Deivanai	Financial sector and Sustainable Development	2017	Shanlax Publishing, Madurai	978-9386-5371-26
2.	Dr.P.Sanathi, Dr.K.Priya , Dr.V.Selvam	E- Business Growth and Challenges	2017	Shanlax Publishing, Madurai	978-9386-5371-201
3.	Dr.V.Vimala	Impact of Plastic Money on Bank Customers	2017	Raja Rammohun Roy National Agency for ISBN Department of Higher Education MHRD Government of India [Printed by Bonfring Publishing Private Limited Coimbatore]	978-93-5268-347-5
4.	Dr.V.Vimala and Dr.K.S.Sarala	e-Money and Financial Behaviour of Bank Customers	06.01.2020	Raja Rammohun Roy National Agency for ISBN Department of Higher Education MHRD Government of India [Printed by Bonfring Publishing Private Limited Coimbatore]	978-93-8951-522-0
5.	Dr.K.Vidhyakala	Agriculture and Food	30 <sup>th</sup>	ESN Publications	

		(Book Chapter)	January 2021		
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### Books Edited

Sl. No.	Editor	Title of the Paper	Name of the Journal	ISBN/ISSN Number	Volume/Chapters with page No.	Month and year	Publisher
01.	Dr.V.Vimala	The 5 <sup>th</sup> International Conference on Development Policy – Transfer of Technology for sustainable Growth and Development : Lessons and Experiences	SciTech Publications (India) Private Limited, Chennai Edited by Dr. K.T. Geetha and Dr. V. Vimala	ISBN No. 978 81 8371 707 6	PP No. 1– 238	September 2015	Scitech Private Limited, Chennai