

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-620 002
PG & RESEARCH DEPARTMENT OF COMMERCE
ACADEMIC YEAR 2022-2023

RESEARCH PAPER PUBLICATIONS
NATIONAL AND INTERNATIONAL JOURNALS

S.NO.	NAME OF THE FACULTY MEMBER	RESEARCH PAPER	NAME OF THE JOURNAL
1	Dr. V. Josephine Lourdes De Rose	Investigating Unified Payments Interface Linked Applications: Analysing Preference of Generations	Journal of Education, Rabindra Bharathi University Vol.: XXIV, No. 1. (XI)
2	Dr. V. Josephine Lourdes De Rose	Comparative study on Gpay and Phonepe: Analysing Consumer Preference	Journal of The Maharaja Sayajirao University of Baroda Vol. 56, No.1. (II)
3	Dr. V. Josephine Lourdes De Rose	A Study on the Reasons for Transgender to become Entrepreneurs	Journal of the Maharaja Sayajirao University of Baroda
4	Dr. S. Vasanthi	Online Promotions and Hedonic Motives as Moderators in the Relationship Between e- Impulsive Buying Tendency and Customer Satisfaction: Evidence From India	Journal of Internet Commerce, Taylor and Francis,
5	Dr. S. Vasanthi	The Relationship between Social Media Influence, EWOM, and E-satisfaction of Consumers in India: A Moderated mediation Conditional Model	Global Business Review
6	Dr. S. Vasanthi	Passenger satisfaction with cleanliness and other service quality dimensions and gender as a moderator: Evidence from Indian Railways	Cogent Business & Management, Taylor and Francis