

PAPER PUBLICATION DETAILS FROM 2019-2024

PAPER PUBLICATION – 2019-2020

For Indian Journals only

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1.	Ms. Chamane Unus Rodrigues	1. Higher Education in India: Progress and Challenges, Studies in Indian Place Names, Volume No.40, Issue No.12, Pg No.298-307 ISSN:2394-3114 & UGC CARE JOURNAL	National
		2. Studies in Indian Place Names, Volume No.40, Issue No.12, Pg No.317-321 ISSN:2394-3114 & UGC CARE JOURNAL	National
		3. A Study on the Health Hazardsof Women Beedi Workers in Woraiyur, Trichirappalli, Studies in Indian Place Names, Volume No.40, Issue No.48, Pg No. 230-237, ISSN:2394-3114 & UGC CARE JOURNAL	National
2.	Dr. Senthamarai. S	1. Gender bias in child survival: Road map of Tamilnadu in attaining Millennium Development Goal (MDG), Studies in Indian Place Names, Volume No.40, Issue No.48, Pg No 214-219, Feb 2020 9030 & UGC CARE JOURNAL	National
		2. A study on the problems faced by the women street vegetable vendors in Trichy Town, Studies in Indian Place Names, Volume No.40, Issue No.12, Pg No 322-335, Feb 2020 9030 & UGC CARE JOURNAL	National
		3. Improving the child sex ratio of India: The Role of Beti Bacho and Beti Padahao Scheme through Media and Advocacy , Studies in Indian Place Names, Volume No.40, Issue No.48, Pg No 502-509, Feb 2020 9030 & UGC CARE JOURNAL	National

		4. A Study on the Price Fluctuation on fuels in India , Studies in Indian Place Names, Volume No.40, Issue No.12, Pg No 336-342, Feb 2020 9030 & UGC CARE JOURNAL	National
		5. Financial Inclusion in the Informal Sector: A Case Study of Vegetable Vendors in Tirchirappalli City Corporation, Our Heritage UGC Care Journal, Vol-68-Issue-54-February-2020 ISSN: 0474-9030, PP 736-745	National
3.	Dr. Yasodha Jagadeeswari. B	1.Women Empowerment through Fisheries Sector in Cuddalore District of Tamilnadu, Our Heritage UGC Care Journal, Vol-68-Issue-54-February-2020 ISSN: 0474-9030, PP 746-758	National
		2.An overview of the Conditions of women agricultural labourers in India, Our Heritage UGC Care Journal, Vol-68-Issue-54-February-2020, ISSN: 0474-9030, PP 778-783.	National
		3.Impact and Implications of GST: A Sector Wise Analysis, Peninsular Economist, Journal of the Association of Economists of Tamil Nadu, Vol. XXXIX, No.1, December 2019, ISSN: 0976-8270, PP 19-23.	National
		4.Impact of Uzhavar sandhai (Farmers' Market) on Empowerment of rural Farmers-A study with special Reference to Cuddalore District of Tamil Nadu, The Indian Economic Journal-Journal of the Indian Economic Association, Special issue, December 2019, ISSN-0019-4662, PP 279-290.	National
		5.Impact of Farm Ponds on the Beneficiary Farmers in Tamil Nadu, Think India Journal, Volume No 22- Issue 14, Pg No 1614-1622 , December 2019, ISSN:0971-1260 & UGC CARE JOURNAL	National
		6.New economic reforms on Indian agriculture: Some Reflections, A Journal of Composition Theory, Volume II, Issue IX, September 2019, ISSN: 0731-6755, PP 1268-1282 & UGC CARE JOURNAL	National
		7.Towards a New Generation of agricultural system: Organic Farming as a Paradigm of Sustainability, Journal of Emerging Technologies and Innovative	National

		Research (JETIR) Volume 6, Issue 5, May 2019, ISSN: 2349-5162, PP 493-499 & UGC CARE JOURNAL	
		8. Online Purchase Behavior Among Trichy Holy Cross College Under Graduates Art's Student, Studies in Indian Place Names, Volume No.40, Issue No.12, Pg No 308-316, Feb 2020 9030 & UGC CARE JOURNAL	National
4.	Dr. Maria Sophiya	1. Impact of Farm Ponds on the Beneficiary Farmers in Tamil Nadu, Think India Journal, Volume No 22- Issue 14, Pg No 1614-1622 , December 2019, ISSN:0971-1260 & UGC CARE JOURNAL	National
		2. Determinants of exports in India, Volume No 68, Issue No 54, Pg No 416-421, Feb 2020, ISSN- 0474-9030 & UGC CARE JOURNAL	National
		3. Problems of Unorganised Women Workers in India, Our Heritage, Volume No 68, Issue No 54, Pg No 759-764, Feb 2020, ISSN- 0474-9030 & UGC CARE JOURNAL	National
		4. Online Purchase Behaviour Among Trichy Holy Cross College Under Graduates Art's Student, Studies in Indian Place Names, Volume No.40, Issue No.12, Pg No 308-316, Feb 2020 9030 & UGC CARE JOURNAL	National
5.	F.Merlin Kokila	1. Economic Study of Agricultural Workers in Rettai Vaikkal, Tiruchirappalli, Journal of Analytical and Experimental Model analysis, Volume-XI, Issue-VII, Pg No.525-534 Feb 2020, ISSN NO: 0886-9367. & UGC CARE JOURNAL	National
		2. Analysis of Women Participation in Agricultural Sector in Tiruchirappalli District, Journal of Analytical and Experimental Model analysis, Volume-XI, Issue-VII, Pg No.535-543, Feb 2020, ISSN NO: 0886-9367.& UGC CARE JOURNAL	National
		3. Role of Women in Agricultural Sector in Trichy District, Journal of Analytical and Experimental Model analysis, Volume-XI, Issue-VII, Pg No. 544-550, Feb 2020, ISSN NO: 0886-9367.& UGC CARE JOURNAL	National

6.	Ms. Fouzia Kousar. A.	1. Impact of Farm Ponds on the Beneficiary Farmers in Tamil Nadu, Volume No 22- Issue 14, Pg No 1614-1622 , December 2019, ISSN:0971-1260 & UGC CARE JOURNAL	National
		2. Determinants of exports in India, Volume No 68, Issue No 54, Pg No 416-421, Feb 2020, ISSN- 0474-9030 & UGC CARE JOURNAL	National
		3. A Study on Cultural Conditions of Marginalised Non- Literate Women Labourers in Tiruchirappalli, Volume No 68, Issue No 54, Pg No 993-1001, Feb 2020, ISSN- 0474-9030 & UGC CARE JOURNAL	National
		4. Online Purchase Behaviour Among Trichy Holy Cross College Under Graduates Art's Student, Place Names, Volume No.40, Issue No.12, Pg No 308-316, Feb 2020 9030 & UGC CARE JOURNAL	National
7.	Ms. Radhika	1. Female participation in unorganized sector: India census 2011, Volume No 68, Issue No 54, Pg No 765- 769, Feb 2020, ISSN- 0474-9030 & UGC CARE JOURNAL	National
		2. Higher Education in India: Progress and Challenges , Place Names, Volume No.40, Issue No.12, Pg No.298-307 ISSN:2394-3114 & UGC CARE JOURNAL	National
		3. Maternal Mortality Rate in India, Place Names, Volume No.40, Issue No.12, Pg No.317-321 ISSN:2394-3114 & UGC CARE	National
		4. A Study on the Health Hazards of Women Beedi Workers in Woraiyur, Trichirappalli, Place Names, Volume No.40, Issue No.48, Pg No. 230-237, ISSN:2394-3114 & UGC CARE JOURNAL	National
8.	Ms. Ranjitha	1. Issues and challenges of Women Entrepreneurs On Beauty Parlour Business in Tiruchirappalli, Volume No 68, Issue No 54, Pg No 770- 777, Feb 2020, ISSN- 0474-9030 & UGC CARE JOURNAL	National
		2. Higher Education in India: Progress and Challenges , Place Names, Volume No.40, Issue No.12, Pg No.298-307 ISSN:2394-3114 & UGC	National

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		3. Maternal Mortality Rate in India, Place Names, Volume No.40, Issue No.12, Pg No.317-321 ISSN:2394-3114 & UGC CARE	National
		4. A Study on the Health Hazardsof Women Beedi Workers in Woraiyur, Trichirappalli, Place Names, Volume No.40, Issue No.48, Pg No. 230-237, ISSN:2394-3114 & UGC CARE JOURNAL	National
9.	Ms. P. Renuga Devi	1. A Study on the Price fluctuation on fuels in India, Place Names, Volume No.40, Issue No.12, Pg No.336-342 ISSN:2394-3114 & UGC CARE JOURNAL	National
		2. A study on the problems faced by the women street vegetable vendors in Trichy Town, Place Names, Volume No.40, Issue No.12, Pg No 322-335, Feb 2020 9030 & UGC CARE JOURNAL	National
		3. Gender bias in child survival: Road map of Tamilnadu in attaining Millennium Development Goal (MDG), Place Names, Volume No.40, Issue No.48, Pg No 214-219, Feb 2020 9030 & UGC CARE JOURNAL	National

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1.	Dr. Yasodha Jagadeeswari. B	Role of Information and Communication Technology in Business Development and Business Continuity in the Digital era, The International Journal of Analytical and Experimental Modal Analysis, Volume XI, Issue IX, September 2019, ISSN: 0886-9367, PP 284-295& UGC CARE JOURNAL	International
		New Stratagem for New Literacy; Engaging and Empowering Learning through Digital Technology, ISSN 2456-205X, Ahead- International Journal of Recent Research Review, Vol. 5, Issue – 5, May 2020, pp42-47, Peer	International

		Reviewed Monthly Journal	
		Study on Demonetization and It's Ripple Effect on Indian Economy, ISSN 0193-4120, TEST Engineering and Management, Vol 83, Issue – March-April 2020, pp 12208-12218, SCOPUS Journal	International
		An Exploratory Study on Green Banking usage in rural area of Tamil Nadu, ISSN 1475-7192, International Journal of Psychological Rehabilitation. Vol 24, Issue 08, March 2020, pp 1598-1606 SCOPUS Journal	International

PAPER PUBLICATION – 2020-2021

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1.	Ms. Chamane Unus Rodrigues	A Study on the Poverty & Inequality Disparities in developing Countries – During 2020-2021	National
		Impact of population growth on Tamil Nadu Economic Development	National
2.	Dr. S.Senthamarai	Work-Life Balance of Women Nurses in Tiruchirappalli City, KALA: The Journal of Indian Art History Congress, Volume No.27, No.1(VI) : 2021, ISSN :0975-7945Page No.71 to 82 ,Impact Factor 6.125, UGC Care Group 1 Journal	National
3.	Dr. B. Yasodha Jagadeeswari	1.Trends and Growth Rates of Coriander Exports of India, ANVESAK :a bi- annual journal UGC Care Group I Journal, Vol.51,(XVII) January – June2021,PP 57-60, ISSN: 0378-4568	National
		2.Impact of Covid -19 Pandemic on Foreign Direct Investment (FDI) in Indian Economy, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII) January – June2021, PP 99-105, ISSN: 0378-4568	National

		3.Role of Technology Innovation and Advancement in Economic Growth of India, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII)January – June2021, PP 136-143,ISSN: 0378-4568	National
		4.Consumption Pattern of Women in Tiruchirappalli Shop, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII)January – June2021, PP 57-60, ISSN: 0378-4568	National
		5.“Infrastructure Development and Economic Growth in Cuddalore District of Tamil Nadu”., ANVESAK (UGC Care Group I Journal), Volume-51, No.1 (IV), January-June, 2021, PP 153-159, ISSN: 0378-4568,	National
		6.“Economic Independence among Rural Women through MGNREGA with Special Reference to Cuddalore District of Tamil Nadu.”, Rangsang Research Journal (UGC Care Group I Journal), Vol-11, Issue-02, No.02 February, 2021, PP 1-6. ISSN: 2347-7180	National
		7.“Digital Technology and Women Empowerment: Study on Most Successful Women Entrepreneurs in India” Kala: The Journal of Indian Art History Congress (UGC Care Group I Journal), Volume-27, No.1(V), February, 2021, PP 142-149, ISSN: 0975-7945,	National
		8.“Technological Innovation, Globalization and Its Impact on Consumerism Practices”, Sambodhi (UGC Care Journal), Vol-44 No.-01 (II) January-March (2021), PP 180-185. ISSN: 2249-6661	National
4.	Dr. P. Maria Sophiya	1.Trends and Growth Rates of Coriander Exports of India, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII) January – June2021,PP 57-60, ISSN: 0378-4568	National
		2.“Technological Innovation, Globalization and Its Impact on Consumerism Practices”, Sambodhi (UGC Care Journal), Vol-44 No.-01 (II) January-March (2021), PP 180-185. ISSN: 2249-6661,	National

5.	Dr.F. Merlin Kokila	1.Economic Study of Agricultural Workers in Villupuram District, The Journal of Indian Art History Congress, Volume No.26, No.2 (XXVII)2020-2021, ISSN :0975-7945Page No.149 to 154,Impact Factor 6.125, UGC Care Group 1 Journal	National
		2.Work-Life Balance of Women Nurses in Tiruchirappalli City, The Journal of Indian Art History Congress, Volume No.27, No.1(VI) : 2021, ISSN :0975-7945Page No.71 to 82 ,Impact Factor 6.125, UGC Care Group 1 Journal	National
6.	Ms. P. Renuga Devi	Work-Life Balance of Women Nurses in Tiruchirappalli City, The Journal of Indian Art History Congress, Volume No.27, No.1(VI) : 2021, ISSN :0975-7945Page No.71 to 82 ,Impact Factor 6.125, UGC Care Group 1 Journal	National
7.	Dr. A. Fouzia Kousar	1.Consumption Pattern of Women in Tiruchirappalli Shop, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII)January – June2021, PP 57-60, ISSN: 0378-4568	National
		2.“Technological Innovation, Globalization and Its Impact on Consumerism Practices”, Sambodhi (UGC Care Journal), Vol-44 No.-01 (II) January-March (2021), PP 180-185. ISSN: 2249-6661	National
8.	Ms. M.Radhika	1.Impact of population growth on Tamil Nadu Economic Development, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII)January – June2021,PP 182-185, ISSN: 0378-4568	National
		2.A Study on the Poverty & Inequality Disparities in developing Countries – During 2020-2021, ANVESAK :a bi-annual journal UGC Care Group I Journal, Vol.51,(XVII) January – June2021,PP 76-84, ISSN: 0378-4568	National

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1.	Dr. B. Yasodha Jagadeeswari	“An Empirical Analysis of Manpower and Equipment Productivity in Major Construction Projects” , International Journal of Natural Sciences (Web of Science Journal), Vol.12, Issue 65, April 2021, PP.30580-30588, ISSN: 0976-0997,	International
		“Impact of Digital Technology on the Indian Banking Sector”, Wesleyan Journal of Research an International Research Journal (UGC Care Approved Journal), Vol.14 No.1 (XI), 2021, PP 140-145, ISSN: 0975-1386,	International
		“A Radical rethinking of education systems for the 21 st century: from Rhetoric to Reality.” , Psychology and Education (Scopus Journal), 57(9), December 2020, PP 6850-6856 ISSN:0033-3077,	International
		“New Stratagem for New Literacy: Engaging and Empowering Learning through Digital Technology”, Ahead- International Journal of Recent Research Review, Vol.5, Issue -5. May- 2020, PP 40-47, ISSN: 2456-205X,	International

PAPER PUBLICATION 2022-23

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1.	Dr. B. Yasodha Jagadeeswari	An Analysis of Women Empowerment through Entrepreneurship and Economic Sustainability in Trichy District of Tamil Nadu, Journal of the Oriental Institute, M.S. University of Baroda (UGC Care Approved, Group I, Peer Reviewed and Referred Journal), Vol. 72, Issue. 02, No.5, ISSN: 0030-5324, April-June: 2023, pp 196-203	. National
		Socio Economic Conditions and Social Wellbeing of Handloom Industry Weavers in Dindigul District of Tamil Nadu, Humanities and Social Science Studies (UGC Care Approved, Group I, Ref. No. 199 “Social Science” Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal), Vol. 12, Issue 1, No. 13, January – June : 2023, pp 66-73, ISSN 2319-829X	National

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1.	Dr. B. Yasodha Jagadeeswari	Challenges and Opportunities in Seafood Marketing: An Empirical Study from the seafood Industry Perspective, Journal of Survey in Fisheries Sciences (SCOPUS Indexed Journal), Vol.10 Nos 2S, Special Issue 2, April 2023, pp 2276-228, ISSN: 2368-7487	International
2.	Dr. R. Senthamizh Veena	A Study on Digital Payment Usage Among the Student Community in Tiruchirappalli City of Tamil Nadu, International Journal of Research – Granthaalayah, Vol.11, No.5, pp 62-75, May 2023, Doi: 10.29121/granthaalayah.v11.i5.2023.5191	International

PAPER PUBLICATION 2023-2024

S. No.	Name of the staff	Title of the paper & Details	National/ International/ State/Regional
1	Dr. B. Yasodha Jagadeeswari	An Analysis of Women Empowerment through Entrepreneurship and Economic Sustainability in Trichy District of Tamil Nadu, Journal of the Oriental Institute, M.S. University of Baroda (UGC Care Approved, Group I, Peer Reviewed and Referred Journal), Vol. 72, Issue. 02, No.5, ISSN: 0030-5324, April-June: 2023, pp 196-203.	National
2	Dr. B. Yasodha Jagadeeswari	Socio Economic Conditions and Social Wellbeing of Handloom Industry Weavers in Dindigul District of Tamil Nadu, Humanities and Social Science Studies (UGC Care Approved, Group I, Ref. No. 199 “Social Science” Peer Reviewed, Bilingual, Biannual, Multi-disciplinary Referred Journal), Vol. 12, Issue 1, No. 13, January – June : 2023, pp 66-73, ISSN 2319-829X	National
3	Dr. B. Yasodha Jagadeeswari	Challenges and Opportunities in Seafood Marketing: An Empirical Study from the seafood Industry Perspective , Journal of Survey in Fisheries Sciences (SCOPUS Indexed Journal), Vol.10 Nos 2S, Special Issue 2, April 2023, pp 2276-228, ISSN: 2368-7487	National
4	Dr. R. Senthamizh Veena	A Study on Digital Payment Usage Among the Student Community in Tiruchirappalli City of Tamil Nadu, International Journal of Research – Granthaalayah, Vol.11, No.5, pp 62-75, May 2023, Doi: 10.29121/granthaalayah.v11.i5.2023.5191	International
1	Ms. Chamane Unus Rodrigues	A Study on the Socio-Economic Conditions of Single Parent Families during COVID 19 in Therasalpuram of Tiruchirappalli District, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 184-198	National

2	Dr. B. Yasodha Jagadeeswari	The Effect of COVID-19 Pandemic on the Indian Economy: Some Reflections, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 1-15.	National
3	Dr. B. Yasodha Jagadeeswari	COVID-19 and It's Impact on Environment, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 57-64.	National
4	Dr. B. Yasodha Jagadeeswari	Sustainability of Higher Education in India during Pandemic COVID-19, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 99-112.	National
5	Dr. B. Yasodha Jagadeeswari	Impact of COVID-19 Pandemic on the Agriculture and Allied Sectors in India, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 156-174.	National
6	Dr. P. Maria Sophiya	An Overview of Students Satisfaction Level in Online Education During COVID 19, Chapter in edited book: Opportunities and Challenges of Goal of Developed India (A Plan for Next 25 Years), ISBN: 978-93-94448-08-7, July,2023, Department of Economics (Centre for Research), Arul Anandar College (Autonomous) , Karumathur, Madurai	National
7	Ms. M. Radhika	A study on impact of covid 19 on employment in India, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College	National

		(Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 113-119	
8	Dr. R. Senthamizh Veena	Impact of COVID 19 Pandemic on the Tourism and Hospitality Sector in India, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 85-98	National
9	Dr. S. Thilaka	Impact of COVID 19 on Women Domestic Workers: A Case Study on the Socio-Economic Conditions from Tiruchirappalli Town, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 35-48	National
10	Dr. S. Thilaka	Socio-Economic Conditions of Women Domestic Workers – A case study of Tiruchirappalli District , Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 137-155	National
11	Dr. R. Anbuselvi	Impact of COVID 19 Pandemic on Street Vendors in Coimbatore District, Chapter in edited book: The Effect of COVID-19 Pandemic on Service Sector Sustainability and Growth, ISBN: 978-93-5757-389-4, The PG and Research Department of Economics (School of Management Studies), Holy Cross College (Autonomous), Tiruchirappalli-620002, Published by Scientific International Publishing House (SIPH), June 2023, pp 65-76	National
12.	Dr.P.Maria Sophiya	An overview of students Satisfaction level in Online Education During Covid 19, Chapter in edited book: Opportunities and Challenges of Goal of Developed India, ISBN: 978-93-94448-08-7, The PG and Research Department of Economics, Arul Anandar College (Autonomous), Karumathur, Madurai 620002, Published by Arul Anandar College (Autonomous), Karumathur, Madurai, August 2023, pp 176-177.	National

Publication Details June 2024 to September 2024

S. No.	Name of the staff	Title of the paper	National/ International/ State/Regional
1	Dr. B. Yasodha Jagadeeswari	Brand Building in the Digital Age: Strategies for Success, African Journal of Biological Sciences, (AFJBS), (SCOPUS Indexed Journal), Volume.6, Issue Si3, June 2024, pp 1394-1408.	International
2	Dr. B. Yasodha Jagadeeswari	Digital Banking Revolution: Empowering Rural India through Fintech, Journal of Nonlinear Analysis and Optimization (UGC Care Journal), ISSN: 1906-9685, Volume-15, Issue.1, No.1, 2024, pp 39-45.	International

Book Authored & Edited

S. No.	Name of the Staff	Title of the Book	Details of the Book
1	Dr. B. Yasodha Jagadeeswari	Entrepreneurial Opportunities for Women and Support Schemes	Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024
2	Dr. B. Yasodha Jagadeeswari	Women's Entrepreneurship and Economics New Perspectives, Practices and Policies	Alpha International Publication (AIP), ISBN: 978-93-5762-772-6, June 2024

Book Chapters

S. No.	Name of the Staff	Title of the Article	Details of the Book
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1	Ms. Chamane Unus Rodrigues	A Study on the Role of Women Entrepreneurs in Therasalpuram, Tiruchirappalli District during 2023-2024	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 33-53
2	Dr. B. Yasodha Jagadeeswari	Empowering Women in Rural India through Entrepreneurship Development	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 200-213
3	Dr. B. Yasodha Jagadeeswari	An Empirical Study on Empowerment of Rural Women through Entrepreneurship	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 1-18
4	Dr. B. Yasodha Jagadeeswari	Women Entrepreneurship in India: Shaping the Future	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 60-73
5	Dr. B. Yasodha Jagadeeswari	Female Education and Entrepreneurship as Drivers of Economic Empowerment	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 109-119
6	Dr. B. Yasodha Jagadeeswari	Most Successful and Influential Women Entrepreneurs in India – A Case Study	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 138-151
7	Dr. B. Yasodha Jagadeeswari	Technology Enabled Social Schemes Towards Sustainable Development Goals	Technology Enabled Social Schemes Towards Sustainable Development Goals (TESSTSDG),

			ISBN: 978-93-6163-587-8, Edited by Dr.P.Ravichandran, Shanlax Publications, Volume-1, Madurai-3. July 2024, pp 168-176.
8	Dr. F. Merlin Kokila	Women's Empowerment in India: Progress, Challenges and Opportunities	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 235-245
9	Dr. M. Radhika	Entrepreneurship and Women's Rights: Gender Role and Entrepreneurial Development	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 258-270
10	Dr. Senthamizh Veena	Breaking Barriers: Tale of Three Women Entrepreneurs	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 161-172
11	Dr. S. Thilaka	Empowering Women: The Rise of Entrepreneurship in Tamil Nadu	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 128-137
12	Ms. C. Ranjitha	Self-Help Groups: A Catalyst for Women's Empowerment in Tiruchirappalli	Entrepreneurial Opportunities for Women and Support Schemes, Scientific International Publishing House, ISBN: 978-93-6674-753-8, July 2024, pp 214-222