

Rani Anna Government College for Women, Tirunelveli 627 008 PG and Research Department of Commerce 2017-2018

Research Scholar Participations

S.No	Conference/Seminar	Participants	Date
1	International Conference on Social	M. Esakkidevi	22 nd February
1	Entrepreneurship – An Emerging Trend	IVI. ESAKKIUEVI	2018
2	One Day National Seminar on BITCOIN- A Paradigm of Cryptocurrency and Blockchain	M. Esakkidevi	15 th February 2018
3	National Conference on Naturopathy- need of the day	M. Esakkidevi	16 th December 2017
4	National Conference on Emerging Trends and Innovations in Digital Marketing	M. Esakkidevi	8 th September 2017
5	International Conference on Triple Bottom Line for Sustainability (Profit, Planet & People)	M. Esakkidevi	27 th July 2017
6	National Conference on Personality Enhancement	M. Esakkidevi	6 th July 2017

Research Scholar Presentations

S.No	Conference/Seminar	Participants	Title of the Paper	Date
1	ICSSR Sponsored National Conference on Sustainable Green Business (NCSGB 2018)	D. Jesura Pauline	Customer Support in Modern Retail Market	26 th and 27 th March 2018
2	National Seminar "GST and Its Application on Indian Trade"	D. Jesura Pauline	Impact of GST on Digital Marketing Sector	22 nd and 23 rd February 2018
3	Second International Conference on Sustainable Marketing Strategies-Issue and Challenges	D. Jesura Pauline	Paperless Retail Markets Through E-Tailing	14 th and 15 th December 2017

Research Scholars Publications

Year	Scopus indexed	UGC Care Listed	Peer Reviewed	Proceedings	Total
2017-2018	-	3	5	2	10

S.No	Paper Title	Publication	Year	
Dr. E. Sheela (Part time Research Scholar)				
	Effectives of Social Security Measures in Textile Shops	Bodhi International Journal of Research in Humanities, Arts and Science, Vol.2, No.3, E.ISSN: 2456-5571, April,2018	2018	
2	Employment Security through SHANLAX, International Journal of Management, UGC Approval No. 44278, Vol-5, Spl Issue-3, ISSN: 2321-4643, March 2018, pp 31-39			
	Medical Security Schemes for Bodhi International Journal of Research in the Textile Workers for the Tirunelveli District Humanities, Arts and Science, Vol.2,No.2, E.ISSN: 2456-5571, January 2018		2018	
	Dr. D. Jesura	Pauline (Part time Research Scholar)		
4	An Analytical View of Hypermarkets Vs Supermarkets	Journal of Management Research and Analysis (JMRA), Impact Factor: 4.878, Vol. 05 Issue 02(1), ISSN: 2394-2770, June 2018, pp 157-160	2018	
5	Determinants of Shopping Behavior of Retail Outlets	International Journal of Research and Analytical Reviews, E-ISSN 2348-1269, Print ISSN 2349- 5138, UGC No: 43602, pp-82-88, 2017	2017	
	M. Esakki	Devi (Full time Research Scholar)		
6	Consumption Pattern of youngsters (Women) towards FMCG Products in Tirunelveli District	Shanlax International Journal of Management, A Peer-Reviewed, Refereed Scholarly Quarterly Journal, Globally indexed with Impact Factor, Special Issue on Sustainable Green Business (NCSGB2018) Vol. 5, Special Issue3 March 2018, ISSN:2321-4643, ImpactFactor:3.122, UGC Approved Journal No. 44278, pp 133-140	2018	
	Factors Affecting Online Shopping Behavior of Consumers	International Journal of Research in Management & Business Studies, ISSN: 2348-6503(Online), ISSN: 2348-893X(Print), Vol. 4, Issue 3, (SPL-1), 19-21	2017	
8	Empowerment of Self Help Groups towards Enterprise Development	NISMA Journal of Management, ISSN: 0973-3957, pp 100-103	2017	
9	Green Marketing in India: An Overview	International Seminar Proceedings on Green marketing – Issues and challenges, ISBN: 978-81-933821-0-3, pp 119-123	2017	
	Green Banking: As Banks Initiative for Sustainable Development	Second International conference Sustainable Marketing Strategies - Issues and Challenges ISBN: 978-93-86638-50-2, pp 164-166	2017	

Participations



SRI PARASAKTHI COLLEGE FOR WOMEN COURTALLAM - 627802

(An Autonomous College of the Manonmaniam Sundaranar University)

(Under the Management of H.R. & C.E. Department)

Re-accredited with "A" Grade (3.38) by NAAC

This is to certify that Mr./Ms./Dr. M. Es and davi, M. phil Rani Anna Govt. College Gos Wargen, Tis undveli. has participated in the International Conference on "Social Entrepreneurship - An Emerging Trend" organised by P.G. Department of Commerce and Research Centre, Sri Parasakthi

College for Women, Courtallam jointly with NELSTIA (Nellai Small and Tiny Industries Association) on 22nd (February,2018.

Mr.J.Sanjay Secretary, NELSITA Dr.R.Geetha
Head, Dept. of Commerce

Dr.K.Thiripurasundari
Principal



TIRUNELVELI DAKSHINA MARA NADAR SANGAM COLLEGE

(Accredited with B+ Grade by NAAC)
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
T.Kallikulam – 627113, Tamil Nadu, INDIA.

One Day National Seminar on BITCOIN - "A Paradigm of Cryptocurrency and Blockchain"



This is to certify that MS. R. ESAKK I. DEVI., M. Phil., Rani. Anno.

Covernment. College for Women. participated in the above programme organized by Department of Commerce on 15th February 2018 at TDMNS College, T. Kallikulam - 627113, Tamil Nadu, India.

D. Jesura Pauline Organizing Secretary

Dr. A. RAMACHANDRAN CONVENER Dr. R. PON MURUGAN

Rani Anna Government College for Women, Tirunelveli

National Conference on

Name of the day

Certificate

This is to certify that M. Esakkidevi, M. Hil Scholas has participated in the National Conference on 'Naturopathy - need of the day' organised by Rotaract Club of Rani Anna Government College for Women, Tirunelveli, on December 16, 2017.

mire M.Com., M.Phil., Ph.D. Organising Secretary





(Affiliatad to Kanonnanian Sundaranar University, firunciveli) Socsaipuram, Karinkal - Kanyakumari Dist, Tamil Nadu - 629157

EMERGING TRENDS AND INNOVATIONS IN DIGITAL MARKETING

CERTIFICATE

This is to certify that Mr. / Mrs. / Ms. / De	M. ESAKKT	DEVI, M. Phil schol	ал , PG 2 Research
Dpt of Commence, Rani	Anna Gove	inment college for	- Wamen,
Tizunalveli 8 Dodia			
One day National Conference on "EMERG	NG TRENDS	AND INNOVATIONS IN DI	GITAL MARKETING"
Organised by the Department of Commerce, St.			
The Title of his / her Paper is Factors	Affecting	online shopping	Behavior of
Consumers.	., ,	1 11 0	<u> </u>
to Amend	<i>Q</i> :	anthon hum	
Very Rev. Fr. Antony Jose	Dr. S. Isias	P. Mathan Kumar	Dr. R. Sivanesan
Secretary & Correspondent	Principal	Ofganising Secretary	Head & Convener



Rani Anna Government College for Women, Tirunelveli

National Conference on

Pessonality Enhancement

Certificate

Dr. R. Ezhil Vasmine M.Com., M.Phil., Ph.D.
Organising Secretary

Dr. P. Parvathi M.Sc., M.Phil., Ph.D.
Principal

Presentations

ICSSR Sponsored National Conference on Sustainable Green Business (NCSGB 2018)
(Alagappa University, Karaikudi)

	ALAGAPPA INSTITUTE OF MANAGEMENT
- (0)	ALAGAPPA UNIVERSITY
	(A state University According with A+ Co-side by NAAC (CGPA 3.64) in the Third Cycle and Gradesia of Congress 1 Limiteratily by MHRD - UGC) **Sectorial Congress 1 Limiteratily by MHRD - UGC)
) Y
	Indian Council of Social Science Research (ICSSR)
	Sponsored
	Two Day National Conference on
S	SUSTAINABLE GREEN BUSINESS (NCSGB 2018)
	Certificate
	Scrincial
This is to cert	tify that D. Jesura Pauline Assistant Professor
	TDMNS College ha
Presen	ted a paper titled . Customer Support in Modern Retail Format
in the ICSSR	sponsored National Conference on Sustainable Green Business (NCSGB
	26" & 27" of March 2018 at Alagappa University, Karaikudi.
P.S.2-	The selection (parties
Dr. P. S. NAG. Convener - NC	ARAJAN Prof. S. KALIYAMOORTHY Prof. H. GURUMALLESH PRABU
	SOB 2018 Director Registrar

National Seminar "GST and Its Application on Indian Trade" (Nazareth Margoschis College at Pillaiyanmanai, Nazareth)

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NAZARETH MARGOSCHIS COLLEGE AT PILLAIYANMANAI NAZARETH - 628 617. National Seminar on
GST AND ITS APPLICATION ON INDIAN TRADE
CERTIFICATE
This is to certify that MYS. D. JESURA PHULINE, ASST. PROFESSOR OF COMMERCE
TDMNS COLLEGE,
has participated / presented a paper on IMPACT OF GIST ON DIGITAL
MARKETING SECTOR. in the National Seminar "GSN and its Application
on Indian Trade" organized by the Department of Communic & IQAC, Nazareth Margoschis College at Pillaiyanmanai on 22 & 23 February 2018.
ORGANISING SECRETARY CO-ORDINATOR, IDAGE PRINCIPAL PRINC

Second International Conference on Sustainable Marketing Strategies-Issue and Challenges (Manonmaniam Sundaranar University, Tirunelveli)

