



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 Entrepreneurship – An Emerging Trend	M. Esakkidevi	22 nd February 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

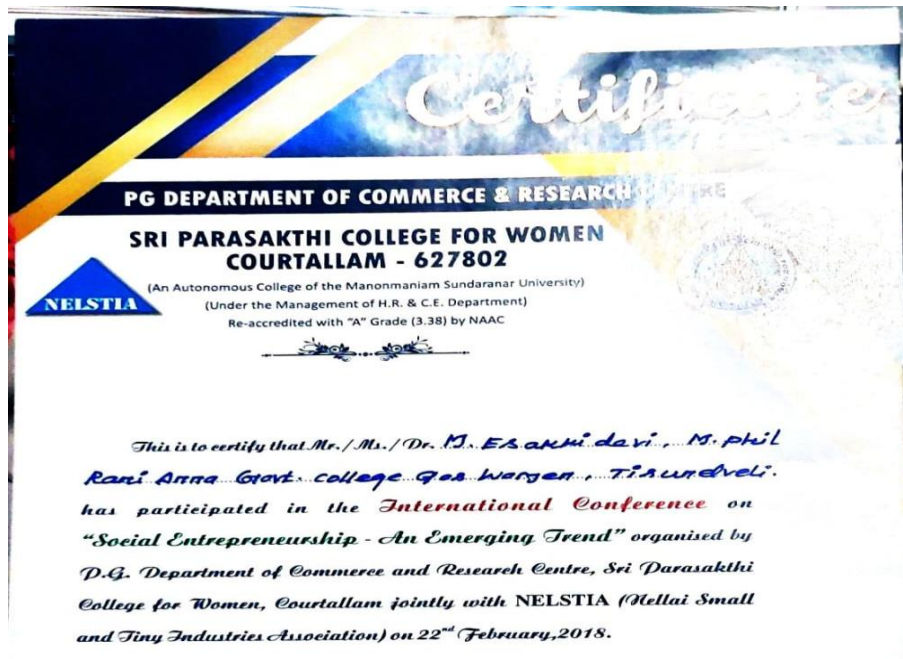
S.No	Conference/Seminar	Participants	Title of the Paper	Date
1	ICSSR Sponsored National Conference on Sustainable Green Business (NCSGB 2018)	D. Jesura Pauline	Customer Support in Modern Retail Market	26 th and 27 th March 2018
2	National Seminar “GST and Its Application on Indian Trade”	D. Jesura Pauline	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)			
1	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 Social Security Schemes	SHANLAX, International Journal of Management, UGC Approval No. 44278, Vol-5, Spl Issue-3, ISSN: 2321-4643, March 2018, pp 31-39	2018
3	Medical Security Schemes for the Textile Workers for the Tirunelveli District	Bodhi International Journal of Research in 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
7	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
10	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




Mr. J. Sanjay
Secretary, NELSITA


Dr. R. Geetha
Head, Dept. of Commerce


Dr. K. Thiripurasundari
Principal



TIRUNELVELI DAKSHINA MANNA 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"

Certificate

This is to certify that *MS. R. ESAKKI DEVI, M. Phil, Rani Anna*
Government 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.


Prof. D. JESURA PAULINE
ORGANIZING SECRETARY


Dr. A. RAMACHANDRAN
CONVENER


Dr. R. PON MURUGAN
PRINCIPAL

**Rani Anna Government College for Women,
Tirunelveli**

National Conference
on
Naturopathy - need of the day
Certificate

This is to certify that ...*M. Esakkidevi, M.Phil Scholar*.....
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.


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




Dr. J. Sunitha M.Com., M.Phil., Ph.D.
Principal i/c



DEPARTMENT OF COMMERCE

St Alphonsa College

OF ARTS AND SCIENCE

An Institution run by the Syro Malabar Catholic Diocese of Thuckalay
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Soosaipuram, Karinkal - Kanyakumari Dist, Tamil Nadu - 629157

National Conference



EMERGING TRENDS AND INNOVATIONS IN DIGITAL MARKETING

CERTIFICATE

This is to certify that Mr. / Mrs. / Ms. / Dr. *M. ESAKKTIDEVI, M.Phil Scholar, PG 2 Research*
Dpt of Commerce, Rani Anna Government College for Women,
Tirunelveli & Padia has Submitted / Participated & Presented a Research Paper in the
One day National Conference on "EMERGING TRENDS AND INNOVATIONS IN DIGITAL MARKETING"
Organised by the Department of Commerce, St.Alphonsa College of Arts and Science, Soosaipuram, Karinkal held on 8th September, 2017.
The Title of his / her Paper is *Factors Affecting online shopping Behavior of*
Consumers


Very Rev. Fr. Antony Jose
Secretary & Correspondent


Dr. S. Isias
Principal


P. Mathan Kumar
Organising Secretary


Dr. R. Sivanesan
Head & Convener



Presentations

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



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



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

