

| Non UGC Publications 2023-2024 | | | | | |
|---------------------------------------|---|--|---|--------------------------------------|------------------------------------|
| <u>S.No</u> | Title of the Paper | Name of the Author(s) | Name of the Journal | Month and Year of publication | Department of the Author(s) |
| 1 | Local Self-Government Under The Chola Dynasty | Mrs. M. Vanitha | International Journal of Creative Research Thoughts | January 2024 | History |
| 2 | Eco-friendly Natural flowers as Indicators in Acid-base Titrations | Sashikala S, Pooja S, Pavithra A, Priya V | Journal of Chemical and Pharmaceutical Research | 2024 | Chemistry |
| 3 | Peels of Fruits and Vegetables as Eco-friendly Natural Indicators in Acid-Base Titrations | Sashikala S, Pavithra A, Priya V, Pooja S | International Journal of Creative Research Thoughts | 2024 | Chemistry |
| 4 | Extraction of natural dyes from some plant parts and its applications on fabrics | Sashikala S, A. Nousheen Iffath, S. Sharmila | International Journal of Creative Research Thoughts | 2024 | Chemistry |
| 5 | A Study on Consumers' Perception on Online Shopping in Vellore District | Dr.T.Bharathi | Shodha Prabha | Jan 2023 | Commerce |
| 6 | A Study on the Consumer Behaviour towards Online Shopping in Vaniyambadi Town | Dr.T.Bharathi | International Education & Research Journal [IERJ] | January 2024 | Commerce |
| 7 | Impact of workforce diversity on employee performance with reference to banking sector | Dr.G.Bhavani | Journal of Indian School of Political Economy | Mar-2024 | Commerce |
| 8 | A Study on Impact of Digital Marketing Towards customer engagement with special refrence to Kengiri | Dr.G.Bhavani | Humanities and Social Science Studies, | Jan-Jun2024 | Commerce |
| 9 | A study on Consumer Buying Behaviour towards | Dr.G.Bhavani | Humanities and Social Science | Jan-Jun2024 | Commerce |

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| | Green Product | | Studies, | | |
| 10 | A Study on the impact of Mobile Phone Addiction on Adolescents Life (with special referece to Vellore city) | Dr.C.Sumitha | Humanities and Social Science Studies | January-June 2024 | Commerce CA |
| 11 | A study on impact of Advertisement on Consumer Buying Behaviour in Vellore city | Dr.S.Sasikala | Humanities and Social Science Studies | January-June 2024 | Commerce CA |
| 12 | Aingurunootril neer valangal | Dr. G. Sujatha | Illakiyanglil iyarkai | 2022 | Tamil |
| 13 | Neethinoolgalil kallarin thunbangal | R. Sankarashwari | Sempulam | 2024 | Tamil |
| 14 | Molecular interaction between Anti-Inflammatory Drug with colorectal cancer (MSH2) protein Using In-silico Studies | Maithreyee S and Prabha V | Solovyow studies ISPU | October 2023 | Biochemistry |
| 15 | Identification of the therapeutic protein targets of 2-Hydroxydicarboxylic acid and 3D analysis using Insilico protocols | Maithreyee S, Praha V and Balaji Munivelan | Biological Forum | April 2023 | Biochemistry |
| 16 | <i>Antidiabetic Activity and Molecular Docking Analysis of Milky Mushroom (Calocybe indica) Grown on the Renewable Substrate</i> | Dr S Vinodhini | E3S Web of Conferences, 428, 02006, EDP Sciences. | Sep 2023 | Biotechnology |
| 17 | In-vitro Photoprotective Effect of an Actinomycete Derived Melanin Against Melanoma | Dr. A.Vidhya | International Journal of Pharmaceutical Sciences and Research | Dec-23 | Microbiology |
| 18 | Screening and Characterization of Diesel | Dr. A.Vidhya | International Journal of All Research | Aug-23 | Microbiology |

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| | Degrading Indigenous Bacteria from Alleppey Back Water | | Education and Scientific Methods (IJARESM) | | |
| 19 | Insights into the Biotechnological Applications of Nanotechnology | Hemapriya Janarthanam | International Journal of Current Microbiology and Applied Sciences | 2023 | Microbiology |
| 20 | Bacterial Quorum Sensing (QS): Advances and Promises of an Emerging Research area and Complex, Dynamics Changes in Environment | Hemapriya Janarthanam | International Journal of Current Microbiology and Applied Sciences | 2023 | Microbiology |
| 21 | Chitin and Chitosan: Its review and versatile applications | Hemapriya Janarthanam | Journal of Emerging Technologies and Innovative Research | 2023 | Microbiology |
| 22 | Marine seaweeds as a source of food and its diverse applications | Hemapriya Janarthanam | Journal of Emerging Technologies and Innovative Research | 2023 | Microbiology |
| 23 | Eco-Friendly Biodegradation of Plastics by Intuitive Bacterial Strains from Polyethylene Polluted Sites and Optimizing its Culture Conditions by Response Surface Methodology (Rsm) | Hemapriya Janarthanam | Journal of Bioremediation & Biodegradation | 2023 | Microbiology |
| 24 | Investigating the economic implications of labour trends | Dr.R.Rajavally | EPRA International Journal of Economic and Business Review-Online | October - 2023 | Economics |

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| 25 | Role women entrepreneurs in make in India | Dr.R.Rajavally | International Journal of Multidisciplinary Research Review | November - 2023 | Economics |
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| S.No | Title of paper | Name of the author/s | Name of journal | Year of publication | Department of the teacher |
| 1 | Women Welfare Programmes in Vellore District. A Study | A. Amirthavalli, K. Dhanapakiam | Bulletin monumental Journal | 2022 | |
| 2 | Jainism as Introduced in Indan way of thinking | A. Amirthavalli, M. Rajeshwari | Indian Congress Proceedings,UGC CareList S.No. 20320 | 2022 | History |
| 3 | Historic Perspectives of Jalakandeswarar Temple in Vellore | A. Amirthavalli | Indian Congress Proceedings,UGC CareList S.No. 20320 | 2022 | History |
| 4 | Origin and Development of Women Rights-AStudy | A. Amirthavalli | Indian Congress Proceedings,UGC CareList S.No. 20320 | 2022 | History |
| 5 | Facile green synthesis, characterization and solar assisted photocatalytic effect of Ni2O3 using catharanthus roseus aqueous extract | M. Sathiyapriya, Arunadevi Raja, Kavitha Balasubramani, | Journal of Applied Chemical Science International | March, (2022) | History |
| 6 | Chalcone: Synthesis, chracterization and antimicrobial activity. | S. Sashikala, E. Kalaiselvi , R. Arunadevi , K. Buvaneshwari , C. Vinothini, | YMER | September-2022 | Chemistry |
| 7 | Peels of fruits and vegetables as eco-friendly natural indicator in acid-base titration | S.Sashikala, A.Pavithra, S.Pooja, V. Priya | International Journal of creative research thoughts | March, 2023 | Chemistry |
| 8 | Biodiversity of Ostracods In Kozhappalur | V. Rekha | Ecology Environment. | April 2023 | Chemistry |

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| | Lake, Tamilnadu, India | | & Conservation | | |
| 9 | Green Marketing Practices in Organic Products : A Study in Vellore Region | .A.Sudarvizhim, V.Priyanka | International conference on Global Business Transformation- Leveraging Technology | June 2022 | Zoology |
| 10 | A study on customers behaviour and satisfaction towards online shopping with special reference to working women in Vellore district, Tamilnadu | N.Karpagam,& Dr. T. Bharathi | Journal Of the Oriental Institute M.S. University of Baroda | Nov 2022 | Commerce |
| 11 | Opportunities and Challenges of Women Entrepreneurs Engaged in Biodegradable Products Business at Vellore District of Tamil Nadu State | K.Kalaivani &Dr. T. Bharathi | Proceedings of the International Conference on Emerging Trends in Business & Management (ICETBM 2023) | Jan 2023 | Commerce |
| 12 | Effectiveness of consumer Ethnocentrism | Dr.G.Bhavani & G.Soniya | International journal for multiplinarydisciplinary research | May-June 2023 | Commerce |
| 13 | Change management strategy for successful organizations transition | G.Bhavani, M.Mahalakshmi | International journal for multiplinarydisciplinary research | May-June 2023 | Commerce |
| 14 | Impact of Word of Mouth on Social Media | K.Vinithi | Science, Technology and Development | October 2022 | Commerce |
| 15 | The Impact of Word of Mouth on Consumer Buyingbehavior/Decision | K.Priyanka, K.Vinithi | The International journal of analytical and experimental modal analysis | November 2022 | Commerce |
| 16 | Ingurunootril neer valangal | G. Sujatha | Illakiyankalil eyarkai | December, 2022 | Commerce |
| 17 | Paddy straw: an economical substrate for oyster mushroom (Pleurotus ostreatus) cultivation | Anne Sahithi Somavarapu Thomas, Sona Arivu, Vinodhini Shanmugam, Marttin Paulraj Gundupalli, Suksun, | E3S Web of Conferences | 2022 | Tamil |

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| | | Amornraksa | | | |
| 18 | Identification and Characterisation of keratinase producing bacteria from red soil | T.Jayalakshmi, B.Rishitha, R.Roshini, K.Suveta | Gradiva review Journal | 2023 | Department of Biotechnology |
| 19 | Multicloud and fog computing to create a secure backup system | R.hamsaveni, B.ArulMozhi,S.Shanthi,R .Shobana,T.Sandhiya | Internationa journal of creative research thoughts | May, 2022 | Biotechnology |
| 20 | Comprehensive appraisal of online marketing management | S.S.Anugraha, S.Saravana, R.Hamsaveni, Ajit Prasad Mahato | Central European Management Journal | 2022 | Computer Science and Applications |
| 21 | A critical appraisal of online marketing in India | Preeti Sharma, Mohiuddin Abdul Quadir, R.Hamsaveni, Vasumathy M | Journal of Higher Education Theory and Practice | 2022 | Computer Science and Applications |
| 22 | Speech Emotion Recognition based on SVM using Python | R. Bhuvaneswari, S. Tamlarasi | Journal of Emerging Technologies and Innovative Research(JETIR) | March, 2023 | Computer Science and Applications |
| 23 | A Study on workplace attitude and engagement of employees towards green initiatives | Deepika M, E.Veronica | Journal of the Oriental Institute | 2022 | Computer Science and Applications |
| 24 | A Study on Role of Organizational Culture on Green Knowledge Management | Deepika M, E.Veronica | Journal of the Oriental Institute | February, 2022 | Department of Management Studies |
| 25 | Socio,Economic and Demographic profile of the tribal women | K. Umamaheswari, M. Jayasudha | The International journal of analytical and experimental modal analysis | August, 2022 | Department of Management Studies & Economics |