



NILGIRI COLLEGE OF ARTS AND SCIENCE
(Affiliated to Bharathiar university)

JOURNAL PUBLICATION

3.3.1



List of research papers published by the teachers from the academic year 2017-18 to 2021-22

Sl N	Name of the author/s	Title of paper	Year of publication	Link to article/paper/abstract of the article
1	MR.PP ABDUL RAZZAK	REPAYMENT PERFORMANCE UNDER HIGHER EDUCATIONAL LOANOF COMMERCIAL BANKS IN KERALA	2017-18	https://www.inspirajournals.com/uploads/Issues/308078758.pdf
2	ANUMOL P T	A STUDY ON CLOUD BANKING SYSTEM AN OVERVIEW	2017-18	https://www.jetir.org/view?paper=JETIRP006001
3	ANUMOL P T	TOURISM AND EMPLOYMENT OPPORTUNITIES IN INDIA	2018-19	https://www.jetir.org/papers/JETIR1810044.pdf
4	RAHANAS V K	EMPLOYMENT ATTITUDE AND SATISFACTION TOWARDS JOB- A STUDY WITH SPECIAL REFERENCE TO THE ASHIQUE EXPORTS (PVT) LTD	2018-19	https://fileservr.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_39.pdf
5	MRS.JINCY	A STUDY ON MISLEADING ADVERTISEMENT AND ISSUES IN E-MARKETTING	2018-19	https://fileservr.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_40.pdf
6	PP ABDUL RAZZAK	COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA - AN EMPIRICAL ANALYSIS	2019-20	https://www.jetir.org/view?paper=JETIR1902974
7	MR.SARUIL VARGHEES	ENVIRONMENTAL IMPACT OF ECOTOURISM&NATURE TOURISM	2019-20	https://www.purakala.com/index.php/0971-2143
8	MR.SARUIL VARGHEES	PHYSICAL EDUCATION MAKES YOU FIT AND HEALTHY,PHYSICAL EDUCATION'S CONTRIBUTION TO YOUNG PEOPLE'S PHYSICAL ACTIVITY LEVELS	2019-20	https://www.tathapi.com/index.php/2320-0693/about
9	SUNITHA K C	GREEN INVESTMENT BANKS	2019-20	https://fileservr.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_28.pdf
10	MS.DHANYA C MATHAI	A STUDY ON BRAND PREFERENCES OF TEA AMONG CONSUMERS IN NILGIRIS DISTRICT	2020-21	DOI:18.0002.IJAEM A.2020.V12I2.20000 1.015280
11	DR.G PANEERSELVAM/BASILEALIAS	DETERMINE THE IMPACT OF SKILL PRACTICES ON EMPLOYEE PRODUCTIVE IN SELECTED TEXTILE SECTOR IN THIRUPPUR, THAMILNADU	2020-21	HTTP://XADZKJDX.CN/VOLUME-14-ISSUE-8-AUGUST-20
12	DR.G PANEERSELVAM/BASILEALIAS	MEASURING THE EMPLOYEE PERFORMANCE AND PRODUCTIVITY DEVELOPMENT ACTIVITIES WITH REFERENCE TO SELECTED TEXTILE SECTOR IN THIRUPPUR TAMILNADU	2020-21	HTTP://AEGAEUM.COM/VOLUME-8-ISSUE-8-2020
13	MRS.JINCY	ENVIRONMENTAL IMPACT OF ECOTOURISM&NATURE TOURISM	2020-21	https://www.purakala.com/index.php/0971-2143

14	PRAJULA MP	A STUDY ON ROLE OF ICT IN SUSTAINABLE DEVELOPMENT	2020-21	http://shabdbooks.com/gallery/702-june2020.pdf
15	MS.SUNITHA K C	A STUDY ON WOMEN EMPOWERMENT THROUGH MICRO ENTERPRENURSHIP UNDER NHG UNIT IN KUDUMBASREE MISSION WAYANAD DISTRICT, KERELA	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_34.pdf
16	JINCY VS	A STUDY ON POST OFFICE INVESTMENT SCHEME AND ITS CHALLENGES IN INDIA	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_1_Jincy.pdf
17	PREJULA M.P AND AURLIN JOSE	ECOMMERCE AND ITS CLOUT ON INDIAN YOUTH	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_2_Prajula.pdf
18	ANUMOL P.T	INFLUENCE OF CELEBRATING ENDORSED ADVERTISEMENT ON PURCHASE DECISION WITH SPECIAL REFERENCE TO WAYAND DISTRICT, KERALA	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_3_Anumol.pdf
19	ANUMOL P T & RAHUL RAJ	A STUDY ON CYBER SECURITY AND ETHICAL HACKING AFTER THE EVOLUTION OF INTERNET	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_4_Anumol.pdf
20	AURLIN JOSE AND PREJULA M.P	INTERNATIONAL TRADE OPPORTUNITIES AND CHALLENGES IN INDIA	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_5_Aurlin.pdf
21	DR. MUHAMMED ALI AND DR.PP ABDUL RAZZAK	THE ROLE OF NUTRITION LABELS AND ADVERTISING CLAIMS IN ALTERING CONSUMERS EVALUATION AND CHOICE	2020-21	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_6_Ali.pdf
22	RAJESHWARI K, SASIKALA AND DR.M.MD.SIRA JUDEEN	EVALUATION OF FRAMEWORK OF ORTHOGONAL HANDSHAKING AUTHENTICATION MECHANISM (OHSAM) IN SECURE CLOUD STORAGE	2021-22	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_7_Rajeswari.pdf
23	RENJITH K.V AND BIBIN BABY	A COMPARATIVE STUDY FOR COMPRESSION MECHANISM IN SECURE CLOUD DATA TRANSACTION BY USING ENCRYPTION MECHANISM	2021-22	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_8_Renjith.pdf
24	SASIKALA , RAJESHWARI K AND DR.M.MD.SIRA JUDEEN	SECURE WAY OF DATA TRANSACTION BY USING SPARSE DATA COMPRESSION ALGORITHM (SDCA)	2021-22	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_9_Sasikala.pdf
25	MRS.SREENA V A	A STUDY ON CHALLENGES FACED BY EMPLOYEES WORKING FROM HOME DURING COVID 19	2021-22	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_10.pdf
26	JIMA T J AND MICHAEL RAJ S	EVALUATION METRICS FOR SECURE DATA TRANSACTION IN CLOUD –AN OVERVIEW	2021-22	https://filesserver.nilgicollege.ac.in/public/Criteria3/Journal/3.3.1_11.pdf

27	ARCHANA M.S AND MUTHUKUMAR P	ENHANCING THE QUERY RETRIEVAL PROCESSING LOCALITY BY USING LINK BUFFER MECHANISM(LBM)	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_12.pdf
28	MICHAEL RAJ S AND JIMA T J	SECURE THE DATA IN CLOUD DATA STORAGE BY USING CLOUD DATA COMPRESSION MECHANISM	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_13.pdf
29	SHEEBA MATHEW AND LEEMA THOMAS	A CONTRAST ON ECOCRITICAL ELEMENTS IN CERTAIN MAJOR POEMS WITH "THE WATE LAND"	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_14.pdf
30	ROSHMA P.R	EXPLORATION OF BENGALI-AMERICAN IDENTITY IN JUMPA LAHIRI'S NOVEL IN SUDHAMURTHY'S NOVEL THE NAMESAKE	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_15.pdf
31	RANJINI PS & MUBAHEER NK	EMERGENCE OF WOMEN IN SUDHA MURTHY'S MAHASWETHA	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_16.pdf
32	MOHAMMED FAHIZE & SOUMYA P.B	FLIPPED LEARNING: AN EFFECTIVE WAY OF TEACHING	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_17.pdf
33	MS. NISHA, MS. ROSHMA PR	ENHANCING THE COMPETENCY IN PRONOUNCIATION SKILL THROUGH HOMOPHONES AT PRIMARY LEVEL	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_18.pdf
34	LEEMA THOMAS & SHEEBA MATHEW	FEARS AND ANXIETIES OF THE PARSIS: A STUDY OF ROHINTON MISTRY'S SUCH A LONG JOURNEY	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_19.pdf
35	MR. MUBASHEER NK, MS. RANJINI PS	BREAKING THE BARRIERS OF TRADITION AND CULTURE IN SHASHI DESAPANDE'S BINDING VINE	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_20.pdf
36	SREENA V A	A STUDY ON UNDERSTANDING THE REQUIREMENTS OF FMCG COMPANIES AND THEIR RETAIL TRADE IN RURAL MARKET	2021-22	https://filesserver.nilgricollege.ac.in/public/Criteria3/Journal/3.3.1_21.pdf
37	DR.KARTHICK	THE IMPACT OF COMPETENCIES OF EMOTIONAL INTELLIGENCE ON THE LEVEL OF AGREEABILITY TOWARDS TEACHING PERFORMANCE OF THE RESPONDENTS	2021-22	https://www.ijtsrd.com/management/hrm-and-retail-business/38289/the-impact-of-competencies-of-emotional-intelligence-on-the-level-of-agreeability-towards-teaching-performance-of-the-respondents/dr-karthick-k
38	DHANYA C MATHAI	EMPIRICAL STUDY ON CONSUMER BRAND PREFERENCE OF TEA	2021-22	https://www.tojqi.net/index.php/journal/article/view/7812/5552
39	MR.SARUIL	EFFECT OF PLYMETRIC EXERCISES ON THE EFFECTIVE FITNESS	2021-22	https://www.journal-dogorangsang.in/logi n-previous.html/

		COMPONENTS OF FOOT BALL PLAYER		
40	DHANYA C MATHAI	THE EMPIRICAL STUDY ON CONSUMER PREFERENCES OF TEA AMONG CONSUMERS IN NILGIRIS DISTRICT	2021-22	http://shabdbooks.com/Vol-10-Issue-10-2021/
41	MS.SUNITHA K C	A STUDY ON VALUE ADDITION THROUGH PATENT RIGHTS; NON TIMPER FOREST PRODUCT(NTFP) BY SCHEDULED TRIBES WITH SPECIAL REFERENCE TO NILGIRI DISTRICT OF TAMIL NADU	2021-22	https://fileserver.nilgiricollege.ac.in/public/Criteria3/Journal/3.3.1_35.pdf