



## **Sri Sarada College for Women**

(An Autonomous Institution)

(Reaccredited with “A” grade by NAAC)

Institution included u/s 2(f) and 12(B) of UGC

Affiliated to Manonmaniam Sundaranar University

(A branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)

Ariyakulam, Tirunelveli Thoothukudi–High Road, Maharaja Nagar Post,

**TIRUNELVELI-627011.**



### **CRITERION III**

#### **3.1 PROMOTION OF RESEARCH AND FACILITIES**

##### **Additional Information**

##### **3.1.1 Participation, Presentation and Publication of Academic Research Project**

**(2024-2025)**



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## STAFF AND STUDENTS PRESENTATION/PUBLICATION IN THE CONFERENCE

### 1. DEPARTMENT OF TAMIL

Name of the Journal	Name of the Author/Coauthors	Title of the Paper	ISSN No. Vol.No. Page No
BODHI -International Journal of Research in Humanities, Arts and Science	முனைவர் த. தனலெட்சுமி	கிருபாநந்த வாரியாரின் கந்தபுராண தத்துவம்	E-ISSN: 2456-5571 Vol.No : 9 , Page . No : 94 – 97

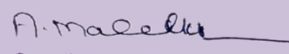
Date	Title of the Conference/Seminar	Organized by@ Venue	Details of participants	Title of the Paper with Proceedings ISBN No
07.07.2024	காமத்துப்பால் வாழ்வியல் வளம்	உலகத் திருக்குறள் மையம் மற்றும் திருச்சிராப்பள்ளி செம்மொழி மன்றம், திருச்சி – 621 216	முனைவர் த. தனலெட்சுமி	திருவள்ளூரின் அகப்பொருள்நெறி ISBN No:978-81-944186-1-0
19.07.2024	திருக்குறள் கவியுரை- உலக சாதனை நிகழ்வு	உலகத் திருக்குறள் மையம் மற்றும் திருச்சிராப்பள்ளி செம்மொழி மன்றம், திருச்சி – 621 216	முனைவர் த. தனலெட்சுமி	ஒரு குறள் ஒரு கவி ISBN No:978-93-340-2578-1
20.12.2024	தமிழ்மொழி வளர்ச்சியில் பன்முகப்பார்வை	ஸ்ரீ சாரதா மகளிர் கல்லூரி (தன்னாட்சி), திருநெல்வேலி-627011.	முனைவர் த. தனலெட்சுமி	பண்டைக்கால அரசியல் வாழ்வியல் மரபுகள் ISBN No: 978-81-973799-6-3
20.12.2024	தமிழ்மொழி வளர்ச்சியில் பன்முகப்பார்வை	ஸ்ரீ சாரதா மகளிர் கல்லூரி (தன்னாட்சி), திருநெல்வேலி-627 011.	முனைவர் க. சிந்து	சிலப்பதிகாரத்தில் அறிவியல் சிந்தனைகள், ISBN No: 978-81-973799-6-3

### 2. DEPARTMENT OF ENGLISH

Date	Title of the Conference/ Seminar	International Conference on Current Trends in English Language Teaching and Literature
04.10.2024	Organized by@ Venue	Department of English, Sri Sarada College for Women ( Autonomous)
Details of participants		Title of the Paper with Proceedings
Dr. M. Sivakala		Delineation of Indian Cultural Inheritance in Chitra Banerjee Divakaruni's <i>Arranged Marriage</i>
Dr. M. Lalitha		Portrayal of East West Conflict in Sunetra Gupta's <i>Memories of Rain</i>
Lt S.Chithra		Effective Instructional Approach: Mastering English Language
Selvi. Arthi. K		<i>Frankenstein</i> and the Ethics of Creation: Science Fiction's Enduring Reflection on Human Innovation
Selvi. M. Gokila		Transforming Education for Sustainability: The Effect of English Language and Literature
Selvi. M. K. Thanusree Rukmani		Echoes of Nature: An Eco-Critical Analysis of Pankaj Sekhsaria's <i>The Last Wave</i>
Selvi. D. Sathiya		A Linguistic Analysis of PerumalMurugan's <i>Estuary</i>
Selvi. S. Maharasi		Twitter Fiction and Cultural Commentary: Using Microfiction to Address Contemporary Issues
Dr. S. P. Athira		An Eco-critical Reading in Yann Martel's <i>Life of Pie</i>
Selvi. R.Karthiga		Butterfly Effect in the Science Fiction <i>The Chaos Effect</i> By Michael Roberts

  
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### 3. DEPARTMENT OF ECONOMICS

Date	Title of the Conference/Seminar	Organized by @ Venue	Details of participants	Title of the Paper with Proceedings
13.09.2024	National Conference on —Recent Trends in Investor Interest and Creative Investment Strategies	Sri Sarada College for Women (Autonomous), Tirunelveli-627 011	Selvi.T.Miruna Devi	Trends and Insights of Consumer Behavior and Market Adoption of Digital Gold
07.10.2024	One day National Seminar on —Contemporary Research on Sustainable in India (CRSDI- 2024)	Kamaraj College (Autonomous), Thoothukudi – 628 003	Selvi.T.Miruna Devi	A Study on the Socio Economic Conditions of Power Loom Weaving Workers in Sankarankovil: Implication for SDG-8
31.01.2025	One day International Conference on Entrepreneurial Leadership in a Changing World: Strategies for Sustainable Growth	Department of Economics, Wavoo Wajeetha Women's College for Arts and Science, Kayalpatnam-628204	Dr.T.Kalavathi Assistant Professor	Trends and Challenges in Entrepreneurial Leadership
			Selvi.T.Miruna Devi Assistant Professor	Role of building an inclusive Entrepreneurial Ecosystem
			Selvi.S.Sathya Assistant Professor	Global Perspective on Entrepreneurship

### 4. DEPARTMENT OF MATHEMATICS

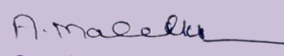
Date	Title of the Conference/Seminar	Organized by @ Venue	Details of participants	Title of the Paper with Proceedings ISBN No
30.08.2024	International Conference on —Recent Trends in Applied Mathematics	Department of Mathematics, Sri Sarada College for Women (Autonomous), Tirunelveli – 627 011	Dr. B. Revathy	A Common Fixed Point Theorem for Compatible Mappings of Type (R) in L-Fuzzy Metric Space, ISBN No.:978-81-973799-1-8

### 5. DEPARTMENT OF PHYSICS

Name of the Journal	Name of the Author/Coauthors	Title of the Paper	ISSN No. Vol.No. Page No
Uttar Pradesh Journal of Zoology	S. Magara Jothi Lakshmi	Evaluation of Cytotoxic Effect in Ag/ZnO Nanocomposites on human Myelogenous Leukaemia	Volume 45, Issue 12, Page 102-110,2024; Article no. UPJOZ3533 ISSN; 0256-971X(P)
	S. Magara Jothi Lakshmi	Co- precipitation vs. Green Synthesis: A Comparative Analysis of Structure, Morphology, Optical Properties, and antibacterial activity of Ag/ZnO Nanocomposite	Volume 45, Issue 2, Page 66-75, 2024; article no. UPJOZ3201 ISSN: 0256-971X(P)

  
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## 6. DEPARTMENT OF COMMERCE (CORPORATE SECRETARYSHIP)

Date	Title of the Conference/Seminar	National Conference on "Recent Trends in Investor Interest and Creative Investment Strategies"
13.09.2024	Organized by@ Venue	Department of Commerce(Corporate Secretaryship), Sri Sarada College for Women(Autonomous), Tirunelveli-627011
Details of participants		Title of the Paper with Proceedings
Dr.A.Aruna Devi		Working Women's Investment Preferences In Selected Public Sector Organizations in Tamilnadu- A Study
Dr.A.Aruna Devi		The Concept of Developing an Adaptive Investment Strategy Respond to Changing Market Conditions
Dr.S.Arumuga Selvi		Impact of Social Media on Stock Market – A Study on Tirunelveli City
Dr.P.Suganya & Dr.R.Pushpalatha		An Effective Transformation of Digital Currency
Dr.R. Pushpa Latha & Dr.P.Suganya		Impact on Investors Perception Towards Digital Gold as an Investment With Special Reference to Tirunelveli City

## 7. DEPARTMENT OF BUSINESS ADMINISTRATION

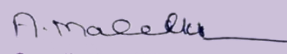
Date	Title of the Conference/Seminar	Organized by@ Venue	Details of participants	Title of the Paper with Proceedings
13.02.2025 to 14.02.2025	International Seminar on —Global Standards of Business: Issues, Challenges and Implications	Department of BCom Honours, St.Xaviers College (Autonomous), Tirunelveli - 627002	Dr.P.Shunmuga Thangam Assistant Professor & Head, Department of Business Administration.	A Study on Challenges and Opportunities of Organic Farming in Tirunelveli District.
13.02.2025 to 14.02.2025	International Seminar on —Global Standards of Business: Issues, Challenges and Implications	Department of BCom Honours, St.Xaviers College (Autonomous), Tirunelveli - 627002	Smt.J.Madhu Vathana, Assistant Professor, Department of Business Administration.	Pro Environmental Consumer Behaviour on E - Cars: A Critical Review of Literature.
13.02.2025 to 14.02.2025	International Seminar on —Global Standards of Business: Issues, Challenges and Implications	Department of BCom Honours, St.Xaviers College (Autonomous), Tirunelveli - 627002	Smt.L.R.Padma Priya, Assistant Professor, Department of Business Administration.	A Study on Challenges and Opportunities of Organic Farming in Tirunelveli District.

## 8. DEPARTMENT OF SOCIAL WORK

Name of the Journal	Name of the Author/Coauthors	Title of the Paper	ISSN No. Vol.No. Page No
Staps Journal	Dr. P. Akila Head & Assistant Professor, Department of Social Work	Work-Life Balance Towards Social Entrepreneurship Women	ISSN No:1782-1568, Volume-11, Issue-1-2025,Page No:325-329

  
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Date	Title of the Conference/Seminar	Organized by@ Venue	Details of participants	Title of the Paper with Proceedings
13.09.2024	Recent Trends In Investor Interest And Creative Investment Strategies	Department of Commerce(CS) Sri Sarada College For Women (Autonomous), Tirunelveli-627011	Smt. M. Selva Lakshmi, Assistant Professor, Department of Social Work	Sustainability Financial Risk Management
01.10.2024	Cross-Disciplinary Research - National Symposium on —Solutions For Current Issues In The Society, Environment, Ethics, Health, Education, Business,Culture, Science & Technology Including Ict	Department of Commerce & Department pf Social Work Sri Sarada College For Women (Autonomous),Tirunelveli-11	Smt. M. Selva Lakshmi, Assistant Professor, Department of Social Work	Role of Women For Sustainable Development

## 9. DEPARTMENT OF COMPUTER SCIENCE

Name of the Journal	Name of the Author/Coauthors	Title of the Paper	ISSN No. Vol.No. Page No
International Journal of Engineering Applied Sciences and Technology	Smt.M.Gandhimathi Dr.V.Vallinayagi	Machine Learning Algorithms For Forecasting Moral Behaviour in COVID-19 Cardiovascular Problem	ISSN: 2455-2143 Vol.9, Issue 2, PP-143-148

## 10. DEPARTMENT OF COMMERCE

Date	Title of the Conference/Seminar	Organized by@ Venue	Details of Participants	Title of the paper with Proceedings
11.03.2024 to 15.03.2024	Global ESG and Sustainability Summit AAROHAN 2.0	Student Research and Development Cell - SRDC ATLAS Skill Tech University.	Ms.A.Ammu Janani, Research Scholar and Dr.R.Muthulakshmi	Consumer towards Strategies Approaches in Packaging with in the Food Processing Sector
			Smt.M.Maria Diana, Research Scholar Dr.R.Muthulakshmi	Online Buying -Sustainable Development and Green Consumer
			E.Esakki Revathy and Dr.R.Muthulakshmi	The Imperative of Sustainable Packaging in Modern Marketing: A Comprehensive Study
			T.Maha Lakshmi and Dr.R.Muthulakshmi	Economic Social Governance Right: A Study On Challenges Right to Education Act, 2009.
			S.Pushpa rani, Research Scholar and Dr.R.Muthulakshmi	Awareness of Digital Payment in Rural Areas Special reference to Tirunelveli District.

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## 11. DEPARTMENT OF COMPUTER APPLICATIONS

Name of the Journal	Name of the Author/Coauthors	Title of the Paper	ISSN No. Vol.No. Page No
International Journal of Electrical Computer Engineering	P.Anusha	Next – generation offloading using hybrid deep learning network for adaptive mobile edge computing	ISSN: 2088-8708, vol.15,no.2,pp.332-335

## 12. DEPARTMENT OF AI&DS

Name of the Journal	Name of the Author/Coauthors	Title of the Paper	ISSN No. Vol.No. Page No
International Journal of Creative Research Thoughts	T.MuthuKaleeswari Dr.K.Amutha	E-Commerce Information System Using Neural Network Algorithms	ISSN:2320-2882, Volume12, Issue:8, Page No:56-68


## 13. DEPARTMENT OF LIBRARY

Name of The Journal	Name of the Author	Title of the Paper	ISSN No Vol.No. PageNo
Journal of Emerging Technologies and Innovative Research	Dr.G.Radha	Publication Contribution of Research Productivity of AzadirachtaIndica Zipf's Law Exponential Growth Rate : A Special Reference	ISSN:2349-5162 Volume No: 12 Issue No 2

Date	Title of the Conference/Seminar	Organized by @ Venue	Details of participants	Title of the Paper with Proceedings ISBN No
30.08.2024	International Conference on – AI-Driven Innovations in Academic and Research Librarianship	Chevalier T.Thomas Elizabeth College for Women, Chennai-600011.	Dr.G.Radha	Bibliometric Out look of Research Output on Library Management with a Slant to Application of Price's square Root Law and Pareto Principle. ISBN No.: 978-81-984511-8-7

  
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Date	Title of the Event	Organized by	Details of the Participants	Title of the Paper with Proceedings
27.02.2025	International Seminar(Hybride Mode) on Contemporary Social Issues: A Global Perspective	V.O.Chidhambaram College , Thoothukudi-628008.	Smt.S.Gomathy	A Role of Social Media In Connecting The Digital Divide
07.03.2025	International Conference on —Convergence of knowledge and new fronties Exploring it Computer Applications Library Science & Technologyl	G.Venkataswamy Naidu College(A),Kovilpatti-628502.	Smt.S.Gomathy	Role of Libraries In Education- An Overview

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