



# THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous)

(Affiliated to the Annamalai University, Chidambaram - Tamil Nadu)

(Accredited by NAAC (3<sup>rd</sup> Cycle) with CGPA of 3.2/4 at 'A' Grade), (Recognized under 2(f) and 12(B) by UGC)

DST-FIST Sponsored College under 'College as a whole' Scheme.

Villupuram - Tamil Nadu, Pincode:- 605401, Phone:- 04146 - 259674, Website:- www.tacw.in | Email:- info@tacw.in



## DEPARTMENT OF BUSINESS ADMINISTRATION

### Publication Details 2021

S.No	Register Number	Name of The Student	Publication Topic	Guide Name	Name of the Journal
1.	19UBAD016	M.Mangaiyarkarasi	Impact of causes of stress and stress Management among working women in TamilNadu	Ms.B.Vasuki	(N) Mukht Shabd Journal
	19UBAD002	N.Abitha			
	19UBAD001	M.Abinaya			
	19UBAD023	K.Priyadharshini			
2.	19UBAD014	S.Keerthana	Effectiveness Of Welfare Measures In Small Scale Industry In Tamil Nadu	Ms.B.Vasuki	(N) Journal Of Fundamental & Comparative Research
	19UBAD009	R.Ishwarya			
	19UBAD037	V.Thulasi			
	19UBAD011	M.Jayasri			
	19UBAD043	M.Aysha sahanaz			
3.	19UBAD010	A.lyswarya	A Study on Employees Job Involvement on Job Performance	Ms.B.Vasuki	(N) Journal Of Fundamental & Comparative Research
	19UBAD018	R.Nikkitha			
	19UBAD038	C.Uma			
	19UBAD006	M.Ilakiya			
4.	19UBAD029	Sangeetha.H	Push and Pull Factor towards Entrepreneur motivation in Tamil Nadu	Dr.A.Sudhan Raj	(N) Mukht Shabd Journal
	19UBAD041	V.Vinothini			
	19UBAD020	K. Pranjal			
	19UBAD022	R.Preethi			
5.	19UBAD026	B.Rubasri	A Study on Women Entrepreneurship in Small Medium Enterprises in Villupuram District	Dr.A.Sudhan Raj	(N) Juni Khyat Journal
	19UBAD025	A.Rexcyli Selciya			
	19UBAD039	G.Vidhya			
	19UBAD008	D.Ishwarya			
	19UBAD004	T.Ashwini			
6.	19UBAD044	S.Ashwini	A Study on Rural Entrepreneurship development through MSME	Dr.A.Sudhan Raj	(N) Anvesak A Bi-Annual Journal
	19UBAD034	S.Sumaiya			
	19UBAD031	S.Sasikala			
	19UBAD019	M.Nivedha			
7.	19UBAD030	N.Sarumathi	Effect on Online Buying Behavior of Digital Marketing in Tamil Nadu	Ms.G.Ramya	(N) Anvesak A Bi-Annual Journal
	19UBAD012	K.Karthika			
	19UBAD028	P.Sandhiya			
	19UBAD033	M.Shanas			
8.	19UBAD017	B.Monisha	Effectiveness of performance Appraisal system in employee career growth in Manufacturing Industries	Ms.G.Ramya	(N) Journal Of Fundamental & Comparative Research
	19UBAD032	R.Sathiya priya			
	19UBAD021	R.Preetha			
	19UBAD015	A.Mangaiaresi			



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9.	19UBAD007	R.Indhumathi	A Study On Factors Influencing Online Purchase Decision On Digital Marketing	Ms.G.Ramya	(N) Anvesak A Bi-Annual Journal
	19UBAD013	P.Karthika			
	19UBAD024	S.Ramya			
	19UBAD042	G.kaaviya			
10.	19UBAD003	N.Ashika Birdows	Factors Influencing Digital Marketing In Tamil Nadu	Ms.G.Ramya	(N) Anvesak A Bi-Annual Journal
	19UBAD036	N.Thoshima priya			
	19UBAD035	A.Swetha			
	19UBAD045	R.Tharageswari			