



Nallamuthu Gounder Mahalingam College

(An Autonomous Institution, Affiliated to Bharathiar University)

90, Palghat Road, Pollachi - 642001, Coimbatore, Tamil Nadu, India.

Number of Research papers published in Journals 2018-2019

S. No	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN No.	Link to article/paper
1.	A Study on consumer awareness of DTH Service	Dr.S.Kaleeswari	Commerce	RESEARCH REVIEW International Journal of Multidisciplinary	2019	2455-3085	View File
2.	Student's Perception on learning	Dr.B. Indira Priyadharshini	Commerce (E-Com)	VSRD International Journal of Business and Management Research	2019	2231-248X	View File
3.	A study on customer preferences towards big bazaar and d-mart	Dr. G. Vignesh	Commerce with IB	ZENITH International Journal of Multidisciplinary Research	2019	2231-5780	View File
4.	A study on logistic services rendered by kart (intermediary of flipkart)	Dr. G. Vignesh	Commerce with IB	ZENITH International Journal of Multidisciplinary Research	2019	2231-5780	View File
5.	A study on ola cab drivers satisfaction	Dr. G. Vignesh	Commerce with IB	ZENITH International Journal of Multidisciplinary Research	2019	2231-5780	View File
6.	A study on online food delivery service market (Swiggy)	Dr. G. Vignesh	Commerce with IB	ZENITH International Journal of Multidisciplinary Research	2019	2231-5780	View File
7.	A study on problems and prospects of delhivery courier services	Dr. G. Vignesh	Commerce with IB	ZENITH International Journal of Multidisciplinary Research	2019	2231-5780	View File
8.	Employee behaviour and performance of DHL couriers	Dr. G. Vignesh	Commerce with IB	ZENITH International Journal of Multidisciplinary Research	2019	2231-5780	View File
9.	Religious Issues in Githa Hariharan's vel The Thousand Faces of Nigh	Dr.M.Sangeetha	English	Bodhi International Journal of Research in Humanities, Arts and Science	2018	2456-5571	View File
10.	Gravimetric and Quantum Chemical Analysis of Brass Corrosion Inhibition by Inhibitors in Aqueous Medium	Dr. T. Gowrani	Chemistry	Chemical Science Review and Letters	2018	2278-6783	View File
11.	Work-Life Balance of Women Teachers in Private Higher Secondary Schools	Dr.M. Chithirai Selvan	Commerce	Cikitusi Journal for Multidisciplinary Research	2018	0975-6876	View File
12.	Women Investors Awareness and Preferences Towards Select Investment Avenues	T.Kiruthika	Commerce (E-Com)	CU,Global Management Review A Bi Annual International Journal	2018	2195-1381	View File

13.	Digital Marketing for New Entrepreneurs	Dr.P.Archanaa	Commerce with CA	Emperor International Journal of Finance and Management Research	2018	2395-5929	View File
14.	Decompositions of nano α - I-open sets	Dr.V. Inthumathi	Mathematics	International Conference on Applied and Computational Mathematics	2018	2223-2877	View File
15.	Consumers awareness and preference towards selected health drinks	Dr.M. Chithirai Selvan	Commerce	International Journal of Multidisciplinary Research and Modern Education	2018	2454 - 6119	View File
16.	A Study on Organizational Commitment with Reference to It Industry in Coimbatore City	Dr.G. Gnanaselvi	Commerce	International journal for multidisciplinary Research in Arts and Humanities	2018	2456 - 3145	View File
17.	A Study on consumer satisfaction towards online shopping in electronic items- with special reference to Pollachi taluk	Dr.M.Deepa	Commerce with CA	International Journal of Advance Research in Computer Science And Management Studies	2018	2321-7782	View File
18.	Absenteeism of College Students	Dr. R. Manikandan	Commerce	International Journal of Advance Research in Computer Science And Management Studies	2018	2321-7782	View File
19.	College Student's Satisfaction towards Readymade Apparels	DR.R.Manikandan	Commerce	International Journal of Advance Research in Computer Science and Management Studies	2018	2321-7782	View File
20.	Human Resource Practices Followed in Service Sector – A Study with Special Reference to Non-Banking Financial Companies	L. Akilanayaki	Commerce	International Journal of Advance Research in Computer Science and Management Studies	2018	2321-7782	View File
21.	Opinion Mining Using Cuckoo Search Algorithm for Customer Reviews	M. Malathi	Computer Science	International journal of Analytical and Experimental Modal Analysis	2018	0886-9367	View File
22.	Rural Customers Awareness, Preferences and Satisfaction Towards Selected Home Appliances	Dr.R.Manikandan	Commerce	International Journal of Applied and Advanced Scientific Research	2018	2456 - 3080	View File
23.	An Efficient Privacy Preservation Frame work for Big Data Processing using IRSA	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Applied Engineering Research	2018	0973-4562	View File
24.	Credit Card Fraud Detection and Prevention in Point of Sale Using Apriori Algorithm	M. Dhavapriya	Computer Science	International journal of basic and applied research	2018	2278-0505	View File
25.	Unevenness measurement using support vector machine and dynamic multiservice load balancing with modified genetic algorithm in cloud-based multimedia system	Dr.R. Manicka Chezian	Computer Science	International Journal of Computer Aided Engineering and Technology	2018	1757-2665	View File
26.	A Scalable Sharing of Big Data Using an	Dr. Antony Selvadoss	Computer	International Journal of	2018	1947-5500	View File

	Efficient Security Mechanism for Preserving Privacy	Thanamani	Science	Computer Science and Information Security			
27.	An Different Similarity Measures with N-grams for Text Documents Comparison	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320-088X	View File
28.	A Similarity Measure for Documents Using Clustering Technique	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320-088X	View File
29.	An Efficient Compressive Sensing Data Gathering Using Modified Ant Colony and Diffusion Wavelets in WSN	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320-088X	View File
30.	An Heuristics based Dynamic Power-Aware Resource Allocation for Cloud Computing	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320- 088X	View File
31.	Consolidate data collecting based on even clustering for wireless sensor networks	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320- 088X	View File
32.	Improving Efficiency in Cloud Computing Environments Using Resource Management	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320- 088X	View File
33.	Optimization of Dynamic Provisioning and Scheduling Based on Budget and Deadline Constraints	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320- 088X	View File
34.	Reserved Bound Scheduling Algorithm for dynamic Workflows in a Cloud Computing Environment	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Science and Mobile Computing	2018	2320- 088X	View File
35.	A Novel IDE Based Privacy Preserving Method for Big Data Using Partial Least Square Regression and ϵ Differential Privacy Algorithms	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Computer Sciences and Engineering	2018	2347-2693	View File
36.	A study on consumer perception and buying behaviour towards washing machine with special reference to Coimbatore city	Dr.M.V.Sathiyabama	Commerce (E-Com)	International Journal of Current Research and Modern Education	2018	2455- 5428	View File
37.	Customer Satisfaction Towards Online Purchase with Special Reference to Women Dress and Cosmetics	DR.S.Shanmugapriya	Commerce	International Journal of Current Research and Modern Education	2018	2455 - 5428	View File
38.	Job stress among women employees	DR.S.Shanmugapriya	Commerce	International Journal of Current Research and Modern Education	2018	2455 - 5428	View File
39.	A study on major and mir dams in Palakkad district, kerala	Dr.R. Muthukumaran	History	International Journal of Current Research and Modern Education	2018	2455 - 5428	View File
40.	College Students Level of Awareness Towards Cadbury & Nestle Bar Chocolates	DR.R.Manikandan	Commerce	International Journal of Current Research and Modern Education	2018	2455 - 5428	View File

41.	Students Awareness Towards Smart Board Technology (With Special Reference to Pollachi Taluk)	DR.S.Shanmugapriya	Commerce	International Journal of Current Research and Modern Education	2018	2455 - 5428	View File
42.	CBPPRS Cluster Based Privacy Preserving Routing Selection in Wireless Networks	R. Jayaprakash	Computer Science	International Journal of Engineering & Technology	2018	2227-524X	View File
43.	The Theme of Illusion and Reality in Tennessee William's "The Glass Menagerie"	Dr.M.Sangeetha	English	International Journal of English Language Literature in Humanities	2018	2321-7065	View File
44.	Consumer perception and satisfaction on private label brand	S.Kokilavizhi	Commerce (Finance)	International Journal of Interdisciplinary Research in Arts and Humanities	2018	2456 - 3145	View File
45.	Consumers Preference and Satisfaction on Instant Food Products	DR.S.Shanmugapriya	Commerce	International Journal of Interdisciplinary Research in Arts and Humanities	2018	2456 - 3145	View File
46.	Female Consumer Preference and Satisfaction Towards Selected Masala Products	DR.R.Manikandan	Commerce	International Journal of Interdisciplinary Research in Arts and Humanities	2018	2456 - 3145	View File
47.	Study on Customer Preference and Satisfaction Towards Various Online Information Sharing Apps	Dr.M.V.Sathiyabama	Commerce (E-Com)	International Journal of Management, Technology And Engineering	2018	2249-7455	View File
48.	Analysis of various Data Mining Techniques in prediction of various Apple Fruit Diseases	V. Prabavathi	Information Technology	International Journal of Modern Engineering and Research Technology	2018	2348-8565	View File
49.	On δ - Is- open sets and δ - Is- continuous functions	Dr.R. Santhi	Mathematics	International Journal of Pure and Applied Mathematics	2018	1314-3395	View File
50.	Ensemble classification for imbalanced data using machine learning algorithm	N.Yasodha	Computer Science	International Journal of Research and Analytical Reviews	2018	E-ISSN 2348-1269, P- ISSN 2349-5138	View File
51.	Awareness and preference about capital market instruments among general public	DR.R.Manikandan	Commerce	International Journal of Scientific Research and Modern Education	2018	2455 – 5630	View File
52.	A Study on Consumer Preference and Satisfaction on Branded Paints (With Special Reference to Coimbatore District)	DR.S.Shanmugapriya	Commerce	International journal of scientific research and reviews	2018	2279-543X	View File
53.	A Study on Determinants of Buying Behaviour on Luxury Bikes with Special Reference to Pollachi Taluk	DR.S.Shanmugapriya	Commerce	International journal of scientific research and reviews	2018	2279-543X	View File
54.	Job Satisfaction of Physical Education Teachers in CBE district	Dr.M. Chithirai Selvan	Commerce	International journal of scientific research and reviews	2018	2279-543X	View File
55.	An Effective Framework for Cloud Based Search Engine	Dr.R.Malathi Ravindran	Computer Applications	International Journal of Scientific Research in Computer Science, Engineering and Information Technology	2018	2456-3307	View File

56.	Multiple Imputation for Missing Data Using Factored Regression Model with the Implementation of Current Population	S. Dilip kumar	Computer Applications	International Journal of Scientific Research in Computer Science, Engineering and Information Technology	2018	2456-3307	View File
57.	Online Buying Behaviour of Millennial Consumers	Dr.P. Bruntha	Commerce	International Journal of Social Science	2018	2394-1316	View File
58.	A Mult objective Firefly Optimization Based Similarity Measure for Content Based Image Retrieval	Dr.K. Haridas	Computer Applications	International Journal of Theoretical & Applied Sciences	2018	0975-1718	View File
59.	Salient Methods of Image Processing A Fundamental Survey	D. Umamaheswari	Computer Applications	International Journal of Theoretical & Applied Sciences	2018	0975-1718	View File
60.	Classification on missing Data for Multiple Imputations	Dr. Antony Selvadoss Thanamani	Computer Science	International Journal of Trend in Scientific Research and Development	2018	2456-6470	View File
61.	Emotional Intelligence of physical education teachers in Coimbatore District	Dr.M. Chithirai Selvan	Commerce	International Journal of Scientific Research and Modern Education	2018	2455 – 5630	View File
62.	An Efficient Sentimental Analysis for Twitter Using Neural Network based on RMSPROP	Dr. Aruchamy Rajini	Computer Science	IOSR Journal of Engineering	2018	(e)2250-3021, (p)2278-8719	View File
63.	Optimization of Text Summarization based on Feature Selection and Classification	Dr. R.Manicka Chezian	Computer Science	IOSR Journal of Engineering	2018	(e) 2250-3021, (p)2278-8719	View File
64.	Geethai koorum gnanam	D. Gnanasoundari	Human Excellence	Journal of Classical Thamizh	2018	2321- 0737	View File
65.	Business in the Blood	Dr.B. Indira Priyadharshini	Commerce (E-Com)	Journal of Commerce and Management Thought	2018	0976-478X	View File
66.	Women Consumer Satisfaction of Sunsilk Shampoo	Dr.B. Indira Priyadharshini	Commerce (E-Com)	Journal of Commerce and Management Thought	2018	0976-478X	View File
67.	On Weakly g-closed Mappings and weakly g-Homomorphism in Intuitionistic Fuzzy Topological Spaces	Ms. A. Gnanasoundari	Mathematics	Journal of Computer and Mathematical Sciences	2018	2319-8133	View File
68.	A study on various classification algorithms in data mining	N.Yasodha	Computer Science	Journal of Emerging Technologies and Innovative Research	2018	2349-5162	View File
69.	Allelopathic effect of some common weeds on two important crops <i>Zea mays</i> L. And <i>Vignaradiata</i>	Dr. A.M. Ananda Kumar	Botany	Journal of Emerging Technologies and Innovative Research	2018	2349-5162	View File
70.	Phytochemical evaluation and anticancer activity of <i>Ocimum sanctum</i> L. - A review	Dr. M. Amutha	Chemistry	Journal of Pharmacy Research	2018	0974-6943	View File
71.	Operations on vague soft matrices and its applications in decision making	Dr.V. Inthumathi	Mathematics	Journal of Physics Conference Series	2018	1742-6596	View File

72.	Customer preference towards online banking	R.Ramya	Commerce with CA	RESEARCH EXPLORER	2018	2250-1940	View File
73.	Investor's Preference towards Post Office Saving Scheme	T.Kiruthika	Commerce (E-Com)	RESEARCH REVIEW International Journal of Multidisciplinary	2018	2455-3085	View File
74.	User's Satisfaction on Whatsapp Messenger	R.Ramya	Commerce with CA	RESEARCH REVIEW International Journal of Multidisciplinary	2018	2455-3085	View File
75.	Working Women Policyholders' Awareness on the Policies Offered and Facilities Provided by LIC	M. Akilanayaki	Commerce	RESEARCH REVIEW International Journal of Multidisciplinary	2018	2455-3085	View File
76.	Effect of Sky yoga Practice For Vision Impairment among NGM College Students	Dr.P.Veerasthi vinayagan	Human Excellence	Review of research	2018	2249-894x	View File
77.	Udalparchiyum udalnallamampadum	S.Shanmugavadivu	Human Excellence	Review of research	2018	2249-894x	View File
78.	World without war	Dr.S. Jagadambal	Human Excellence	Shanlax International Journal of Arts, Science and Humanities	2018	2321-788X	View File
79.	Brand Attitude among Women	Dr.B. Indira Priyadharshini	Commerce (E-Com)	Shanlax International Journal of Commerce	2018	2320-4168	View File
80.	Determinants of Spending Habits of It Employee	DR.R.Manikandan	Commerce	Studies in Indian Place Names	2018	2394-3114	View File
81.	A Study on Customer Preference and Buying Behaviour Towards Branded Watches In Coimbatore District	DR.S.Shanmugapriya	Commerce	Suraj Punj Journal For Multidisciplinary Research	2018	2394-2886	View File
82.	Consumer Buying Behaviour of Tooth Paste -A Special Reference to Pollachi Taluk	DR.R.Manikandan	Commerce	Suraj Punj Journal For Multidisciplinary Research	2018	2394-2886	View File
83.	Customers' Awareness on Various Services offered by Old and New Generation Private Sector Banks in Coimbatore District	Dr.M. Chithirai Selvan	Commerce	Suraj Punj Journal For Multidisciplinary Research	2018	2394-2886	View File
84.	Analytical Study of Data Mining Techniques for Software Testing	S. Sharmila	Computer Science	The International Journal of Analytical and Experimental modal Analysis	2018	0886-9367	View File
85.	Antimicrobial activity of methanolic tuber extract of <i>Cyperus rotundus</i> L.	Dr.R. Rakkimuthu	Botany	World Journal of Pharmaceutical Research	2018	2277- 7105	View File
86.	Evaluation of cytotoxic effect of phoskill on the root tips of <i>Allium cepa</i> L.	Dr. A.M. Ananda Kumar	Botany	World Journal of Pharmaceutical Research	2018	2277- 7105	View File
87.	Phytochemical screening and its antibacterial activity of the fern <i>Hemionitis arifolia</i> (BURM.) MOORE.	Dr.R. Rakkimuthu	Botany	World Journal of Pharmaceutical Research	2018	2277-7105	View File
88.							