SRI SARADA COLLEGE FOR WOMEN
(AN AUTONOMOUS INSTITUTION)
Affiliated to Manonmaniam Sundaranar University, Tirunelveli 627012
Reaccredited with "A" Grade by NAAC & Institution included u/s 2(f) & 12 B of UGC
(A Branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)
Thoothukudi Highway, Ariyakulam Village,
TIRUNELVELI 627011

Publications – Proceedings (June 2026 – October 2026)

Department of Commerce (Corporate Secretaryship)

S.No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1.	Dr.S.Arumuga Selvi	NSS and Swatch Bharath Abhiyan : Promoting Cleanliness and Social Responsibility	International Conference on Green Economy and Swatch Bharat Transforming India Towards A Sustainable and Inclusive Future	**978-81-993910-24**	**Sep 2026**	**Sri Sarada College for Women (Autonomous) Tirunelveli - 627011**
2.	Dr .P. Suganya	A Study on Youth Awareness Towards Green Technology and Career Opportunities	International Conference on Green Economy and Swatch Bharat Transforming India Towards A Sustainable and Inclusive Future	**978-81-993910-24**	**Sep 2026**	**Sri Sarada College for Women (Autonomous) Tirunelveli - 627011**
3.	Dr. B. Vandimalaichi @ Selvi	A Study on Quality Education and Its Contribution to Sustainable Development with Special Reference to Tirunelveli City.	International Conference on Green Economy and Swatch Bharat Transforming India Towards A Sustainable and Inclusive Future	**978-81-993910-24**	**Sep 2026**	**Sri Sarada College for Women (Autonomous) Tirunelveli - 627011**
4.	Dr. B. Vandimalaichi @ Selvi	The role of Digital marketing in Shaping Consumer Behaviour in E-Commerce: A study in Tirunelveli City.	Communication , Sustainable Innovations and Digital Resilience: Transforming Economy and Society in Regional and Global Perspectives		**Oct 2026**	Kamaraj College (Autonomous), Thoothukudi

Department of Physics

Publications – Proceedings (June 2026 – October 2026)

S.No.	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1.	Dr.S.Magara Jothi Lakshmi	Sustainable Waste Management through Recycling and Resource Recovery	International Conference on Green Economy and Swachh Bharat: Transforming India towards a sustainable and inclusive future	978-81-993910-2-4	September 2026	Department of Economics & NSS, Sri Sarada college for women(Autonomous)
2.	Dr.N.Booma Devi	Sustainable Agriculture and its Role in Creating Green Employment	International Conference on Green Economy and Swachh Bharat: Transforming India towards a sustainable and inclusive future	978-81-993910-2-4	September 2026	Department of Economics & NSS, Sri Sarada college for women(Autonomous)

Publications – Journals (June 2026 – October 2026)

S.No.	Name of the Staff	Title of the Research Article	Title of the Journal	ISSN	Year & Month of Publication	DOI (If Available)
1.	Dr.S.Magara Jothi Lakshmi	Green Synthesis of Ag/NiO nano composites: Insights into the structural, optical and anticancer characteristics	Molecular Crystals and liquid crystals	GMCL(2668025)	May 2026	10.1080/15421406.2026.2668

Department of Mathematics

Publications – Proceedings (June 2026 – October 2026)

S.No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1	Dr. K. Ramalakshmi	Waste – To Wealth:A Mathematical Modelling approach for Sustainable Resource Recovery and Value Creation	Green Economy and Swachh Bharat Transformin g India towards Sustainable and Inclusive Future	978-81-993910-2-4	20.09.2026	Sri Sarada College for Women (Autonomous), Tirunelveli-627011

Department of Artificial Intelligence and Data Science

Publications – Proceedings (June 2026 – October 2026)

S.No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1	Dr.K.Amutha	Role of Self Help Groups in Promoting Green Livelihoods and Sustainable Development	Green Economy and Swachh Bharat Transforming India towards a Sustainable and Inclusive Future	978-81-993910-2-4	October 2026	Sri Sarada College for Women (A)
2	V.Shunmugaveni	AI driven Green Economy in Tamilnadu: Intelligent Solutions for Sustainable and Inclusive Development	Green Economy and Swachh Bharat Transforming India towards a Sustainable and Inclusive Future	978-81-993910-2-4	October 2026	Sri Sarada College for Women (A)
3	A.Rohini	Smart Green Technology for Sustainable Development	Green Economy and Swachh Bharat Transforming India towards a Sustainable and Inclusive Future	978-81-993910-2-4	October 2026	Sri Sarada College for Women (A)

Department of Economics

Publications – Proceedings (June 2026 – October 2026)

S.No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1.	Dr.T.Kalavathi	Artificial Intelligence and Women Entrepreneurs: An Economic Analysis of Business Transformation in Tamil Nadu	Proceedings of the National Level Seminar on Empowering Women Entrepreneurs Through Artificial Intelligence	978-81-689853-7-7	23.09.2026	Vaishnu Publications, Tirunelveli
		Green Economy and Sustainable Economic Growth	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future INCGESBTISIF-2026 (Book of Abstracts)	978-81-993910-2-4	29.09.2026	Juhi Xerox, Tirunelveli
2.	Dr.T.Miruna Devi	Artificial Intelligence-Enabled Digital Marketing an Economic Analysis of Business Growth in Tamil Nadu	Proceedings of the National Level Seminar on Empowering Women Entrepreneurs Through Artificial Intelligence		23.09.2026	Vaishnu Publications, Tirunelveli
		Women-Led Green Entrepreneurship: Economic Potential for Inclusive and Sustainable Development	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future INCGESBTISIF-2026	978-81-993910-2-4	29.09.2026	Juhi Xerox, Tirunelveli

			(Book of Abstracts)			
3.	Dr.S.Sathya	Artificial Intelligence Adoption and Women's Entrepreneurship: An Economic Analysis of Opportunities and Challenges with Special reference to Tirunelveli District	Proceedings of the National Level Seminar on Empowering Women Entrepreneurs Through Artificial Intelligence		23.09.2026	Vaishnu Publications, Tirunelveli

Department of Business Administration
Publications – Proceedings (June 2026 – October 2026)

Mul	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1.	Dr.P.Shunmuga Thangam	Evaluating The Impact of Urban Policy and Credit Access on Street Vendors: An Empirical Investigation	Proceedings of the International Conference on "Green Economy and Swachh Bharat: Transforming India Towards A Sustainable and Inclusive Future" (Incgesbtisif-2026)	978-81-993910-2-4	September 2026	Sri Sarada College for Women (An Autonomous Institution), Ariyakulam, Maharajanagar (PO), Tirunelveli - 627011, Tamil Nadu, India
2.	Smt.L.R.Padma Priya	A Study On Consumer Buying Behaviour Towards Organic Products	Proceedings of the International Conference on "Green Economy and Swachh Bharat: Transforming India Towards A Sustainable and Inclusive Future" (Incgesbtisif-2026)	978-81-993910-2-4	September 2026	Sri Sarada College for Women (An Autonomous Institution), Ariyakulam, Maharajanagar (PO), Tirunelveli - 627011, Tamil Nadu, India
3.	Smt.J.Madhuvathana	Driving Green Growth Electric Car: An Empirical Study of Buyer Experience of Electric Car Owners in India	Proceedings of the International Conference on "Green Economy and Swachh Bharat: Transforming India Towards A Sustainable and Inclusive Future" (Incgesbtisif-2026)	978-81-993910-2-4	September 2026	Sri Sarada College for Women (An Autonomous Institution), Ariyakulam, Maharajanagar (PO), Tirunelveli - 627011, Tamil Nadu, India
4.	Smt.J.Madhuvathana	The Role of Digital Marketing in Shaping Electric Car Purchase Intention	Digital Transformation in Commerce through artificial intelligence	978-81-686309-5-9	June 2026	Multi Spectrum Publication

Department of Chemistry

Publications – Proceedings (June 2026 – October 2026)

S.No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1	Dr.K.Lakshmi	Organic and Natural Forming	International Conference on "Green Economy and swachh Bharat : Transforming India towards a sustainable and Inclusive future"	978-81-993910-2-4	2026 & September	Juhi Xerox
2	Dr.K.Lakshmi	Women and green entrepreneurship	International Conference on "Green Economy and swachh Bharat : Transforming India towards a sustainable and Inclusive future"	978-81-993910-2-4		Juhi Xerox
3	T.Santhiya	Waste-Free Villages and Cities	International Conference on "Green Economy and swachh Bharat : Transforming India towards a sustainable and Inclusive future"	978-81-993910-2-4	2026 & September	Juhi Xerox

Department of Commerce

Publications – Proceedings (June 2026 – October 2026)

S. No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1	Dr. V. Sangeetha	A Study on the Role of Artificial Intelligence in Digital Marketing with Special Reference to Online Purchasing Behaviour	National Seminar on Responsible AI in Marketing: Cyber Security, Ethics and Consumer Protection	978-93-94725-37-9	18.09.2026	Muthura Publisher
2		A Study on the Role of NSS in Promoting Swachh Bharat and Environmental Awareness	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
3		A Study on Behavioural Change for a Clean and Sustainable Society	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
4		A Study on Cultural Economy and Its Role in Promoting Sustainable Local Development	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
5		A Study on Sanitation, Public Health and Sustainable Community Well-Being	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a	978-81-993910-2-4	26.09.2026	Juhi Xerox

			Sustainable and Inclusive Future			
S. No	**Name of the Staff**	**Title of the Research Article**	**Title of the Proceedings**	**ISBN**	**Year & Month of Publication**	**Publisher Details**
6	Dr. V. Sangeetha	A Study on Campus Cleanliness and Sustainable Practices among Higher Education Students	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
7		A Study on Green Jobs and Their Role in Empowering Youth for a Sustainable Future	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
8		A Study on Sustainable Agriculture Practices and Environmental Sustainability	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
9		A Study on Sustainable Development Goals and India's Commitment towards a Sustainable Future	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
10		A Study on Green Employment Opportunities and Sustainable	Proceedings of the International Conference on Green Economy and Swachh Bharat:	978-81-993910-2-4	26.09.2026	Juhi Xerox

		Livelihoods	Transforming India Towards a Sustainable and Inclusive Future			
11		A Study on Environmental Awareness and Sustainable Lifestyle Practices among Students	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
12		A Study on Green Technology, Innovation and Sustainable Development	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
S. No	**Name of the Staff**	**Title of the Research Article**	**Title of the Proceedings**	**ISBN**	**Year & Month of Publication**	**Publisher Details**
13	Dr. V. Sangeetha	A Study on Women's Participation in Green Entrepreneurship and Sustainable Development	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
14		A Study on Waste to Wealth Initiatives and Circular Economy Practices	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming India Towards a Sustainable and Inclusive Future	978-81-993910-2-4	26.09.2026	Juhi Xerox
15		A Study on E-Waste Management Awareness and Sustainable Environmental Practices	Proceedings of the International Conference on Green Economy and Swachh Bharat: Transforming	978-81-993910-2-4	26.09.2026	Juhi Xerox

			India Towards a Sustainable and Inclusive Future			

S. No	Name of the Staff	Title of the Research Article	Title of the Proceedings	ISBN	Year & Month of Publication	Publisher Details
1	Dr.R.MuthuLakshmi	Responsible AI In Digital Marketing and trust,Consumer Protection	Responsible AI in Marketing : Cyber security, Ethics, and Consumer Protection	978-93-94725-37-9	**Sep 2026**	Muthura Publisher
2	Dr.R.MuthuLakshmi	Responsible AI In Digital Marketing:A Study On Consumer trust,Privacy and Protection	Responsible AI in Marketing : Cyber security, Ethics, and Consumer Protection	978-93-94725-37-9	**Sep 2026**	Muthura Publisher
3	Dr.R.MuthuLakshmi	Responsible AI In Digital Marketing:A Study On Consumer trust,Privacy and Protection.	Responsible AI in Marketing : Cyber security, Ethics, and Consumer Protection	978-93-94725-37-9	**Sep 2026**	Muthura Publisher
4	Dr.R.MuthuLakshmi	Green Technology and Innovation With Sustainable Inclusive Future	International conference On Green Economy and Swachh Bharat **:** Tranforming india towards a sustainable and inclusive Future	978-81-993910-2-4	**Oct 2026**	Juhi xerox
5	Dr.R.MuthuLakshmi	Sustainable Livlihood through fisheries in Kanyakumari District: Challenges ,Opportunities ,and Coastal Community Development**.**	International conference On Green Economy and Swachh Bharat **:** Tranforming india towards a sustainable and inclusive Future	978-81-993910-2-4	**Oct 2026**	Juhi xerox

6	Dr.R.MuthuLakshmi	The Role Of Women Entrepreneurs in Promoting Green and Sustainable Businesses	International conference On Green Economy and Swachh Bharat **:** Tranforming india towards a sustainable and inclusive Future	978-81-993910-2-4	**Oct 2026**	Juhi xerox

Publications – Journals (June 2026 – October 2026)

S. No	**Name of the Staff**	**Title of the Research Article**	**Title of the Journal**	**ISSN**	**Year & Month of Publication**	**DOI (If Available)**
1	Dr.R.MuthuLakshmi	Challenges faced by Consumers with Low Digital Literacy In Online Purchasing of Cosmetic Products	Educational Administration Theory and Practices	2148--2403	Sep 2026	**-**

Department of Information Technology

Publications – Journals (June 2026 – October 2026)

S. No	**Name of the Staff**	**Title of the Research Article**	**Title of the Journal**	**ISSN**	**Year & Month of Publication**	**DOI (If Available)**
1	Dr.S.Ramalakshmi	Enhancing Email Intent Filtering Using Agentic AI-Based Model Selection	International Journal of Scientific Research in Engineering and Management (IJSREM)	**2582-3930**	Volume 10, Issue 6 (Jun 2026)	DOI 10.55041/IJSREM64844