

## Book Chapters and Conference Proceedings

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Karthiyayini, G.	The impact of financial innovation on financial inclusion and efficiency: An empirical study	Future of Sustainable Business: Trends, Challenges and Opportunities	2025	Vol. 2, p. 65
2	Karthiyayini, G.	An empirical study on green marketing for business excellence	International Conference on Unlocking Green Growth: Sustainability as a Catalyst for Business Innovation in the Technology-Driven Era	2025	-
3	Karthiyayini, G.	Women entrepreneurs' awareness in financial technology in Coimbatore	Startup - FinTech: Challenges and Opportunities	2024	-
4	Karthiyayini, G.	Strategies and trends in social media marketing	Emerging Issues and Challenges in Commerce and Information Technology	2024	-
5	Karthiyayini, G.	Modern technology: Effects in education	Modern Technology: Effects on Education	2023	ISBN: 978-93-5680-107-3
6	Karthiyayini, G.	Struggles among borrowers while procurement of housing loans with reference to the State Bank of India: A study conducted at Coimbatore city	Conference Proceedings	2022	-
7	Revathi, S.	The impact of green marketing strategies on business performance	International Conference on Unlocking Green Growth: Sustainability as a Catalyst for Business Innovation in the Technology-Driven Era	2025	ISBN: 978-81-994496-6-4
8	Revathi, S.	Challenges and opportunities in higher educational institutions	Dr. N.G.P. Arts and Science College, Coimbatore	2023	ISBN: 978-81-966306-7-6

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9	Revathi, S.	The role of insurance and its sustainable development	Insurance Institute of India, Mumbai	2023	ISBN: 978-81-964453-0-0
10	Poongodi, V.	Exploring the circular economy and innovation in sustainable business practices: A path towards a greener future	-	2025	ISBN: 978-93-48151-47-6
11	Poongodi, V.	Investigating the adverse impact of AI on college students: A mixed-methods approach	-	2025	ISBN: 978-93-48151-94-0

## Journal Articles

S.No.	Author(s)	Title / Topic	Publisher / Organizer / Journal	Year	Additional Details
1	Jollyvinisheeba, J.	Exploring the shift in consumer attitudes and lifestyle towards online shopping: A focus on Coimbatore city	International Journal of Business Studies	2024	Vol. 46(2), ISSN: 0970-9657
2	Jollyvinisheeba, J.	An analytical study on consumer attitude towards agro products with special reference to Coimbatore district	International Journal of Research and Analytical Review	2024	Vol. 11(4), E-ISSN: 2348-1269, P-ISSN: 2349-5138
3	Jollyvinisheeba, J.	The role and impact of small finance banks in financial inclusion	International Journal of Research and Scientific Innovation	2025	Vol. 12(9), pp. 3032-3035
4	Karthiyayini, G.	Future trends in accounting standards	International Journal of Research and Analytical Reviews	2024	Vol. 11(4)

## Books

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1	Karthiyayini, G.	Corporate accounting	-	2024	ISBN: 978-93-6348-461-0

## Conference Presentations

<b>S.No.</b>	<b>Author(s)</b>	<b>Title / Topic</b>	<b>Publisher / Organizer / Journal</b>	<b>Year</b>	<b>Additional Details</b>
1	Jollyvinisheeba, J.	Global trends in HR practices	Rathinam College of Arts and Science	2024	11 July 2024
2	Jollyvinisheeba, J.	Exploring the future of work: Adapting to technological, social, and economic transformations (EFWATSET)	Kristu Jayanti College	2024	26 September 2024
3	Jollyvinisheeba, J.	Emerging issues and challenges in commerce and information technology	Kongunadu Arts and Science College	2024	27 September 2024
4	Jollyvinisheeba, J.	Innovative technologies and strategies for sustainable resource management	One-Day National Seminar on Sustainable Environment Management for the Future, KG College of Arts and Science	2025	27 June 2025, ISBN: 978-93-49036-91-8
5	Jollyvinisheeba, J.	Ethical artificial intelligence as a catalyst for sustainable development frameworks, challenges, and global policy implications	KPR College of Arts and Science and Research	2025	12-13 September 2025