



# **SREEKRISHNAPURAM** **V.T. BHATTATHIRIPAD COLLEGE**

Aided and Affiliated to University of Calicut, NAAC Accredited with B+ Grade

Phone (Office) : 0466-2268285 | Email : principalvtbcollege@gmail.com



## **CRITERION – III** **RESEARCH, INNOVATIONS AND EXTENSION**

### **3.3 Research Publications and Awards**



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Mannampatta P.O., Palakkad – 678 633



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## Declaration by the Principal

This is to certify that 78 chapters were published in Edited books/books edited and in national/international conference proceeding during the 2019-2024

### Summary Report

Year	2023-24	2022-23	2021-22	2020-21	2019-20	Total
No. of Publications	7	14	22	14	21	<b>78</b>

  
**PRINCIPAL**  
Sreekrishnapuram VT Bhattathiripad College  
Mannampatta, Palakkad - 678633



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## 3.3.2: Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during 2019-24

INDEX					
Sl. No	Title of the Book	Chapter	Name of the Faculty	Year	ISBN
1	Prospects and Challenges of Commerce	Relationship between Misleading Advertisements and Consumer Confidence in a brand: A Study with Reference to Cosmetic Products	Bindhu T	2024	978-93-92746-49-9
2	Prospects and Challenges of Commerce	Central Bank Digital Currency - A Game Changer? - A Concept Paper	Dr. Vinitha A S	2024	978-93-92746-49-9
3	Prospects and Challenges of Commerce	A Study on the Impact of Word of Mouth and Electronic Word of Mouth on Consumer Purchase Intention with Special Reference to Palakkad District	Vidya K	2024	978-93-92746-49-9
4	Sahithya aur Samvedhana Vividh Aayam	Sanskritik Vividatha se Utpathr anuvadh ki samyayem Thakashi aur Premchanth ke Upanyaske Sandharph me	Dr. Vijayasree K V	2023	978-93-95107-88-4

5	Hindi Sahithya Me Sthree Ke Badalte Swar	Hashiyekrith Nimnavargeey Sthree Ke Swath ki Ladayi Chithra Muthukal	Dr. Vijayasree K V	2023	978-93- 91335-96-0
6	Samakaleen Hindi Sahithya: Vividh Paridrasya	Chithra Muthukal ki Kahaniyam: Sthree Aasthithv ke prathi Jagarukatha	Dr. Vijayasree K V	2023	978-93- 91913-11-3
7	The effects of the Library Orientation Programmes on the student usage of Calicut University Library	The effects of the Library Orientation Programmes on the student usage of Calicut University Library	Dhanya M	2023	978-81- 960905-7-9
8	AMALIT 2022 Conference Proceedings	Role of Women in Mixed Farming	Sathyavathi M	2022	978-81- 950313-5-1
9	Academy of Commerce Review	Brand Loyalty of Tooth Paste Among Consumers in Palakkad District	Anu A N	2022	978-93- 92746-00-0
10	Academy of Commerce Review	Relationship between Misleading Advertisements and Consumer Confidence in a Brand: A Study with Reference to Cosmetic Products	Bindu T	2022	978-93- 92746-00-0
11	Academy of Commerce Review	A Study on Derivative Markets in India	Divya C	2022	978-93- 92746-00-0
12	Academy of Commerce Review	Influence of Brand Experience on Brand Loyalty: A Study with Reference to Palakkad District	Madhava Sadasivan P	2022	978-93- 92746-00-0

13	Academy of Commerce Review	Investment Preferences in Relation to Personality Traits of Government Employees in Kerala	Rathi K N	2022	978-93-92746-00-0
14	Academy of Commerce Review	A Study on the Role of Financial Intermediaries in the Capital Market	Sinu M	2022	978-93-92746-00-0
15	Academy of Commerce Review	Editor	Anu A N	2022	978-93-92746-00-0
16	Academy of Commerce Review	Brand Loyalty of Tooth Paste Among Consumers in Palakkad District	Vidya K	2022	978-93-92746-00-0
17	Academy of Commerce Review	A Study about Problems Faced by Rubber Cultivators in Mazhuvannoor Grama Panchayath of Kerala State during COVID 19 Pandemic Period	Dr. Vinitha A S	2022	978-93-92746-00-0
18	Academy of Commerce Review	Editor	Dr. Vinitha A S	2022	978-93-92746-00-0
19	Academy of Commerce Review	Relationship between Misleading Advertisements and Consumer Confidence in a Brand: A Study with Reference to Cosmetic Products	Kamal Raj Mohan	2022	978-93-92746-00-0
20	Rural students and Youth Embracing Digital Medium to continue Learning during COVID 19	Study on the Initiatives taken by the Government on E-Learning	Sinu M	2022	978-93-5636-348-9

21	Academy of Commerce Review	Editor	Vidya K	2022	978-93-92746-00-0
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