VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY,ERODE

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

LIST OF JOURNALS PUBLISHED- 2020-2021

S.NO	NAME OF THE FACULTY	YEAR	NAME OF THE JOURNAL	ISSN	TOPIC
1.	Dr.T.VETRIVEL	VOL,24, No.4,2021	INTERNATIONAL JOURNAL OF BUSINESS INNOVATION AND RESEARCH	17510252, 17510260	EMPRICAL STUDY ON BUYING BEHAVIOUR OF SELECTED DURABLE GOODS WITH REFERENCE TO THE FEMALE CONSUMERS
2.	Dr.D.MUTHUKRISHNAVENI	VOL,43, No.3,2020	SAMBODHI	2249-6661	COVID -19 IMPACT: MAJOR ISSUES & CHALLENGES FACED BY STUDENTS OF RURAL INDIA IN THE DIGITALISATION
3.	Mr.N.BALACHANDRAN	VOL ,25, No.4,2021	ANNALS OF THE ROMANIAN SOCIETY FOR CELL BIOLOGY	1583-6258	A MULTI METHODOLOGICAL CLASSIFICATION APPROACH TOWARDS CONSUMER PERCEPTION ON TRADITIONAL AND MODERN PACKAGED FOODS FROM DEMOCRATIC PERSPECTIVE