

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE**

**(AN AUTONOMOUS INSTITUTION)**

**DEPARTMENT OF MBA**

**RESEARCH PUBLICATIONS DETAILS**

**ACADEMIC YEAR 2017 – 2018**

<b>S.No</b>	<b>Name of the Faculty</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>National/ International</b>	<b>ISSN NO/IS BN NO</b>	<b>Month &amp; Year</b>	<b>Vol.No</b>	<b>Page.No</b>
<b>1.</b>	<b>Dr.T.Vetrivel</b>	An Analysis of Trends of Banks in Nifty Bank using Relative Strength Index (RSI) and Rate of Change Indicator (ROC)	International Journal of Research in Management & Social Science	<b>International</b>		Sept 2017	5	30
<b>2.</b>		Human Resource practices in Employee motivation with special reference to garments industries in southern Chennai region	Journal of computational and theoretical Nano Science	<b>International</b>	-	Sept 2017	<b>14</b>	<b>1</b>

3.	A Study on Conflict Management Reference to Tamilnadu Govt. Co-operative Milk Producers	International Journal of Research Review in Engineering and Management	<b>International</b>	October 2017	1	82
4.	A Study Impact on Human Resource Climate with Special Reference to Hosur Industries	International Journal of Research Review in Engineering and Management	<b>International</b>	December' 2017	1	55
5.	A study on Employees Job Satisfaction with special reference to CRP” at Perungudi town	International Journal of Research Review in Engineering and Management	<b>International</b>	January 2018	2	32
6.	A Study on Working Capital Management with Special Reference to Steel Authority of India Limited, Salem	International Journal of Research Review in Engineering and Management	<b>International</b>	February' 2018,	2	67

7.		Opportunities and Challenges of E-Commerce in India-Paradigm Shift Perspective	International Journal of Research Review in Engineering and Management	International		March 2018	2	68
8.		A study on Market analysis of Rivet nut with special reference to Rivit India Fasteners Pvt.Ltd.Chennai	International Journal of Research Review in Engineering and Management	International		April 2018	2	78
9.		A study on the administration and facility Management at small scale industries with reference to hosur	International Journal of Research Review in Engineering and Management	International		May 2018	2	48
10.	D.Aarthi	An Empirical Evaluation on equal employment opportunity	International Journal of Management Entrepreneurship and technology	International	2162-1578	July 2017	7	1
11.	S.Logeshkumar	An Empirical Evaluation study on customers opinion towards mobile banking in the city of	Research Review international of multidisciplinary	International	2455-3085	Febraury &2018	3	2018

		Erode at Tamilnadu,India						
<b>12.</b>	<b>N.Balachandran</b>	A Study on the cool drinking's production organizational culture and its impact on Employee Behavior	International Journal of Research Review in Engineering and Management	<b>International</b>		September 2017	<b>1</b>	<b>36</b>