

VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE

(AN AUTONOMOUS INSTITUTION)

DEPARTMENT OF MBA

RESEARCH PUBLICATIONS DETAILS

ACADEMIC YEAR 2016 – 2017

S.No	Name of the Faculty	Title of the Paper	Name of the Journal	National/ International	ISSN NO/ISBN NO	Month& Year	Vol.No & Issue.No	Page.No
1	Dr.T.Vetrivel	Business analytics: opportunities for small & medium enterprises	Asian research consortium	International	ISSN:2249-7315	June2016	Vol:6	457
2	Dr.T.Vetrivel	An overview on finance policy of educational institutions	Nehru school of management journal	National	ISSN:2349-4883	Sep2016	Vol:2	7
3	Dr.T.Vetrivel	Fuzzy based empirical analysis on problem for the execution of preventive CM health insurance scheme in Tamilnadu	Asian research consortium	International	ISSN:2249-7315	Aug2016	Vol:6	2682

4	Dr.T.Vetrivel	Retail service quality of big bazaar retail store, Thiruvananthapuram:An empirical study.	Asian research consortium	International	ISSN:2249-7315	July2016	Vol:6	1487
5	Ms.T.Mohanapriya	Risk management strategies for farmers in Tamilnadu	International journal of science technology & management	International	ISSN:2394-1529	Sep2016	Vol:5	7
6	Dr.T.Vetrivel	An Analysis of cost of equities in the portfolio of franklin India balanced fund using capital asset pricing model (CAPM)	International Education and Research Journal	International	E-ISSN No:2454-9916	Jan2017	Vol:3, Issue: 1	84-88
7	Ms.T.Mohanapriya	Digitalization in Agriculture sector-an effort to improve farmers.	Journal of management and science	National	ISSN: 2249-1260	Feb2017	Vol:1	120-122
8	Mr.R.Moorthi	Challenges and opportunities of digital transformation	Journal of management and science	National	ISSN:2249-1260	Feb2017	Vol:1	80-82

		in business						
9	Ms.D.Aarthi	An empirical evaluation on level of job satisfaction among the employee of select IT companies	Litera Global Journal of Social Science	International	ISSN:2414-8881	March2017	Vol:1, Issue: 1	17-19
10	Dr.T.Vetrivel	A Study on the attrition behaviour of salesforce employee with special reference to selected private life insurance companies in Chennai city	Star Research Journal	International	ISSN: 2321-676X	May2017	Vol:5, Issue: 5(1)	1
11	Dr.T.Vetrivel	Conceptual paper on workforce attrition: Causes, consequences and prevention	Star Research Journal	International	ISSN: 2321-676X	May2017	Vol:5, Issue: 5(1)	8