

VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY, ERODE

(AN AUTONOMOUS INSTITUTION)

DEPARTMENT OF MBA

RESEARCH PUBLICATIONS DETAILS

ACADEMIC YEAR 2018 – 2019

S.No	Name of the Faculty	Name of the Journal	National/ International	Title of the Paper	Month & Year
1	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A study on Employees Job Satisfaction with special reference to CRP at Perungudi town	January' 2018
2	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Working Capital Management with Special Reference to Steel	February' 2018

				Authority of India Limited, Salem	
3	Dr.T.Vetrivel	Emerald Publishers, Chennai	International	A Study on the Relationship Between Emotional Behaviour And Turnover Intentions of Employees With Special Reference To Selected Private Life Insurance Companies In Chennai City	February' 2018
4	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	Opportunities and Challenges of E-Commerce in India-Paradigm Shift Perspective	March' 2018

5	S.Logeshkumar	Emperor International Journal of Finance and Management Research	International	Role of IT in Banking Sector	February 2018
6	S.Logeshkumar	Research Review International Journal of Multidisciplinary	International	An Empirical study on Customers' opinion towards mobile banking in the city of Erode at Tamilnadu, India	February 2018
7	S.Logeshkumar	International Journal of Management and Social Sciences Research	International	Impact of GST among the customers with special reference to Restaurants in Erode	March' 2018
8	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Market Analysis of Rivet Nut with Special Reference to Rivit India	April'2018

				Fasteners Pvt.ltd., chennai	
9	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on the Administratio n and Facility Management at Small Scale Industries with Reference to Hosur	May'2018
10	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	Role of Internet Marketing in Modern Business	July'2018
11	Dr.T.Vetrivel	Indian Journal of Applied Research	National	Legal Issues with respect to Acquisition of premises for New Entrepreneurial Venture	July'2018
12	Dr.T.Vetrivel	International Journal	International	A Study on	July'2018

		of Research Review in Engineering and Management		Quality Circle in Harita Seating Systems Limited at Hosur, Krishnagiri District	
13	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Employees Strain Causes with Special Reference to Titan Industries Limited, Hosur	August'2018
14	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Employees Absenteeism with Special Reference to Chettinad Cement Corporation Limited, Karur	August'2018

15	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Operative and Non-Operative Employees Stress Attitudes in Textiles with Special Reference to Erode District	September'2018
16	Dr.D.Muthukrishnaveni	The International Journal Research Publication's – Research journal of Social science & Management	International	Bee keeping Practices and Challenges in Amhara Region, Ethiopia	September 2018
17	Mr.N.Balachandran	International Journal of Research Review in Engineering and Management	International	Role of Internet Marketing in Modern Business	July'2018
18	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Employees Compensation in Watch Production	Oct'2018

				Company with Special reference to Hosur Taluk, Tamilnadu	
19	Dr.T.Vetrivel	Indian Journal of Applied Research	National	A study on Employees Job Clarity with special reference to whirlpool of India Private Limited Pondicherry	Nov'2018
20	Dr.T.Vetrivel	International Journal of Research Review in Engineering and Management	International	A Study on Effectiveness Training After Employment with Special Reference to Bimetal Bearing Limited Hosur, Krishnagiri District	Dec'2018

21	Dr.D.Muthukrishnaveni	Research Journal of Social science and Management	International	Women Empowerment through Self Help Groups: Problems and Prospects in Ethiopia	Nov'2018
22	Dr.D.Aarthi	Journal of Management Research and Analysis	International	A Study on Stress of Women Employees working in Textile Industry with special reference to Erode City	Dec'2018
23	Ms.T.Mohanapriya	Indo Asian Journal of Advanced Management	International	Big Data Analysis through Satsure – An Attempt to help Farmers in Agriculture Insurance	Oct'2018
24	Mr.M.Madhukris	Journal of Management Research	International	A Study on Stress of	Dec'2018

	hnan	and Analysis		Women Employees working in Textile Industry with special reference to Erode City	
--	------	--------------	--	---	--