

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

**(AN AUTONOMOUS INSTITUTION)**

**DEPARTMENT OF MBA**

**RESEARCH PUBLICATIONS DETAILS**

**ACADEMIC YEAR 2019 – 2020**

<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 &amp; Page.No</b>
<b>1.</b>	<b>Dr.T.Vetrivel</b>	Retention of Generation X faculties in self-financing Engineering Colleges.	International Journal of Research in Management & Social Science	International	0972-0073	June 2019	0 & 21
<b>2.</b>		The influence of RPO over employer brand in IT industries from employer's perspective	Applied mathematics & information science	International	-	July 2019	10 & 7
<b>3.</b>		CSR Project works carried out by the manufacturing companies with special reference to	The international journal of analytical and experimental model analysis	International	0886-9367	Nov 2019	11 & 176

		Chennai region					
<b>4.</b>	<b>N.Balachandran</b>	A Cross sectional study on consumer attitude and preference on traditional and packaged food products	International Journal of research review in engineering and management	International	1076-5131	June 2019	6 & 1623