

K.S.R. COLLEGE OF ENGINEERING (Autonomous), TIRUCHENGODE – 637 215
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION (MBA)

PUBLICATION DETAILS 2022-2023

1.	A Study Of B2b Customer Satisfaction	Dr.N.S.Santhi Dr.T.Vijayalakshmi Mr.K.Sivasubramani	Madya Bharti (Impact factor 7.9)	Vol-82 No. 24, 28-32
2.	A Study On Employers Safety And Healthy Measures	Mr.K.Sivasubramani Dr.N.S.Santhi	South Indian Journal Of Social Science Impact factor(0.438)	Vol. XX, No.7, 134-140
3.	A Study On Organizational Culture And Its Impact On Employee Behavior On Thenpandian Spinning Mill's Nambiyur.	Mr.K.Sivasubramani	South Indian Journal Of Social Science Impact factor(0.438)	Vol. XX, No.7, 163-169
4	A Study On Marketing Strategy	Mr.K.Sivasubramani	South Indian Journal Of Social Science Impact factor(0.438)	Vol. XX, No.7,177-181
5	A Study On Rotational Shift work And Its Impact On Employee Performance	Dr.N.S.Santhi Mr.K.Sivasubramani	UGC Care Journal Impact factor 5.97	Vol-46, Issue- 4,123-130
6	A Study On Employee Empowerment With Special Reference To Rajaguru Spinning Mills (P) Ltd, Erode	Mr.S.Ramesh	Biogecko A Journal For New Zealand Herpetology Impact factor 1.43	Vol 12 Issue, 5434-5439
7	A Literature Review Of Preparation Of Human Resource Auditing And Its Challenges	Dr.N.S.Santhi Mr.K.Sivasubramani	Biogecko A Journal For New Zealand Herpetology Impact factor 1.43	Vol 12 Issue, 2027-2032
8	A Study On Strategic Analysis Of Poultry Product Marketing With Special Reference To Suguna Foods Private Limited - Udumalaipet	Mrs.V.Muthukarthika	Biogecko A Journal For New Zealand Herpetology Impact factor 1.43	Vol 12 Issue 5425-5432

9	A Study On 360performanc E appraisal With Special Reference To R Cube Electrical Private Limited .Bangalore.	Mr.S.Arokiasamy	Biogecko A Journal For New Zealand Herpetology Impact factor 1.43	10(1), 2192-2198
10	A Study On Sales Promotion Tools With Special Reference To It Industry.	Dr.S.S.Sanathi Mr.K.Sivasubramani Dr.T.Vijayalakshmi	Journal of Survey in Fisheries Sciences Impact factor 10.69	10(1), 2185-2191
11	Study On Marketing Strategies Of Business To Business With Special Reference To Strach & Food Pvt Ltd	Dr.K.Selvaraju	Biogecko A Journal For New Zealand Herpetology Impact factor 1.43	VOL 12, 5417-5424
12	A Study On Cultivation And Marketing Problems Of Turmeric Growers In Erode District Regulated Market KonguRegin In Tamilnadu.	Dr.K.Selvaraju	Biogecko A Journal For New Zealand Herpetology Impact factor 1.43	10(1), 2178-2184
13	A Study On Consmer Behaviour Towards Jeppiaar Milk Products, Chengam	Dr.N.S.Sanathi	South India Journal Of Social Sciences Impact factor ---	Vol. XX, No.7, 142 -147.
14	A Study On Higher Marketing Reach And Designing Strategy To Increase Sales With Special Reference To Cow Lifters, Erode	Dr.N.S.Sanathi	South India Journal Of Social Sciences Impact factor ---	Vol. XX, No.7,183-188
15	A Study On Employers Safety And Healthy Measures	Dr.N.S.Sanathi Mr.K.Sivasubramani	South India Journal Of Social Sciences Impact factor ---	Vol. XX, No.7,134-140
16	Developement Of Social Media Marketing Strategies With Special Reference To BhoganMediasoft, Coimbatore	Dr.N.S.Sanathi	South India Journal Of Social Sciences Impact factor ---	Vol. XX, No.7,171-176
17	A Study On Employee Attrition And Retention With Special Reference In Aruna Textiles, Erode.	Mr.K.Sivasubramani	South India Journal Of Social Sciences Impact factor ---	Vol. XX, No.7,156-162

18	A Study On Hr Policies And Practices	Dr.T.Vijayalakshmi	South India Journal Of Social Sciences Impact factor ---	Vol. XX, No.7,189-194
19	A Study On Financial Performance Analysis In Hyundai Motor India Ltd With Special Reference To Irungattukottai	Dr.N.S.Sanathi	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,164-168
20	A Study On Motivational Tools And Its Impact On Employee Satisfaction With Special Reference To Ulccs Ltd Vadakara.	Dr.N.S.Sanathi	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,169-173
21	A Study On Recruitment And Selection Process	Dr.K.Selvaraju	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol.XCV, No.20,174-179
22	A Study On Employee Job Satisfaction In Christy Quality Food Products Erode	Dr.T.Vijayalakshmi	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,180-185
23	A Study On Organizational Culture And Its Impact On Employee Behavior On Thenpandian Spinning Mill's Nambiyur	Mr.K.Sivasubramani	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XX, No.7,163-169
24	A Study On Brand Image Towards Tata Motors India (P) Ltd With Special Reference To Erode	Dr.T.Vijayalakshmi	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,186-191
25	A Study On Emotional Intelligence And Quality Of Work Life Among Employees In Vishwanathan Constructions Private Limited In Coimbatore	Mr.S.Arockiyasamy	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20, 192-196
26	A Study On Financial Performance With Reference To Sripathi Paper And Boards Private Limited	Dr. K. Selvaraju.,	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20, 197-204
27	A Study On Employee Grievances Towards Teamqore Management India Private Limited At Erode	Dr.T.Vijayalakshmi	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. 20, XCV, No.20, 205-209

28	A Study On Financial Analysis With Special Reference To Sundaram Claytons	Mr.K.Sivasubramani	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20, 220-224
29	A Study On Profitability And Liquidity Of Shri Ganeshar Oil Mills	Mr.K.Sivasubramani	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,325-332
30	Study On Job Evaluation Of The Employees In Agro Food Industries In Salem City	Mr.S.Ramesh	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,334-3341
31	A Study On Employees Emotional Intelligence In Workplace with Special Reference With Src Projects Private Limited – Salem	Dr.K.Selvaraju	Journal Of The Asiatic Society Of Mumbai Impact factor 0.28	Vol. XCV, No.20,343-348
32	A Study On Marketing Startegy	Mr.K.sivasubramanian	South Indian Journal Of Social Science Impact factor	Vol. XX, No.7,177-181
33	A Study On Brand Awareness In Health Mix Product With Reference To Namakkal District	Dr.T.Vijayalakshmi	South Indian Journal Of Social Science Impact factor	Vol. XX, No.7,149-154
34	A Study On Consumer Buying Behavior In Handloom Sector	Dr.T.Vijayalakshmi	South Indian Journal Of Social Science Impact factor	Vol. XX, No.7,129-132

PUBLICATION DETAILS 2023-2024

1.	A STUDY ON ESI BENEFITS WITH SPECIAL REFERENCE TO THE RAJAM HERBAL TECHNOLOGY AT SALEM	DR.N.S.Sanathi	PRANEV JOURL OF MULTIDISCIPLINARY	VOLUME 2 ISSUE 3
2.	A STUDY ON CUSTOMER RETENTION TOWARDS THE SREE GOKUL TILES PRIVATE LIMITED,SALEM	DR.N.S.Sanathi	PRANEV JOURL OF MULTIDISCIPLINARY	VOLUME 2 ISSUE 3
3.	BUILDING A HIGH-PERFORMANCE CULTURE WITH SPECIAL REFERENCE TO NIYA TECHNOLOGIES,COIMBATORE	DR.N.S.Sanathi	PRANEV JOURNAL OF MULTIDISCIPLINARY	VOLUME 2 ISSUE 3
4..	ENHANCING FINANCIAL MARKETREGULATION FOR UNIFIED PAYMENTS INTERFACE (UPI) IN INDIA USING A TIME-SERIES DEEP LEARNING APPROACH	Dr,N,S.SANTHI	IEEE for publication	JOURNL APT