



NANDHA ENGINEERING COLLEGE

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Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi
Pitchchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638 052.



DEPARTMENT OF MANAGEMENT STUDIES

STUDENT PUBLICATION FOR ACADEMIC YEAR 2019-2020

AUTHOR NAME	NAME OF THE JOURNAL	NATIONAL/ INTERNATIONAL	PAPER TITLE	PERIOD
ARAVINDH S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An empirical study on adoption of parenting style, responsive support and its impact on child’s mental, physical, emotional & social development with special reference to Erode District”	Volume-7, Issue-1, ISSN:2348-2079, pp. 320-328
ARUL MURUGAN P	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on work life balance among women employees in service sector with special reference to Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 329-335
ASHITTA FLORINA P	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An empirical study on the impact of family structure among adolescences behavior, health and educational outcomes with special reference to Erode”	Volume-7, Issue-1, and ISSN: 2348-2079, pp. 336-341.
BALAJEE M	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A Study on Journalism and a Study on Misinformation towards Public with Reference to Erode and Coimbatore, Tamilnadu, India”	Volume-7, Issue-1, ISSN: 2348-2079, pp. 341-346.



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BHARANITHAR ANN	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on customer satisfaction towards online shopping behavior with special reference to Gobichettipalayam”	Volume-7, Issue-1, ISSN:2348-2079, pp. 347-352
GOMATHI V	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on perception of youngsters towards entrepreneurship”	Volume-7, Issue-1, ISSN:2348-2079, pp. 358-363
JISHNU S NAIR S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An organizational study and a study on employee welfare with the special references to SK constructions, Perundurai”	Volume-7, Issue-1, ISSN:2348-2079, pp. 364-369
KARTHIK S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on the effects of edible oil sales promotion towards customer buying behavior with special reference to Mr.Gold oil company Pvt Ltd., Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 370-374
KAVIYARASU N	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A comparative study of refined oils with oils extracted by traditional methods with reference to erode district consumers”	Volume-7, Issue-1, ISSN:2348-2079, pp. 375-379



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KIRUTHIKA D	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on quality work life balance of employees with reference to Shree Lakshmi poly threads in Gobi”	Volume-7, Issue-1, ISSN:2348-2079, pp. 380-385
MAHESWARAN S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An organizational study and a study on awareness of total productive maintenance and its impact on organizational performance with special reference to Sakthi Sugar Pvt. Ltd”	Volume-7, Issue-1, ISSN:2348-2079, pp. 396-401
MOHANA DEVI S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An organizational study and a study on analysis of market share of sharp photocopier with special reference to Tirupur District”	Volume-7, Issue-1, ISSN: 2348-2079, pp. 402-406
MUTHU KUMAR M	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on impact of training and development on employee job attitude with special reference to DMW”,	Volume-7, Issue-1, ISSN:2348-2079, pp. 407-411



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MUTHURAJA S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on factors behind customer brand switching in the telecom industry with special reference to Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 412-417
NANDHINI A	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on farmer awareness scheme of agricultural insurance with special reference to Erode District”	Volume-7, Issue-1, ISSN:2348-2079, pp. 418-422
PAVITHRA RAKHAVI P A	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on customer satisfaction towards reverse osmosis system offered by eureka Forbes among household in Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 428-433
PRAVEEN D	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on customer behavior towards v-four e systems with special reference to Tirupur city”	Volume-7, Issue-1, ISSN:2348-2079, pp. 434-439
PRIYANKA A	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on customer relationship management of V four system (sharp) with special reference to Tirupur District”	Volume-7, Issue-1, ISSN:2348-2079, pp. 441-444



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RAJESHKUMAR K	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An empirical study on impact of social networking on youth with reference to Erode District”	Volume-7, Issue-1, ISSN: 2348-2079, pp. 445-449
RANJITHA S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on maternal health among mothers after caesarean, with special reference to Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 450-454
RAVINDRAN R	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“An empirical study on the comparison between educators and non-educators towards monthly earnings with special reference to Coimbatore District”	Volume-7, Issue-1, ISSN:2348-2079, pp. 455-459
SANTHIYA B	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on challenges and behavioral problems of orphans and abandoned children staying in orphan children home with special reference to Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 460-464
SIVANANDHAN S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on consumer perception and awareness towards credit card usage with special reference to Tirupur”	Volume-7, Issue-1, ISSN:2348-2079, pp. 470-476



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SWADHI K	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on youngster attitude towards the field marketing with special reference to Tirupur”	Volume-7, Issue-1, ISSN:2348-2079, pp. 477-481
VANJIMUTHU S	International Journal of Intellectual Advancements and Research in Engineering Computations	INTERNATIONAL	“A study on impact of social media advertising on consumer buying decision with special reference to Tiruppur”	Volume-7, Issue-1, ISSN:2348-2079, pp. 483-487