



# NANDHA ENGINEERING COLLEGE

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Pitchandampalayam (PO), Vaikkalmedu , Erode, Perundurai Road, ERODE –638 052.



## DEPARTMENT OF MANAGEMENT STUDIES

### STUDENT PUBLICATION FOR ACADEMIC YEAR 2020-2021

AUTHOR NAME	NAME OF THE JOURNAL	NATIONAL/ INTERNATIONAL	PAPER TITLE	PERIOD
AGALYA N	IJSRSET	International Journal	“A Study on Employee Welfare with Special Reference to Siva Sakthi Hatcheries and Farms-Tiruppur”,	ISSN: 2395-1990, Volume-3 Issue-6, pp.119-121.
ANSHIYA A	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	A study on the impact of Mobile phone usage on entrepreneurs with reference to Tirupur	ISSN: 2348-2079, Volume-6 Issue-2, pp.843-845.
ARJUNKUMAR B	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on consumer preference and satisfaction towards Ayurvedic products with reference to erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.878-882.



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<b>ARUL KRISHNAN S</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on advertisement effectiveness of Airtel mobile service with special reference to erode district”	ISSN: 2348-2079, Volume-6 Issue-2, pp.874-876.
<b>DEENADHAYAL AND</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on causes behind accident with reference to erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.1013-1015.
<b>DEEPAN V</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on women’s preference towards two wheelers with special reference towards Tiruppur district”	ISSN: 2348-2079, Volume-6 Issue-2, pp.855-856
<b>DHARMAN P</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on attitude and behavior of the respondents towards public examination with reference to erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.987-989.



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<b>DHARUNKUMARS</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on reasons for infertility with reference to erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.1006-1007.
<b>DIVYA K</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on opinion of single parent culture with reference to Erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.995-999.
<b>GOKUL M</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on problems faced by new entrepreneurs with reference to erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.1017-1018.



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<b>JANANAID</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An Empirical Study on “Reasons for Tamilnadu People Facing Difficulties in Central Government Exams” With Special Reference to Erode”,	ISSN: 2348-2079, Volume-6 Issue-2, pp.971-973.
<b>JANARTHANAN R</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on factors leading to parents opting for private schools for their children special reference to Tiruppur”	ISSN: 2348-2079, Volume-6 Issue-2, pp.851-853.
<b>KALAIYARASANT</b>	International Research Journal of Engineering and Technology	International Journal	“A study on employee stress management with special reference to sri balaji spinning mill”	ISSN: 2395-0056, Volume-4 Issue-9, pp.812-815.
<b>KALEESHWARANS</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on social media and its impact on consumer behavior”	ISSN: 2348-2079, Volume-6 Issue-2, pp.847-849.



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<b>KALIMUTHU S</b>	IJSRSET	International Journal	“A Study on Employee Absenteeism with Special Reference to Sree Palani Andavar Alloys & Steels”	ISSN: 2395-1990, Volume-3 Issue-6, pp.115-118
<b>KAMALA KANNAN S</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A Study to identify the reasons behind Infertility with reference to Erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.834-836.
<b>KANISHKA V P</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on fast foods and their impact on health with reference to Erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.941-943
<b>KARPAGA BHARATHI A</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“Consumer perception on organic food products in Gobi Thaluk”,	ISSN: 2348-2079, Volume-6 Issue-2, pp.899-902



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<b>KARTHICKRAJA R</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on job satisfaction of teachers working in the private school with reference to erode district”	ISSN: 2348- 2079, Volume- 6 Issue-2, pp.870-872
<b>KARTHIK B</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on opinion of parents towards girls education”	ISSN: 2348- 2079, Volume- 6 Issue-2, pp.1001-1006.
<b>KARTHIKEYAN N</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on reason for unhappiness in human life with reference to Erode”	ISSN: 2348- 2079, Volume- 6 Issue-2, pp.1024-1026.



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<b>KARTHIKEYAN V</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	A study on factors influencing the consumers in selection of cab services”	ISSN: 2348-2079, Volume-6 Issue-2, pp.858-860.
<b>KATHAR R</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on factors influencing male on choosing beautification products with special reference in erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.894-897
<b>KAVIPRASATH N</b>	International Journal of Innovative Research in Management Studies	International Journal	“A study on employee motivation with special reference to digitech”	ISSN: 2455-7188, Volume-2 Issue-8, pp.13-17.
<b>KOKILAVANI S</b>	International Journal of Innovative Research in Management Studies	International Journal	“A study on perception of police officials towards public in erode”	ISSN: 2455-7188, Volume-2 Issue-8, pp.966-969



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<b>LOGA NITHYA N</b>	International Journal of Innovative Research in Management Studies	International Journal	, “A study on impact of mobile phone addiction on adolescent’s life in erode district”	ISSN: 2455-7188, Volume-2 Issue-8, pp.862-864
<b>LOKESHKANNA K</b>	International Journal of Innovative Research in Management Studies	International Journal	“A study on newspaper reading habit with special reference to erode”	ISSN: 2455-7188, Volume-2 Issue-8, pp.884-886
<b>LOKESHWARI S</b>	International Journal of Innovative Research in Management Studies	International Journal	“A study on men’s and women’s attitude and belief towards the Menstrual cycle”	ISSN: 2455-7188, Volume-2 Issue-8, pp.838-841
<b>MAHENDRAPRASATH P</b>	International Journal of Innovative Research in Management Studies	International Journal	“A study on people awareness on e-wallet after demonetization with special reference to Tirupur district”	ISSN: 2455-7188, Volume-2 Issue-8, pp.829-832





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<b>MANIKANDAN C</b>	International Journal of Innovative Research in Management Studies	International Journal	“A study on customer relationship management in restaurants with special reference to Tirupur district”	ISSN: 2455-7188, Volume-2 Issue-8, pp.949-951
<b>MENAKA D</b>	International Research Journal of Engineering and Technology	International Journal	“A Study on Employee safety with special Reference to Sendhur Hydraulics’ Kunnathur”	ISSN: 2395-0056, Volume-04 Issue-09, pp.808-811
<b>MOHANAPRIYA S</b>	International Journal of Innovative Research in Management Studies	International Journal	“A comparative study on consumer preference towards nestle and Cadbury chocolates with special reference to erode district”	ISSN: 2455-7188, Volume-2 Issue-8, pp.958-960
<b>PRAKASH D</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	, “A study on impact of celebrity endorsed advertisement on FMCG product at Tirupur district”	ISSN: 2348-2079, Volume-6 Issue-2, pp.962-964



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<b>PREENA E</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on work life balance of working women with special reference to Erode”	ISSN: 2348-2079, Volume-6 Issue-2, pp.953-956
<b>RAGU M</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on parents’ attitude towards schooling and education of children’s in erode district”	ISSN: 2348-2079, Volume-6 Issue-2, pp.888-892
<b>RAJKUMAR K</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on risk- factors of post- caesarean section on mothers and infants with special reference to erode ”	ISSN: 2348-2079, Volume-6 Issue-2, pp.1009-1011
<b>ROJA G</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on impact of puberty among children in young age with special reference to Tiruppur”	ISSN: 2348-2079, Volume-6 Issue-2, pp.982-984
<b>SOUNDARRAJ D</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on raise in incidence of cancer in Erode district”	ISSN: 2348-2079, Volume-6 Issue-2, pp.866-868



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<b>TAMILVANI M</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	,"A study on problems faced by tribal peoples for their higher educations with special reference to Munnar"	ISSN: 2348-2079, Volume-6 Issue-2, pp.975-977
<b>VIGNESH.K S</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	"A study on psychological attitude of college students during class hours"	ISSN: 2348-2079, Volume-6 Issue-2, pp.1028-1029
<b>VIGNESH V</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	"A study on reasons, causes and effects of youth crimes with special reference to Erode District"	Volume-7, Issue-1, ISSN:2348-2079, pp. 541-545
<b>VIVEK KUMAR R</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	"An empirical study on increasing Women's participation in economic activities with reference to Erode"	Volume-7, Issue-1, ISSN:2348-2079, pp. 546-540
<b>YASIKA G</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	"A study on identifying problems faced by the respondents in adulteration of foods with reference to Erode"	Volume-7, Issue-1, ISSN:2348-2079, pp. 551-555



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<b>YASOTHA S</b>	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on a recruitment and selection policy in IDBI federal life insurance co., Ltd with special reference to Coimbatore”	Volume-7, Issue-1, ISSN:2348- 2079, pp. 556- 561
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