



NANDHA ENGINEERING COLLEGE

(Autonomous)

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



DEPARTMENT OF MANAGEMENT STUDIES

STUDENT PUBLICATION FOR ACADEMIC YEAR 2022-2023

AUTHOR NAME	NAME OF THE JOURNAL	NATIONAL/ INTERNATIONAL	PAPER TITLE	PERIOD
AISHWARYA M	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A Examine on Employee Strategy on the subject of SST Oil Corporation, Gobi, Erode.”	ISSN:2395-7639, Volume: 10, Issue: 5
AKASH RAJU A	International journal of multi-disciplinary research in science, engineering technology and management	International Journal	“An empirical study on Work— Life Balance of Employees of Angel Starch & Food(P) Ltd, in Erode.”	ISSN:2395-7639, Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

AKILA B	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on Recruitment & Selection Process of Candidate with the Special Reference of Boom HR solution in Erode.”	ISSN:2395-7852 Volume: 10, Issue: 3
AMITHA R	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on Employees Perception towards HR Practices And Culture with Special Reference to Wonjin Auto Parts Pvt. Ltd.”	ISSN:2395-7639 Volume:10, Issue :5
BALA ABHIRAMI R	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A Study on Factors Influencing Employees’ Performance with Reference to Eatman Foods India Pvt Ltd”	ISSN:2395-7852 Volume: 10, Issue: 3
BHUVANESH WARI S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“An Empirical study of Retailers Preference Towards Ghee with Special Reference to Kangeyam”	ISSN:2395-7639 Volume:10, Issue :5



NANDHA ENGINEERING COLLEGE

(Autonomous)

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



DEPARTMENT OF MANAGEMENT STUDIES

BRINDHA S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on Employee Safety and Welfare Measures with Special Reference to Angel Starch and Foods Pvt Ltd Erode”	ISSN:2395-7639 Volume: 10, Issue: 5
CHIDIRAISEL VAN B	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“An Investigation of Social Media Marketing at Angel Starch and Food PVT.Ltd.”	ISSN:2395-7852 Volume: 10, Issue: 3
DHANESH T	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“An Empirical Study on 360 Degree Performance Appraisal Special Reference to Erode”	ISSN: 2395-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

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



DEPARTMENT OF MANAGEMENT STUDIES

DINESHKUMAR D	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A Study on Employee Absenteeism with Reference Big Bulls-Bangalore	ISSN:2395-7639, Volume: 10, Issue: 5
ELAKEYA M	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A Study on Employee Engagement Strategies With Special Reference To Wonjin Auto Parts PVT.LTD.	ISSN:2395-7639, Volume: 10, Issue: 5
GOWTHAM RAJAN N	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A Study on the Causes and Consequences of Cybercrime with reference to Erode”	ISSN: 2395-7639 Volume :10, Issue :5



NANDHA ENGINEERING COLLEGE

(Autonomous)

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

GUNASREE G	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“An Empirical study of occupational stress amongst faculty in self-financing engineering college with special reference to Erode”	ISSN: 2395-7639 Volume :10, Issue :5
INDHUJA S	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on Job satisfaction of employees with the special reference to seyron hitech poly fabs private limited, Gangapuram.	ISSN :2395-7852 Volume : 10 ,Issue : 3,
JAYASURYA J	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“Analysis of Online promotional Activities in Indiamart.”	ISSN :2395-7639 Volume :10, Issue :5,



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

JAYASURYA R	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on employee Attraction and retention strategies wit special reference to big bulls.”	ISSN :2395-7639 Volume: 10, Issue: 5
JEEVITHA P	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on stress management of employees with special reference toartika cotton mills, Erode.”	ISSN :2395-7852 Volume:10, Issue:3
KARTHIKEYA N C	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on factors influencing company’s profitability with reference to cycle world”.”	e-ISSN :2319-8753 p-ISSN :2320-6710 Volume: 11, Issue: 6



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

KAVIN D	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on findings the interest of the people in property management with special reference to Erode district.”	ISSN: 2395-7639 Volume: 10, Issue: 5
KAVIN SANGAR M	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on roles of human resource management in developing employee engagement with reference to Anamallai’s Agencies (stadium) Erode”	ISSN: 2395-7639 Volume: 10, Issue: 5
LOGESHWAR AN T	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on organizational climate in Engineering college reference to Erode.”	ISSN: 2395-7852 Volume: 10, Issue: 3
MADHU BALAN V	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on Employee welfare measures with special reference Sakthi sugars. Ltd”	ISSN: 2395-7852 Volume: 10, Issue: 3



NANDHA ENGINEERING COLLEGE

(Autonomous)

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



DEPARTMENT OF MANAGEMENT STUDIES

MADHUMIDH A S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on performance appraisal among the employee with special reference to Amirtha Dairy for private limited, Erode.”	ISSN: 2395-7639 Volume: 10, Issue: 5
MANIKANDAN S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on employee’s awareness and utilization of ESI Benefits in feather touch Cura, Coimbatore.”	ISSN: 2395-7639 Volume: 10, Issue: 5
MATHIVANAN D	International journal of multi-disciplinary research in science, engineering technology and management	International Journal	“A study on factors affecting the worklife balance with reference to Artika cotton mills, Erode”	ISSN: 2395-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

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



DEPARTMENT OF MANAGEMENT STUDIES

MOHAMED ARASATH ALLAUDEEN M	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on career planning and development towards Ran India Steels PVT Ltd with special reference to Tiruchengode”	ISSN: 2395-7639 Volume: 10, Issue: 5
MOHANRAJ K	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on Urbanization and its impact on bicycle with special reference to cycle world Bangalore”	ISSN: 2395-7639 Volume: 10, Issue: 5
NAGULA M	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on impact of human resource management on organization performance”	ISSN: 2395-7852 Volume: 10. Issue: 3



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

PAVITHRA DEVI V	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on organizational culture and impacts on employee’s behaviour with special reference for Paddico Co., Ltd”	ISSN: 2395-7639 Volume: 10, Issue: 5
PRAVEEN PAUL H	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“The Impact of Hybrid working model on work-life balance in Arihant Maxsell Technology”	ISSN: 2395-7639 Volume: 10, Issue: 5
PUNNIYAVAT HI S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on employees’ loyalty and retention with special reference to Angel starch and foods pvt ltd, Erode”	ISSN: 2395-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

RAGHUL D	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“A study on search engine optimization (SEO)”	ISSN: 2395-7639 Volume: 10, Issue: 5
RAJENDRA PRASAD R	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	“A study on analysis of labour welfare schemes and its impact on job satisfaction. An empirical study with special reference to Baer Shoes (India) pvt ltd”	ISSN: 2395-7852 Volume: 10, Issue: 3
RAMACHANDRA S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	“An empirical study on employees job satisfaction in fitness equipment’s manufacturing company”.”	ISSN: 2396-7639 Volume: 10, Issue: 5
RAMYA M	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	A Study on customer satisfaction on digital marketing in angel starch and food pvt.ltd	ISSN: 2396-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

SAIRAMANAN S V	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on employee attraction and retention strategies with special reference to velavan agencies	ISSN: 2396-7639 Volume: 10, Issue: 5
SANDHIYA S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study effectiveness of grievance handling procedure with respect to subasri textile tiruppur.	ISSN: 2396-7639 Volume: 10, Issue: 5
SANKAR M	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on the impacts of search engine marketing with reference to angel starch Erode.	ISSN: 2396-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

SARANYA A	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on employee relationship towards working environment in spin pack industries.co, Erode	ISSN: 2396-7639 Volume: 10, Issue: 5
SARSAWATHI E	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	A Study on impacts of purchase and material management on production department with reference to seyron Hi- Tech Fabs pvt ltd Erode	ISSN: 2396-7639 Volume: 10, Issue: 5
SATHYA NARAYANAN N	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on buyer satisfaction and behaviour of Bajaj automobile platina H Gear(110CC) with special reference dharapuram	ISSN: 2396-7639 Volume: 10, Issue: 5
SITHESHWAR AN L	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	A Study on evidence based HRM in Sakthi auto component limited	ISSN: 2396-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

SIVARAMAKRISHNAN S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on impact of warehousing on production with difference to angel starch Erode	ISSN: 2396-7639 Volume: 10, Issue: 5
SIVA RANJINI N	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on employee welfare measures and its impact on employee performance at stat health and allied insurance co ltd.	ISSN: 2396-7639 Volume: 10, Issue: 5
SRIDHARSHIN I R	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	A Study on perception and challenges of mobile banking with reference to union bank of Indian,m.Anumanpalli	ISSN: 2396-7639 Volume: 10, Issue: 5
SUTHISH K	International journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)	International Journal	A Study on impacts of flexible work schedule on organization performance and employee satisfaction with reference to manufacturing sectors Erode.	ISSN: 2396-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

SWETHA S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on impact of gender discrimination and performance in workplace foods and inns with special reference to Vellore.	ISSN: 2396-7639 Volume: 10, Issue: 5
TARUNVIGNE SHWARAN M	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A study impact of working environment on employee's performance with reference to manufacturing units in Erode district	ISSN: 2396-7639 Volume: 10, Issue: 5
THARANI V	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	An empirical study on employee welfare scheme with reference to S&T WellCare equipment pvt.ltd., peelamedu, Coimbatore	ISSN: 2396-7639 Volume: 10, Issue: 5



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

VIJYAKUMAR J	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	A Study on impact of employees working condition on employee's performance and organizational productivity with reference to cycle world	ISSN: 2396-7639 Volume: 10, Issue: 5
VISSHAL BHARATH S	International journal of multi-disciplinary research in science, engineering technology and management (IJMRSETM)	International Journal	Study On online branding effectiveness and future trends with special reference to angel starch and food pvt limited, 1st floor H19 Periyarnagar, Erode, Tamil Nadu 638009.	ISSN: 2396-7639 Volume: 10, Issue: 5
SUTHISH K, SWETHA S	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An empirical study on work life balance of police officials with special reference to Erode District”	Volume-7, Issue-1, ISSN:2348-2079, pp. 635-637
KARTHIKEYA N C, DINESH KUMAAR D	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on customer attitude towards smartphones with reference to Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 624-632



NANDHA ENGINEERING COLLEGE

(Autonomous)

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



DEPARTMENT OF MANAGEMENT STUDIES

MANIKANDAN S, MOHAMED ARSATH	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An organizational study and a study on safety and welfare of employees with reference to K.A.S. India Pvt Ltd – Vellode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 612-617
ELAKEYA M	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on role of stress level of employee during productivity with special reference to Arun fabrics, Erode”	Volume-7, Issue-1, ISSN:2348-2079, pp. 618-623
THARANI V, VIJAYKUMAR J VISSHALBHARATH S	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A Study on Report of Gender Based Violence”	Volume-7, Issue-1, ISSN:2348-2079, pp. 592-596
AISHWARYA M, AKILA B	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“An organizational study and a study on customer satisfaction towards V-Four E system India private limited with special reference to Tirupur District”	Volume-7, Issue-1, ISSN:2348-2079, pp. 577-581
INDHUJA S, JAYASURYA J	International Journal of Intellectual Advancements and Research in Engineering Computations	International Journal	“A study on impact of 8-way highway contract with special reference from Salem to Chennai”	Volume-7, Issue-1, ISSN:2348-2079, pp. 582-586



NANDHA ENGINEERING COLLEGE

(Autonomous)

Affiliated to Anna University Chennai ★ Approved by AICTE ★ Accredited by NBA-New Delhi

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



DEPARTMENT OF MANAGEMENT STUDIES

MADHU BALAN V, MADHUMIDH A S	International Journal of Intellectual Advancement s and Research in Engineering Computations	International Journal	“An empirical study on impact of online marketing on a small business with special reference to Erode district”	Volume-7, Issue-1, ISSN:2348- 2079, pp. 587-591
SRIDHARSHIN I R, SUGUMAR R	International Journal of Intellectual Advancement s and Research in Engineering Computations	International Journal	“A study on impact of PUBG Game on youngsters with reference to Erode”	Volume-7, Issue-1, ISSN:2348- 2079, pp. 597-600