



# 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

**Academic year 2022-23**

### **Papers Published in Scopus**

1. Dr.K. Parthiban, “The influence of social media marketing on consumer buying decision through brand image in the Fashion Apparel Brand”, “Journal of Res militaries”, Scopus Journal, Volume-13, March 2023.
2. Dr.V. Manimegalai, “A Study on Attitude of Consumers towards Green FMCG Products” European Chemical Bulletin”, Scopus Journal, ISSN: 2063-5346.
3. Dr.V.Manimegalai, Ms.K.Arulini, “Influence/Impact of Economic Factors towards the Domestic Gender Equality of Rural Women Self Help Groups –An Analytical Approach”, Journal of Survey in Fisheries Sciences (JSFS), Scopus Journal, ISSN: 2368-7487.
4. Mr.N.Senthil Kumar, Dr.V.Manimegalai, Social media marketing and buying interventions among the Consumers of home appliances”, Journal of Survey in Fisheries Sciences (JSFS), Scopus Journal, ISSN: 2368-7487.
5. Dr.K.Parthiban, “A Study on impact of service quality in customer satisfaction in E - Commerce”, “Journal of Res militaries”, Scopus Journal, Volume-13, March 2023.
6. Ms.LakshmiPriya, Ms.K.Nandhini, Ms.K.Sivasankari, “A Study on the impact of Covid Lockdown on Women’s mental health with special reference to Erode city”, Journal of Survey in Fisheries Sciences (JSFS), Scopus Journal, ISSN: 2368-7487.



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## DEPARTMENT OF MANAGEMENT STUDIES

### Papers & Case Studies Published in UGC Care

1. Dr.S.Sivarama Krishnan, A study on job satisfaction level of the employees in IT sector, in Jaishriram college of Engineering, Tripur
2. Dr. V.Manimegalai, A study on awareness of crimes with references to Erode,inJaishriram college of Engineering, Tripur
3. K.Nandhini, Leadership characteristics of managers of IT and NON-IT organization, in Jaishriram college of Engineering, Tripur
4. K.Arulini, A study on poverty and homelessness reference to Erode,in Jaishriram college of Engineering, Tripur
5. K.Sivasankari,A study on awareness of crypto currency,inJaishriram college of Engineering, Tripur
6. Dr.K.Parthiban, A study on opinion of satisfaction of respondents towards TNSTC,in Jaishriram college of Engineering, Tripur
7. J.Tamilarasu,A study on Impact of e-vehicles references to Erode,in Jaishriram college of Engineering, Tripur
8. L.Jothibas, A study on challenges faced by Engineering students, inJaishriram college of Engineering, Tripur
9. MsK.Arulini, Dr.K.Parthiban, Dr.V.Manimegalai, “ Examining the perception of graduating youths (Engineering and Arts and Science students) towards Entrepreneurship
10. Mr.N.Senthil Kumar, Ms. K. Nandhini, “ Engineering Economics and Financial Accounting”
11. Dr.V.Manimegalai, Mr.N.Senthil Kumar “ Examining The Impact Of Youth Unemployment”  
Case Centre, Online Case Submission – 5091.
12. Dr.V.Manimegalai, “Efficacy of digital marketing in the challenging age: An Empirical Study”, International Conference on Challenges and solutions in Data Science, Navarasam Arts and Science College for women, Erode.



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13. MsK.Arulini, “A study on impact of the digital marketing and advertisement”, International Conference on Challenges and solutions in Data Science, Navarasam Arts and Science College for women, Erode.
  
14. Ms.K.Nandhini, Ms.K.Sivasankari,”A Bird View on Performance of Retailers And Customer Relationship Management In Diary Industry” ”, Journal of XidianUniversity An UGC-CARE Approve Group – 2 Journal (Scopus Active Journal). ISSN NO: 1001-2400.
  
15. Dr.K.Parthiban,Ms.K.Arulini,“Effects Of Covid-19 on Employee Engagement Among The Bank Employees”, Journal of XidianUniversity An UGC-CARE Approve Group - 2 Journal (Scopus Active Journal), ISSN NO: 1001-2400.

### Patent published details:

1. Dr.K.Parthiban, “The Impact of Intellectual capital on corporate Performance”.
2. Dr.V. Manimegalai, “Design patent for money sorting machine”.

### Book Chapters published:

- 1.Mr.N.Senthilkumar , “Merchant Banking and Financial Services”