

M.KUMARASAMY COLLEGE OF ENGINEERING (AUTONOMOUS)
DEPARTMENT OF MANAGEMENT STUDIES
ACADEMIC YEAR 2016-2017

CONSOLIDATED FACULTY JOURNAL PUBLICATION DETAILS

SL. NO	NAME OF AUTHOR(S)	TITLE OF THE PAPER	NAME OF THE JOURNAL/ PUBLISHER NAME	ISSN NO./VOL.NO./ ISSUE NO./PAGES	MONTH & YEAR OF PUBLICATION	JOURNAL PUBLISHED IN ANNEXURE- I/ ANNEXURE- II/SCOPUS/SCI/THOMSON
1	M.Kotteeswaran, Dr.S.Kuppusamy, T.K.Murugesan	Entrepreneurial Propensity among female engineering students- An empirical study from rural provinces of south India	Asian Journal of Research in social sciences and humanities	2249-7315 /6/11/1028-1048	Nov.2016	ANNEXURE- I
2	Prof.M.Resham, Dr. V.Kavitha	Power challenges faced by women - A review	Roots International Journal of Multidisciplinary Researches	2349-8684/3/65-67	Jan.17	NA
3	S.Prasanna, R.Renukadevi, K.Malarkodi	An adoption of Green Marketing practices in the organisations and society- A critical analysis	Golden Research Thoughts (IMRJ)	ISSN:2231- 5063/6/6/1-6	Dec.2016	NA
4	R.Renukadevi, S.Prasanna, K.Malarkodi	Environment Sustainability- A myth or Reality	Indian Journal of Applied Research (IJAR)	ISSN-2249- Management- 555X/7/3/26-27	Mar.2017	NA
5	K.Malarkodi, S.Prasanna, R.Renukadevi	A Critical study on Quality of worklife among Faculty Members of Higher Educational Institutions in Private Engineering colleges.	International Journal of Latest Engineering Research and Applications (IJLERA)	ISSN:2455-7137 Vol.2, Issue -04 April 2017, Page No: 55- 60	Apr-17	NA
6	K.Malarkodi, S.Prasanna	Demonetization in India- A boon or bane	International Journal of Research Review in Engineering & Management (IJRREM)	Vol.1, Issue-4, April-2017, Page No.1- 11	Apr-17	NA
7	S.Prasanna, S.Abishek	Astudy on Ethical Implications in Different Functional Applications	International Journal of Research Review in Engineering & Management (IJRREM)	Vol.1, Issue-4, April-2017, Page No.- 12-19	Apr-17	NA
8	R.Renukadevi, Dr.T.Vetrivel	A study on female shopping behaviour with reference to durable goods- A critical analysis	International Journal of Research Review in Engineering & Management (IJRREM)	Vol.1, Issue-4, April-2017, Page No.- 20-28	Apr-17	NA
9	M.Resham Lohani, S.Prasanna	Understanding the role of NIRF in selection of Higher Educational Institutions- A critical analysis	International Journal of Research in Management & Social Science (IJRMSS)	ISSN:2322-0899, Volume 5, Issue 2 (1): April- June 2017 Page No.-26-29	April- June 2017	NA
10	Dr.D.Sugumar, S.Prasanna, C.R.Surekha	Effectiveness of Information and Communication Technology: A Study with reference to Selected Deemed Universities in Tamilnadu.	online Journal of Distance education and E learning (TOJDEL)	Volume 5, Issue 2 Page 20-26	Apr-17	ANNEXURE- I
11	M Resham Lohani, K.Malarkodi, S.Prasanna	Conceptual Study on Awareness of Online Payment System among rural merchants	International Journal of Emerging Trends in Science and Technology (IJETST)	Volume 03, Issue 01, 2017 ISSN No. 2349-7866	Jun-17	NA

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