

**EASWARI ENGINEERING COLLEGE,
DEPARTMENT OF MANAGEMENT STUDIES,
FACULTY PUBLICATIONS (2020)**

Journal Publications:

1. **Mrs. Sunitha. V and Dr. SaiKumari V. (2020)**, “Impact of Co-Branding Image on Customer Loyalty in Indian Restaurant Industry – Mediation Approach using Customer Satisfaction”, TEST Engineering and Management Journal, pp. No. 12384 -12393 (January – February Issue), ISSN No. 0193-4120 – An SCOPUS indexed journal
2. **Mr. S. Purushothaman and Ms. E. Kaviya (2020)**, “A study on employee engagement in a IT company”, Journal of Management (JOM), Vol. 7, Issue 36, May - June 2020 pp. no 1 – 7. – An UGC CARE ranked Journal. ISSN No.- 2347 - 3940.
3. **Mr.S.Purushothaman (2020)**, “A study on the impact of talent Management on employees commitment and worklife balance at volibits ltd”, Purakala, Vol:31, issue-46,June 2020,Impact factor 5.60 (UGC Care),Page 24-37, ISSN 0971-2144.
4. **Mr.S.Purushothaman (2020)**, “A study on effectiveness of recruitment systems at Vy systems, Chennai”, Purakala, Vol:31, Issue-46,June 2020,Impact factor 5.60 (UGC Care), ISSN 0971-2145.
5. **Mr.S.Purushothaman (2020)**, “Strategies for promoting Educational Institutions through Instagram”, Our Heritage, Volume 68,No:56, ISSN 0474-9030.
6. **Mrs.S.Sasirekha(2020)**, published paper entitled "A Study on External Service Quality of Health care companies." in UGC journal named CLIO An Annual Interdisciplinary Journal of Historywith ISSN 0976 – 075X,Vol.6 Issue 13 Month June 2020.
7. **Mrs.S.Sasirekha(2020)**, published paper entitled "A Study on the turnover intention of the employees in the business consulting sector,chennai" in UGC journal Purkala with ISSN 0971 – 2143,Vol.31 Issue 55 Month June 2020.
8. **Mrs.S.Sasirekha(2020)**, published paper entitled "A Study on Customer Perception Towards Mobile Brands, Chennai" in UGC journal Purkala with ISSN 0971 – 2143,Vol.31 Issue 58 Month June 2020.
9. **Mr.B.Selvakumar (2020)**, “A Study on Talent Acquisition at Covenant Consultants, Chennai, Purakala,Volume-31, Page-77-85,Issue-54, ISSN-0971-2143.

10. **Dr.V.Saikumari (2020)**, “A Study on Development required in government schools” , Scopus Indexed journal, TEST Engineering and Management Journal.

Conference Publications

1. **Mr. S. Purushothaman and Mr. B. Selvakumar (2020)**, “An analysis on competency skills of IT professionals using SmartPLS method”, 9th International Conference on Education, Advance Management and Technology for Sustainable Development organized by Sai Ram Institute of Management Studies.