



**Vel Tech**  
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(Deemed to be University Estd. u/s 3 of UGC Act, 1956)

**SCHOOL OF MANAGEMENT**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Details of Student Publications in the Academic Year 2021-22**

1. S. Shriram, "A Study of Consumer Buying Behaviour Towards Flipkart in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 1-3, ISBN: 9789392045431.
2. Princy Gold Win, "The Prediction of Bankruptcy Risk of Steel Industry using Multivariate Analysis", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 27-32, ISBN: 9789392045431.
3. Karishma S, "A Study on the Effectiveness of Recruitment Strategies in India and Overseas Clients in Virtusa", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 50-55, ISBN: 9789392045431.
4. S. Ranjini, "A Study on Women Entrepreneur's Start-Up Business During Covid-19", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 61-64, ISBN: 9789392045431.
5. E.P. Vishnu, "Influence of Social Media Marketing on students purchase Intention and Behaviour with reference to Instagram", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 82-87, ISBN: 9789392045431.
6. Soundarya A, "Influence of Digital Content Marketing on Women's Ornaments Purchase", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 88-95, ISBN: 9789392045431.
7. Arun N, "The Effectiveness of Advertising on Consumer Brand Preferences: Coca Cola Brands", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 96-99, ISBN: 9789392045431.

8. Yogesh M, "Customer Perception Towards Fuel Fluctuation in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 100-105, ISBN: 9789392045431.
9. I. Pavan Kumar, "A Study on Customer Perception Towards Swiggy Application with reference to Chennai City", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 114-117, ISBN: 9789392045431.
10. M. Ajalidevi, "A Study on Consumer Behavior on Social Media Strategy for Online Shopping", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 118-123, ISBN: 9789392045431.
11. Sangita Kumara, "A Study on Search Engine Optimization", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 124-127, ISBN: 9789392045431.
12. Vignesh A, "A Study on Customer Loyalty on Khadi Products in India", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 128-131, ISBN: 9789392045431.
13. Hariprasath S, "A Study on Effectiveness of OPD E-Sanjeevani Application in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 132-134, ISBN: 9789392045431.
14. John Britto J, "A Study on Customer Preference and Expectations Towards Online Shopping", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 135-139, ISBN: 9789392045431.
15. Vineetha Sanampudi, "A Study on Impact of Social Media as A Marketing Tool Towards Youth's Behavioural Transformation", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 140-143, ISBN: 9789392045431.
16. Jaya Ruby Angel R, "To Study the Effectiveness of Content Marketing For Engaging the Customers in Social-Media", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 144-148, ISBN: 9789392045431.
17. R. Sweatha, Mylapuru Moulika, "An Empirical Study on Customer Views Towards Online Shopping (Clothing)", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 149-152, ISBN: 9789392045431.

18. S. Krithika and T. Bastina, "A Study on Effectiveness of Social Marketing on Buying Behaviour with Respective to Customized Fashion Clothes", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 153-164, ISBN: 9789392045431.
19. K.B. Manisha srinee, "A Study on Consumer Preference Towards Branded Apparels", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 165-173, ISBN: 9789392045431.
20. S. Harini Sre, "Customer Awareness Towards Organic Food Products in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 174-176, ISBN: 9789392045431.
21. Suvins, "Customer Perception in Online E Commerce Purchasing with Reference to Tirunelveli District", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 177-192, ISBN: 9789392045431.
22. S. Gopinath, "A Study on Customers Level of Satisfaction and Perception Towards the Usage of E-payment Apps Services", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 193-197, ISBN: 9789392045431.
23. Sharmila S, "A Study on The Influence of Social Media on Customer Behaviour", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 203-207, ISBN: 9789392045431.
24. Sasi Kumar B, "A Study on Brand Loyalty on Android Mobile Users in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 208-213, ISBN: 9789392045431.
25. Ram Kumar R, "A Study on Customer Perception Towards Digital Payment System", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 214-219, ISBN: 9789392045431.
26. Sumeeth S, "A Study on Youngsters Buying Behaviour on Smart Phone", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 220-223, ISBN: 9789392045431.
27. Jyothi Lakshmi R, "Response of Stock Markets to Covid-19 Pandemic: A Comparison on Indian and US Markets", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 259-265, ISBN: 9789392045431.

28. Ashish Kumar, "A Study on Machine vs Human in Investment Management: A Review of Quant Funds", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 300-303, ISBN: 9789392045431.
29. T. Charan Kumar, "A Study on Financial Planning for Salaried Employees and Strategies for Tax Savings in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 304-307, ISBN: 9789392045431.
30. S.K. Benjamin Kings, "A Study on The Level of Job Awareness Based on Learning Outcomes Among 2020 and 2021 both UG & PG Passed outs", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 338-344, ISBN: 9789392045431.
31. M. Kumaresan, "Impact work from Home on work-Life Balance, Stress and Satisfaction – Comparative Study Between Working Professionals and Students", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 361-364, ISBN: 9789392045431.
32. Keshava Reddy Gari Mounika, "A Study on Effectiveness of Training and Development in SME: Special Reference to The Trio Vision Pvt Ltd", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 408-412, ISBN: 9789392045431.
33. Vishnukanth R, "A Study on E-Recruitment and Selection by HR Professionals", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 425-430, ISBN: 9789392045431.
34. Arati Kumari, "A Study on Emotional Intelligence of Employees at Virtusa Consulting Pvt. Ltd.", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 452-457, ISBN: 9789392045431.
35. Pradyumn Singh Chauhan, "A Study on Candidate Ghosting in Virtusa Pvt. Ltd.", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 458-462, ISBN: 9789392045431.
36. Alok Singh, "A Study on Consumer Awareness and Perception Towards Electric Bikes in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 566-569, ISBN: 9789392045431.
37. A. Vimal, "A Study of Customer Perception of E-Vehicles in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 577-579, ISBN: 9789392045431.

38. Ramanjaneya Reddy M, "Effectiveness of Social Media Connected With Content For Start UP's", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 580-583, ISBN: 9789392045431.
39. K. Vijay, "Customer Preference on Coupon codes Based on Promotion with reference to E-Wallet", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 584-588, ISBN: 9789392045431.
40. Abish S, "Customer Perception Towards Online Grocery Stores in Chennai", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 589-594, ISBN: 9789392045431.
41. M. Palani Baskar, "Indian Customer Interest Towards Web Series", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 597-600, ISBN: 9789392045431.
42. V. Deepan, "Consumer's Loyalty on Electronic Gadget With Reference To Tamil Nadu: An Empirical Study", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 601-607, ISBN: 9789392045431.
43. Ananda Raghavan R, "A Study on Fundamental Analysis of the Stock Astral Limited", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 630-636, ISBN: 9789392045431.
44. A. K. Keerthi Vijaya, "A Role of Automation in HR and how it enhances the efficiency of the Professionals", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 642-645, ISBN: 9789392045431.
45. Vinith S, "A Study on Customer Satisfaction Level Towards Reverse Logistics in E-Commerce Companies", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 735-741, ISBN: 9789392045431.
46. P.V. Sabarish, "A Study on Perception of Companies Towards Eco Friendly Supply Chain Management", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 788-795, ISBN: 9789392045431.
47. P. Sai Priyanka, "A Study on Mental Wellness of Employees During Covid Times", 2<sup>nd</sup> International E-Conference on Emerging Trends in Management, Volume – 4, May 2022, pp. 810-815, ISBN: 9789392045431.
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