

LIST OF PUBLICATION DETAILS 2010-18

Dr.B.VENKATESHWARA PRASAD

S.No	Title	Journal Name, ISSN/ISBN, Volume, Issue, Pages	Month & Year of Publication
1	Employee Job satisfaction And Intention to Attrition- An Empirical Analysis	International Journal of Mechanical Engineering and Technology ((IJMET),Volume 8, Issue 12, Pp856-861. Scopus Inexed,IJMET_98_12_092.	December 2017
2	A Study on Youth's Level of Expectations on Leader's Commitment towards Socio Economic Development	Adv Research in Dynamical & Control Systems, 15-Special Issue, Pp725-727. Scopus Indexed Journal	November 2017
3	An Investigation of Departments of Customer's Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India	International Journal of Management Studies, Volume IV, Special Issue 3, PP77-83 with an impact factor2.26. UGC Approved Journal No 44925	November 2017
4	Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era	International Journal of Current Engineering and Scientific Research (IJCESR)Vol. 4, Issue 4, ISSN (Print): 2393-8374, ISSN (Online): 2394-0697,Pp 145-150, 57	April 2017
5	Online Shopping Attitude and Behaviour – An Empirical Study With Special Reference to Select Professionals in Chennai City	International Journal of Marketing, Financial Services and Research, Volume 1 Issue 6 , Pp 49-57with an Impact Factor 3.454. , ISSN NO: 2277-3622	January 2017
6	A Study on Women Employee Stress and its Consequences in Select Garment Companies - With Reference to	International Journal of Human Resources and Social Sciences Volume 3, Issue12, with an Impact factor 5.414. ISSN No (o)	December 2016

	Garment Industry in Chennai City	2349-4085	
7	Succession Planning Avoids Inevitable Attrition – An empirical Insight	GITAM Journal of Management, Vol,11	July –Set 2013
8	Impact of Demographic Factors on Employee Morale and Attrition	An empirical Analysis Vol.1, Issue 1, HR, EP Journal of Management.	June 2013
9	Employee perception on Two Critical Components of HRD Practices with reference to a cement company in Chennai	Vol.1, Issue 1,. HR, EP Journal of Management	June 2013
10	Employee Engagement a Tool to Minimize Attrition with reference to E-publishing Firms, Chennai. ACADEMICIA	An international Multidisciplinary Journal, Vol, 2, Issue, 9	July2012
11	Kingfisher Fly or Fall	Sankhya International Journal of Technology and Management. , Vol, 3, Issue.1.	May2012
12	A Study on the Training Effectiveness for Entry Level Software Engineering in Chennai	SDMT – Management Review a Bi – Annual Referred Journal, Vol,6 , Issue 2.	December 2013