

Mr.K.MURUGAN

JOURNAL PUBLICATION

- A paper published in International Journal of PEZZOTTAITE JOURNALS, a refereed journal, paper titled “VIRAL MARKETING OF DIGITAL PRODUCTS USING SOCIAL MEDIA”, ISSN: 2319-9016, online ISSN : 2319-9024, Volume. 2, PP. 120-125 (Jan. to Mar. 2013).
- A paper published in Scopus Journal Of Advanced Research In Dynamic and Control system paper titled “A Study on NRI’s Attitude towards Real Estate Industry In India” ISSN :1943-023X,15-Special Issue, PP 697-700,November 2017.
- A paper published in Scopus International Journal of Mechanical and Production Engineering Research and Development (IJMPERD) “A STUDY ON CUSTOMER PERCEPTION TOWARDS MUGI ULTRA LIQUID DETERGENT” ISSN (P): 2249-6890; ISSN (E): 2249-8001 Vol. 8, Special Issue 3, December 2018, 978-984
- A paper published in UGC CARE LIST Journal - International Journal of Management, Technology And Engineering (IJMTE) “A STUDY ON CREDIT APPRAISAL SYSTEM WITH REFERENCE TO SUNDARAM FINANCE LIMITED” ISSN NO : 2249-7455; Volume IX, Issue VI, JUNE/2019, 2338-2345.
- A paper published in Scopus International Journal of Innovative Technology and Exploring Engineering (IJITEE) paper titled “A Research on Supplier Performance with Reference to Switching Technologies Gunther Limited” ISSN: 2278-3075, Volume-9, Issue-1, November 2019.
- Paper Published in Paideuma Journal, Paper titled “Artificial Intelligence Based Digitizations Influence in the Organisation”, ISSN NO : 0090-5674, Volume XIII, Issue-I, JAN/2020, Page No:1-8, (Web of Science)
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN FMCG WITH REFERENCE TO WEBBOOMBAA” ISSN NO : 2394-3114; Volume 40,Issue: 40(s1),January 2020,185-190.

- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON EMPLOYEE’S ATTRITION WITH REFERENCE TO BIG BAZAAR” ISSN NO : 2394-3114; Volume 40, Issue: 40(s1), January 2020, 178-182.
- A paper published in UGC CARE LIST Journal – Studies in Indian place Names “A STUDY ON CAMEL APPROACH WITH REFERENCE TO REPCO BANK” ISSN NO : 2394-3114; Volume 40, Issue: 40(s1), March 2020, 121-125.
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON MATERIAL HANDLING AND STORAGE WITH REFERENCE TO KERRY INDEV LOGISTICS PVT LTD” ISSN NO : 2394-3114; Volume 40, Issue: 40(s1), March 2020, 55-60.
- A paper published in UGC CARE LIST Journal - Studies in Indian place Names “A STUDY ON CUSTOMER PREFERENCE WITH REFERENCE TO TIMES OF INDIA IN CHENNAI” ISSN NO : 2394-3114; Volume 40, Issue: 40(s1), March 2020, 1-5.
- A paper published in Scopus International journal of Solid State Technology paper titled “ A Comparison of Lump sum and Systematic Investment plan with reference to Axis mutual fund” ISSN: 0090-5674, Volume-63, Issue-2s, October 2020.