



RAJEEV GANDHI MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)

Department of Management Studies
Publications 2019-2020 (up to January 25th 2020)

International Journals: 02

1. K. Pushpa latha entitled “A Study on Customers’ perception towards Banc assurance”, published in International Journal of Scientific Research and Review (IJRMT), ISSN: 2279-543X, Vol.7, issue 06, June 2019.
2. J.Suresh Reddy attended the International conference at RGM college of Engineering &Technology presented the paper titled as “Assessing the impact of retail store factors on consumer brand recall during purchase with reference to Nandyal, A.P”, 2nd International Conference on emerging trends in Engineering, Sciences & Management, ISBN: 978-81-938463-9-1, Date: DEC 21,22, 2019