



RAJEEV GANDHI MEMORIAL COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)

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

Web of Science: ESCI 04

1. Dr.Aliya Sultana 'PROFITABILITY ANALYSIS OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA – A FUNDAMENTAL APPROACH t', Journal of Mechanics of continues and mathematical sciences, Special Issue – No 5, pp 150-170, ISSN: (e) 2454 - 7190, (p) 0973-8975, January-2020.
2. Dr.M Sudheer Kumar 'PUBLIC SECTOR BANK EMPLOYEES JOB SATISFACTION TOWARDS STATE BANK OF INDIA IN RAYALASEEMA DIVISION, ANDHRA PRADESH.', Journal of Mechanics of continues and mathematical sciences, Special Issue – No 5, pp 58-68, ISSN: (e) 2454 -7190, (p) 0973-8975, January-2020
3. Dr.G.Vijaya Kumar 'Effective advertisement formats and its impact on social media advertisement', Journal of Mechanics of continues and mathematical sciences, Special Issue – No 5, pp 150-158, ISSN: (e) 2454 -7190, (p) 0973-8975, January-2020.
4. Dr.G.Vijaya Kumar 'Impact of social media marketing and customer relationship marketing', Journal of Mechanics of continues and mathematical sciences, Special Issue – No 5, pp 386-934, ISSN: (e) 2454 -7190, (p) 0973-8975, January-2020.