



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution
[JAISAKTHI EDUCATIONAL TRUST]

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Bangalore Trunk Road, Varadharajapuram, Poonamallee, Chennai- 600 12

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2020-2021

FACULTY PUBLICATIONS IN CONFERENCE PROCEEDINGS (2020-21)

S.No	Authors	Paper Title	PUBLISHER	DOI Link	Indexing
1.	Dr.D.Chitra	A Study On Investor Behaviour Of Working Women Towards Retirement Planning	IJPUBLICATION	https://tinyurl.com/3pzmr4pa	Google Scholar
2.	Dr.D.Chitra	A Study On Employee Perception Towards Biometric Attendance System	IJPUBLICATION	https://tinyurl.com/wekcdbcw	Google Scholar
3.	Dr.Beulah Viji Christiana	Customer Perception Towards Private Label Brands In India	IJPUBLICATION	https://tinyurl.com/wda9m5se	Google Scholar
4.	Dr.Beulah Viji Christiana	Clientele's Predisposition Towards Phantom Brands - An Indian Perspective	AIMS International	https://tinyurl.com/3weptujx	Google Scholar