

**Rajeev Gandhi Memorial College of Engineering & Technology  
(Autonomous)  
Department of Management Studies**

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**INTERNATIONAL JOURNALS**

**AY: 2016-17**

1. V. Lakshmi Narasimhan & Aliya Sultana, "Curriculum Recommendation for Bachelor's and Master's Degrees in Engineering/Scientific Entrepreneurship", IJERMS, Vol 4, Issue 3, Mar, 2017, ISSN NO. 2394-7659, Impact factor ; 2.789.
2. Jakki Reddy Suresh Reddy, "Deploy of Statistical Tests in analyzing the factors influencing the Consumer Fabric Brand Preference", International Journal of Research in Management & Technology (IJRMT), ISSN: 2249-9563 Vol.7, No.1, Jan-Feb 2017.
3. Jakki Reddy Suresh Reddy entitled "The Causative Effect of Advertisement on Sales", published in International Journal of Research in Computer Application and Management, Vol.6, Issue 11, Nov 2016
4. M.Ch.Pullaiah entitled "The Causative Effect of Advertisement on Sales", published in International Journal of Research in Computer Application and Management, Vol.6, Issue 11, Nov 2016
5. Jakki Reddy Suresh Reddy "The Exert of Sexualization Factor in Adverts on Brand Recalling", published in Asia Pacific Journal of Research, Vol.1, Issue XLI, July 2016
6. M.Ch.Pullaiah "The Exert of Sexualization Factor in Adverts on Brand Recalling", published in Asia Pacific Journal of Research, Vol.1, Issue XLI, July 2016
7. Jakki Reddy Suresh Reddy, Dr.Aliya Sultana, Mr.P.Hameem Khan, Mr.P.Rammana, Mehul, "Statistical Analysis of the Core determinants influencing the customers brand preference in generalization of bath soaps" North Asian International Research Journal of Multidisciplinary, Volume 2, Issue 11, Nov, 2016.

**National Journals**

8. Dr. V. Lakshmi Narasimhan & Dr. Aliya Sultana "Curriculum Recommendation or Master's Degree in Engineering/Scientific Entrepreneurship, AIMA Journal of Management & Research, ISSN: 0974-497, Year: June 2016 Volume: 10 Issue: 2/4
9. Dr. Aliya Sultana & Dr.V. Lakshmi Narasimhan & "Curriculum Recommendation for Bachelor's Degree in Engineering/Scientific Entrepreneurship, Tata Mc.Graw Hill Education Series, ISBN No.978-93-5260-127-1, ICCSP'16