



MOOGAMBIGAI CHARITABLE AND EDUCATIONAL TRUST
Rajarajeswari College of Engineering

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)



Department of Management Studies

S.No.	Authors, article title, name of the journal, year, volume, page numbers	Publisher	Journal Impact Factor	Indexed in (Ex. SCI, Scopus, Pub Med, UGC care / nay other)
1	Subha. R and G. Bhavani, on Topic "A STUDY ON PURCGASING BEHAVIOUR OF GEN-Z TOWARDS COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO KENGERI, 'IPE Journal of Management'" with ISSN 2249-9040 Volume 15,No 14,Jan –June 2025 WITH IF=7.138 Vol.15 ,issue ,No,14,January–June:2024UGC CARE Approval	"IPE JOURNAL OF MANAGEMENT"	IF-7.138	UGC CARE LISTED JOURNAL

Publications

Authors, article title, name of the journal,year,volume,page numbers	Publisher	Journall mpact Factor	Indexed in (Ex. SCI, Scopus,PubMed,UGC care / nay other)
Subha.R and G.Bhavani, On Topic"Effects of celebrity endorsements on cosmetics brand perception among gen-z with special reference to Kengeri ,Bangalore" " MukT Shabd Journal,Volume XIV ,issue x,october-2025" with issne 2347-3150-withif=4.6 vol.24 no-10,issue ,July-Dec 2025 UGC Care Group-1 Listed Journal.	' MukT Shabd Journal,Volume xiv, Issue x,October-2025"	IF-4.6	UGC CARE GROUP-1 LISTED JOURNAL

Seminar participated:

Title of the Conferences /Seminars /Webinars
1.Dayananda Sagar university Bangalore with collaboration with EXCELR organized 5 days FDP on"DIGITAL MARKETING " held on 22 nd sep – 26 th sep 2025
2.ACS College of Engineering organized one day Faculty development program on "INNOVATIVE TEACHING AND OUTCOME BASED TEACHING-LEARNING PROCESS" held on 9 th August 2025.
3.Oxbridge Business School organized National Level Webinar on "INTEGRATED IKS IN ANCIENT STRATEGIES FOR CONTEMPORARY MANAGEMENT" held on 5 th Dec 2025.
4.SDP on" Mastering Research Methodology With Generative AI: Empowering Scholars On Infosys Spring Board" on 25-01-25 organized by D.K.M College for women (Autonomous) Vellore-1 on 25-01-25.



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5.Transforming Higher Education Faculty Development Programme on Institutional Autonomy and NEP 2020 Implementation organized by Mazharul Uloom College Ambur on 10-5-2025 to 15-05-2025.

CONFERENCE PRESENTED

Title of the Conference

National conference on topic on Topic' 'Effects of celebrity endorsements on cosmetics brand perception among gen-z with special reference to Kengeri, Bangalore''