

**DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)**  
**RESEARCH AND DEVELOPMENT CELL**  
**Ph.D SCHOLAR AWARDED/ON-PROCESS (as on 30 th Oct 2024)**

	Year	Name of the Scholar	Topic	Department	Name of the supervisor
1	2015	K.Somalatha	Perspectives of Next Gen Information Technology Enabled Services I Ecommerce	Commerce	Dr.P S R Murthy
2	2017	R.Vijayalakshimi	A Study on Strategic Greene Marketing for Survival	Commerce	Dr.P S R Murthy
3	2016	P.Subba Raju	Human Resource Development Perspective in Engineering College Education	Commerce	Dr.P S R Murthy
4	2018	P.Vijay Kumar	Digital Transformation of the Growth of the Indian Economy.	Commerce	Dr.P S R Murthy
5	2017	M.Vijaykanth	Economics od Fin Tech-issues and Challenges	Commerce	Dr.P S R Murthy
6	2016	Venkatesh.K	Global Aggression on the Indian Economic front Sequences and Consequences	Commerce	Dr.P S R Murthy
7	2014	R.Rajagopal	Multiple Cultures and Culture Conflict in Management	Commerce	Dr.P S R Murthy
8	2015	R.Goodwin	Eco-Tourism Perspective in Andhra Pradesh Problems and	Commerce	Dr.P S R Murthy

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9	2012	Jyotsana Priyadarsini	A voyage of Medical Tourism for alternative medicines with Reference to Fish medicine.	Commerce	Dr.P S R Murthy
10	2011	Meherji Duvvuri	Business Performance of coir Industry with special Reference to cottage coir Industry	Commerce	Dr.P S R Murthy
11	2012	Umameheswari.J	Employees Attitude Changes in Co Operative Banks Comparative Study on Grameena Pvt Banks and Co-Operative Banks.	Commerce	Dr.P S R Murthy
12	2007	R.Radjamanogari	Organisation Culture and its impact on Business Performance with Reference to selected	Commerce	Dr.P S R Murthy
13	2008	N.Sathosh Kumar	Job Satisfaction among Employees in information Technology enable service-BPO Industry with Reference to Selected industry in	Commerce	Dr.P S R Murthy
14	2009	K.Krishna Murthy	Customer Relation Ship Management CRW Practise in new private sector banks in Chennai	Commerce	Dr.P S R Murthy

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15	2010	John Alphone	Behavioural Attitude of Consumers in Selecting Durables	Commerce	Dr.P S R Murthy
16	2011	K.Latha	A Study on attitude shift in Employee towards reforms in the Insurance sector with reference.	Commerce	Dr.P S R Murthy
17	2013	M.Mala	Strategic Operational performance of selected sugar	Commerce	Dr.P S R Murthy
18	2013	H.Ansar Basha	A study on micro Finance Management and woman Empowerment by self-help groups	Commerce	Dr.P S R Murthy
19	2008	D.Anand	Brand Loyalty Towards consumers product	Commerce	Dr.P S R Murthy
20	2018	M. Neela Bai	Entrepreneurship and Economic Development –A with reference to motivational and Reenactors of women entrepreneurs in MSME sector in Chennai city	Commerce	Dr. R. VIJAYA RAGHAVAN
21	2018	G. Vinayagamurthy	Financing small and Medium Enterprises by Bakiya and Financial Institution in Kanchipuram District-A study on entrepreneurs Satisfaction	Commerce	Dr. R. VIJAYA RAGHAVAN

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22	2020	B. Suchitra	Brand Switching Behaviour of young and Adult Mobile phone users- A study with reference to popular Brands in Chennai city.	Commerce	Dr. R. VIJAYA RAGHAVAN
23	2011	K. Ramu	Financial Literacy impact on Individual savings and Investment Behaviour of working women (A Study with special Reference to Chennai city.	Commerce	Dr. R. VIJAYA RAGHAVAN
24	2022	D.S. Chandra Priyadarshini	A study on customer Expectation, Satisfaction and Relationship Management in Private Health Care Hospitals in Chennai City.	Commerce	Dr. R. VIJAYA RAGHAVAN
25	2022	S. Seshadrinathan	Work Life Balance and its causal effect on Job Satisfaction (A study based on the perception of software professionals of Chennai city.	Commerce	Dr. R. VIJAYA RAGHAVAN
26	2010	Artichandani	Women Empowerment through SHGA and Microfinance - A study with Reference o Financial Institution in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
27	2011	M.Megala	Customer Satisfaction of Organised Retail Stores -A Study with Reference to big Retail Stores in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
28	2012	P.J. Queency Ashadhas	Consumer Awareness , Preference ,Perception and Satisfaction of household Electronic goods - A study with reference to select goods in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran

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29	2013	S. Gothandraman	Consumer Awareness , Preference ,Perception and Satisfaction of Organized big Retail stores - A study with reference to Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
30	2014	J.Arthi	Customer Satisfaction of E-Commerce and online shopping -A Study with Reference to online customers in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
31	2015	C.Geetha Lakshmi	Brand Awareness , Preference and brand Loyalty and Customer Satisfaction of FMCG's -A study with reference to women consumer in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
32	2016	M.Kavitha	Customer Awareness , Perception , Preference and Satisfaction of Broadband Service in Tamilnadu - A Study with reference o popular Broadband service providers in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
33	2017	R.Usha Rani	Women Entrepreneurship in Services Sector - A study with Reference to MSME Sector in Chennai City.	Commerce	Dr. K.B.Chandra Sekaran
34	1996	T. Chandrasekaran	Impact of Bank Lending on the Economic Status of the weaker sections of Tamilnadu – A study of Scheduled Castes in Thiruvannamalai Sambuvarayar District.	Commerce	Dr.V. Balu
35	1998	Mrs.M.K.Malathi	An Analysis of the Contribution of Institutional Finance for the Industrial	Commerce	Dr.V. Balu

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			Development of Tamilnadu – A case study of Small Scale Industries in Chennai City and its Environs		
36	1999	Mrs.N.Premavathy	Debt Financing – A study with special reference to “Convertible debentures / bonds issued by public limited companies in the private sector in India”	Commerce	Dr.V. Balu
37	2000	Mr.A.Gnanasekaran	Human Resource Development – A case study of Chennai Port trust	Commerce	Dr.V. Balu
38	2001	Mrs.M.K.Savithri	Stress Management - A comparative study of Women executives and Women Entrepreneurs	Commerce	Dr.V. Balu
39	2001	Mr.R.Elangovan	A Study of Human Resource Development Practices in Major Paper Industries in Tamilnadu	Commerce	Dr.V. Balu
40	2002	Mr. Syed Rafik Ahmed	Service Quality Evaluation – A study with reference to Private and Public Sector Banks	Commerce	Dr.V. Balu
41	2004	– E.R.Gopalakrishnan	Stress Management with special reference to professionals in Chennai City – A study based on the Conceptual Frame work of Patanjli’s Yoga Sutra	Commerce	Dr.V. Balu
42	2004	Mrs.T.N.Rama	Service Marketing in SSI Sector – A case study of Women Entrepreneurs in Chennai city	Commerce	Dr.V. Balu

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43	2004	Mrs.S.Sheela	Analysing Service Quality in Educational Institutions – A study with reference to Students Satisfaction level of select self – financing educational institutions in Chennai city	Commerce	Dr.V. Balu
44	2005	V.Segar	Transactional Analysis – Its Application in Organisation – A study of Leadership Styles of SSI Entrepreneurs at Chennai	Commerce	Dr.V. Balu
45	2005	Mr.D.Ayub Khan Dawood	Entrepreneurial Performance in Small Scale Industrial Units in the Post – Globalisation Era	Commerce	Dr.V. Balu
46	2005	Mr.G.Ravindran	An Analysis of the Contribution of Warehousing Corporation in India – A Study with reference to TNWC (Tamil Nadu Warehousing Corporation)	Commerce	Dr.V. Balu
47	2005	Ms.G.S.Sandhya	The Impact of Information Technology (IT) on Management – A Study of Business Process Outsourcing (BPO) as an Effective Human Resource Management (HRM) Strategy	Commerce	Dr.V. Balu
48	2005	Mrs.N.Premila	An Appraisal of the Performance, Innovation and Success Rate of Women Entrepreneurs in Tamil Nadu	Commerce	Dr.V. Balu

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49	2005	Mr.V.S.Damodharan	Entrepreneurial Development in SSI Units in Chennai City and its Suburbs – A Study with reference and their Assistance	Commerce	Dr.V. Balu
50	2006	Mr.R.Sakthivel	Customer Delight in Services Marketing Organisations – A Study with reference to various services in Chennai City	Commerce	Dr.V. Balu
51	2006	Mr.R.Tamilarasan	Customer Service Satisfaction and Relationship – A Study of Select Retail Stores of Chennai City	Commerce	Dr.V. Balu
52	2007	Mr.L.Vijay	A Study on the Contribution of Institutional Finance and Support Systems for the Small Industries Development in TamilNadu – A Case Study of Small Scale Units in Chennai City and its Environs.	Commerce	Dr.V. Balu
53	2007	Mrs.S.Lalitha	Brand Preference, Brand Awareness, and Marketing Strategy of Branded Consumer Durables – A Study with reference to Colour Televisions, Refrigerators’ and Air Conditioners in Chennai City	Commerce	Dr.V. Balu
54	2007	Mr.R.Balaguru	An Analysis of the Contribution of Self Help Groups (SHGs) to the Economic Empowerment of Women – A Study with reference to Chennai based SHGs.	Commerce	Dr.V. Balu



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55	2007	Mr.M.Rajesh	Measuring Customer Satisfaction – A Study with reference to select Mobile Handset Users in Chennai City.	Commerce	Dr.V. Balu
56	2008	Mr.A.Rafi	Brand Equity and Customer Satisfaction of FMC Goods – A Study with reference to Select Branded Consumer Products in Chennai City	Commerce	Dr.V. Balu
57	2008	Mrs.R.Shanthi	Customer Preference and Customer Satisfaction of Cellular Services – A Study with reference to Select Service Providers in Chennai City	Commerce	Dr.V. Balu
58	2009	Mr.K.Prasad	Organised Retailing in Tamil Nadu – A Study with reference to Customer Service, Satisfaction, and Relationship of Select Big Retail Stores of Chennai City	Commerce	Dr.V. Balu
59	2009	Ms.Viji	An Analysis of the Financial Performance and Profitability of Small Scale Units in Chennai City and its Environs in the Globalisation Era	Commerce	Dr.V. Balu
60	2010	Mr.R.Mohan	Entrepreneurial Development in SSI Sector – A Study with reference to select Banking Institutions and their assistance in Chennai City	Commerce	Dr.V. Balu
61	2010	Mr.K.S.Nagarajan	Service Quality of Restaurants – A Study with reference to Customer Preference and	Commerce	Dr.V. Balu

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			Satisfaction of select Fast Food Restaurants in Chennai City		
62	2010	Mr.G.Rajesh	Consumer Perception, Preference and Decision Making Styles of Shopping Malls – A study with reference to select Shopping Malls in Chennai City	Commerce	Dr.V. Balu
63	2010	Mr.G.Rajesh	Consumer Perception, Preference and Decision Making Styles of Shopping Malls – A study with reference to select Shopping Malls in Chennai City	Commerce	Dr.V. Balu
64	2012	Mr.N.Marie Johnson	An analysis of the contribution of I.T. Industry in creating employment opportunities in Chennai City – A Study with reference to select I.T. Corporates	Commerce	Dr.V. Balu
65	2012	K.C.Sumangaladevi	Customer Satisfaction of cellular and Broadband Services – A comparative study of urban and rural service providers in Chennai city and its environs Bharathiyar University – Coimbatore. A	Commerce	Dr.V. Balu
66	2012	E.H.Arunkumar	Retail Banking and Online Services – A study on customer preference, perception and satisfaction of selected private and public sector banks – Bharathiyar University – Coimbatore.	Commerce	Dr.V. Balu

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67	2012	V.Rajesh	Entrepreneurship in Small Scale Industrial Units – A study with reference to Success rate of Young Entrepreneurs in Chennai City – Bharathiyar University – Coimbatore.	Commerce	Dr.V. Balu
68	2012	Mrs. Mariazeena Johnson	SWOT Analysis and success rate of Women Entrepreneurship in MSME Sector – A study with reference to Chennai City and its environs	Commerce	Dr.V. Balu
69	2011	N.Priya	Customer Preference and Satisfaction of Retail Banking and online Services -A Comparative Study of Private and Public Sector Banks	Commerce	Dr. V. Segar
70	2012	U.Priya	Customer Satisfaction of Organised Retail Stores -A Study with Reference to big Retail Stores in Chennai City.	Commerce	Dr. V. Segar
71	2013	D.Lalitha	Customer Satisfaction of Cellular and Broad Band Services -A study with Reference to Rural and Urban Customers.	Commerce	Dr. V. Segar
72	2014	Shardha Aiyer	Employee Performance, Job Satisfaction and job stress in IT Sector - A study with Reference to IT Professionals in Chennai City.	Commerce	Dr. V. Segar

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73	2015	A. Sri Priya	The Impact of Job Stress on Job Satisfaction and job Stress in IT Sector - A Study with Reference to IT Professionals in Chennai City.	Commerce	Dr. V. Segar
74	2016	A.Anuradha	Mall Patronage Behaviour - A study Reference to Consumer Behaviour towards Shopping Malls.	Commerce	Dr. V. Segar
75	2018	T.V. Manjusha	A Study on Sales promotion and Marketing Strategies of Private Life Insurance Companies with Special Reference to Chennai City.	Commerce	Dr. V. Segar
76	2019	R.Kavitha	Rural Consumer Behaviour and Purchase decisions of FMCG products - A study with reference to Tirunelveli District.	Commerce	Dr. V. Segar
77	2016	Ammu.V	Online Shopping Behavior – A Study with reference to the motivating factors, perception, awareness and satisfaction of customers in Chennai city.	Commerce	Dr.M. Rajesh
78	2017	Akila. B	Customer Relationship Management Practices in Telecom Industry – A study with reference to select.	Commerce	Dr.M. Rajesh

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79	2022	Lavanya. R	A Study on Consumer Ethnocentrism towards organized retail outlet in Chennai.	Commerce	Dr.M. Rajesh
80	2020	Ezhilarasi. M	A Study on Rural consumer behavior on selected FMCG products in Tiruvallur District.	Commerce	Dr.M. Rajesh
81	2022	Jayakanth. D.K	A Study on Consumer Behavior Analysis of Influence Factors In Making Purchasing Decision on the Selected Durable Products In Chennai City.	Commerce	Dr.M. Rajesh
82	2020	Selvaraj. S	A study on brand preference and satisfaction on men customers towards cosmetics in Chennai city.	Commerce	Dr.M. Rajesh
83	2020	Thilagam. M	A study on emotional intelligence, job satisfaction of employees in IT sector in Chennai.	Commerce	Dr.M. Rajesh
84	2022	Preethi Padmanabhan	A study on human resources and organizational performance of It Industries in Tamilnadu.	Commerce	Dr.M. Rajesh
85	2019	Muralidharan. G	A study on service quality with reference to patient satisfaction towards multi-specialty hospitals in Chennai city.	Commerce	Dr.M. Rajesh
86	2020	P.K.Gayathri	Impact of service Quality Dimensions on repurchase intention a study with reference to organised supermarkets in Chennai city	Commerce	Dr.E. VISWANATHAN
87	Waiting For Viva	Alok Babelay	ER preference and satisfaction towards co – optex product in Chennai city	Commerce	Dr.E. VISWANATHAN

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88	Waiting For Viva	Ramakrishna	Work Performance through knowledge enrichment among college teachers in Tiruchirappalli Districts	Commerce	Dr.E. VISWANATHAN
89	16 Sep 2021	Mani Shankar Babu	Customer satisfaction of banking service in relation to home loans-a study with special reference to Chennai city	Commerce	Dr.E. VISWANATHAN
90	05 Nov 2020	Kandeenban	Computer application in E-Commerce innovation –A study with reference to consumer perception reference and satisfaction of online shopping in Chennai city	Commerce	Dr.E. VISWANATHAN
91	Waiting For Viva	Kauser J	A study on the Effectiveness of work life Balance of Nurse – A study with Reference to Government and Private Hospitals in Chennai City	Commerce	Dr.E. VISWANATHAN
92	17 Dec 2018	P.Govindaswamy	Investors Perception on investment avenues and its impact on satisfaction and post investment behaviour –A study on investors in Chennai	Commerce	Dr.E. VISWANATHAN
93	07 Nov 2019	Anandha Kumar	Problems on and Prospects of Micro, Small and medium Enterprises A Study with special Reference to rural Entrepreneurs in Kanchipuram District.	Commerce	Dr.E. VISWANATHAN
94	01 June 2022	Rajini	Impact of Human Resource practise on Job preference of Teaching Faculty in self-Financing college in Chennai	Commerce	Dr.E. VISWANATHAN

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95	09 Dec 2020	N.Jayanthi	A study on Occupational Stress and Organisational Citizenship Behaviour with Reference to it Companies in Greater Chennai.	Commerce	Dr.E. VISWANATHAN
96	02 Jan 2020	Hema	Consumers Perception and Buying Decisions towards Luxury Branded Products in Chennai City.	Commerce	Dr.E. VISWANATHAN
97	20 Nov 2020	Palanivel M.D	Marketing of women Self Help groups products in Kanchipuram District Tamilnadu	Commerce	Dr.E. VISWANATHAN
98	30 Nov 2020	Selvia Mercy	A Study on Information and Communication Technology on Performance of Small and Medium Enterprises in Cuddalore District	Commerce	Dr.E. VISWANATHAN
99	20 Jan 2023	Jeya J	A study on the role of financial Institutions in the Development if Micro Entrepreneurs in Chennai City	Commerce	Dr.E. VISWANATHAN
100	Synopsis Submitted	M. Amutha Malar	Analysis of Visual Merchandising Practices and their impact on shopping experience and store Loyalty of Millennials with the Mediating Effect of Customer Engagement with Reference to Apparel Stores in Chennai	Commerce	Dr.E. VISWANATHAN
101	Waiting For Viva	Janani S	Analysis of Services of Incubation centres in Enhancing Entrepreneurial Skill Development and Start-Up intention of incubates in Chennai District.	Commerce	Dr.E. VISWANATHAN
102	Progress	Ganapathy S	Determinants of Customer Satisfaction towards Purchase Intentions among Green	Commerce	Dr.E. VISWANATHAN

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			Vehicles Consumer with Special Reference to the Greater Chennai		
103	Progress	Poonkodi M	Marketing Management	Commerce	Dr.E. VISWANATHAN
104	Progress	Parimala Kanthi T	New Dimension of digital marketing : Perception , preference and satisfaction of online shoppers in Chennai	Commerce	Dr.E. VISWANATHAN
105	Progress	Thajudeen.K	Customers aptitude and perception in connection with shopping malls in Chennai City.	Commerce	Dr.E. VISWANATHAN
106	2012	Dr. T. N. M. Malini Mai	A Study on Roman Domination in Graphs	Mathematics	Dr. P. Roushini Leely Pushpam
107	2013	Dr. D. Yokesh	Differentials in graphs	Mathematics	Dr. P. Roushini Leely Pushpam
108	2017	Dr. M. Kamalam	Weak Roman domination in graphs	Mathematics	Dr. P. Roushini Leely Pushpam
109	2017	Dr. G. Navamani	Eternal m- Security in graphs	Mathematics	Dr. P. Roushini Leely Pushpam
110	2017	Dr. Chitra Suseendran	Variants of Secure domination in graphs	Mathematics	Dr. P. Roushini Leely Pushpam
111	2018	Dr. PA Shanthi	Eternal Total domination in graphs	Mathematics	Dr. P. Roushini Leely Pushpam
112	2018	Dr. S. Padmapriya	Variants of Roman domination in graphs	Mathematics	Dr. P. Roushini Leely Pushpam



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113	2018	Dr. N. Srilakshmi	Weak Roman Domination A Protection Strategy	Mathematics	Dr. P. Roushini Leely Pushpam
114	2022	Dr.K.Priya Bhanthavi	Independent transversal domination in graphs	Mathematics	Dr. P. Roushini Leely Pushpam
115	2023	Dr. A. Saibulla	Variations in Antimagic Labeling of graphs	Mathematics	Dr. P. Roushini Leely Pushpam
116	2015	G.Radhakrishnan	"Effect of Aerobic and skill training packages on selected speed endurance and performance factors of University Men Soccer Players	Physical Education	Dr.R.Desingurajan
117	2018	A.Telma Priya	"Analysis of Personality Traits of women Volleyball Players"	Physical Education	Dr.R.Desingurajan
118	2018	C.Raman	Analysis of Personality Traits among men players of Body Contact and Non-Body Contact games	Physical Education	Dr.R.Desingurajan
119	2018	N.Senthil Kumar	"Relationship of Selected Physical, Physiological and Anthropometric variables with playing ability among boys mini National "Analysis of Personality Traits of women Volleyball Players"	Physical Education	Dr.R.Desingurajan
120	2022	M.Siva	“Comparative Effect of Different types aerobic training Programmes on selected physical Physiological variables and skill performance of Volley ball players.	Physical Education	Dr.R.Desingurajan

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121	2022	A. Bento Deva raj	“Effects of plyometric training, skill training and combined training on selected Bio-Motor, Bio-Chemicals and performance variables of men hockey players”	Physical Education	Dr.R.Desingurajan
122	2022	S. Sivaraman	“Effect of 12 weeks plyometric flexibility and combined training on selected motor fitness and skill related performance variables among women Kabaddi Players”	Physical Education	Dr.R.Desingurajan
123	2022	A. Arangannal	“Effect of intermittent training and Aerobic exercises parameters of college men Volleyball Players	Physical Education	Dr.R.Desingurajan
124	2023	P.K. Kamala Kannan	Thesis submitted in December 2023. “Impact of game specific and situation training with mental imagery practice on selected psychological and skill performance variables among Basket Ball Players”.	Physical Education	Dr.R.Desingurajan
125	2000	K. Muthuraj	A Analysis on Productivity of the Sugar Industry in Tamil Nadu	Commerce	Dr. M. Sakthivel Murugan
126	2000	R.Jagadeesan	A Study on Knit Wear Export trade with special reference to Tirupur	Commerce	Dr. M. Sakthivel Murugan
127	2000	T.P.J.Bharathi	A Study on Profitability of Private and Public Sector Banks in India	Commerce	Dr. M. Sakthivel Murugan
128	2003	A. Jaya Kumar	A Study on Instruments of certain selected Financial Banking and Non-Banking Finance Companies	Commerce	Dr. M. Sakthivel Murugan

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129	2003	M. Abdul Madhar	A Study on Minority Entrepreneurs in Chennai (With special reference to small and medium scale Muslim entrepreneurs)	Commerce	Dr. M. Sakthivel Murugan
130	2003	K.Ramasamy	A Study on operating performance of Cooperative Sugar Mills in Tamil Nadu	Commerce	Dr. M. Sakthivel Murugan
131	2004	V.V.Sugumar	A Study on Deposit mobilization of Commercial Banks in Tamil Nadu	Commerce	Dr. M. Sakthivel Murugan
132	2004	S.Jayakumar	A Study on Consumer behaviour with reference to ICEE Products in Chennai	Commerce	Dr. M. Sakthivel Murugan
133	2005	M.Kesavan	A Study on HRD Practices in Public Sector Units in Tamil Nadu	Commerce	Dr. M. Sakthivel Murugan
134	2006	T.N.Ravi	A Study on Consumer Behaviour with Special reference to Furniture in Chennai Environ	Commerce	Dr. M. Sakthivel Murugan
135	2006	V.Hamsaveni	A Study on the Factors Influencing the career Advance of Women Employees	Commerce	Dr. M. Sakthivel Murugan
136	2006	V.Dheenadayalan	A Study on Investors Behaviour in the Indian Securities Market	Commerce	Dr. M. Sakthivel Murugan
137	2007	C.Nageswara Rao	A Study on operating and Financial performance of Cooperative Banks in Tamilnadu	Commerce	Dr. M. Sakthivel Murugan
138	2007	G.Subbulakshmi	A Comparative Study on Men and Women entrepreneurs in Chennai environ	Commerce	Dr. M. Sakthivel Murugan
139	2007	Tamilselvi	A Study on performance analysis of Indian Pharma Industry	Commerce	Dr. M. Sakthivel Murugan

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140	2008	S.Damodaran	A Study on Consumer behaviour towards Selected electrical Home appliances and its impact on selected corporates in Chennai	Commerce	Dr. M. Sakthivel Murugan
141	2009	C.Dharsaratham	A Study on the Impact of Quality Circle Participation among the employees of Ashok Leyland Limited, Ennore, Chennai	Commerce	Dr. M. Sakthivel Murugan
142	2009	N.Murugeswari	A Study on investors' behaviour towards mutual funds in Chennai (with reference to public and Private Sector mutual funds)	Commerce	Dr. M. Sakthivel Murugan
143	2010	Sharmila	A Comparative study on Customer Relationship management in Public Sector, Private Sector and Foreign Banks (With respect to Chennai city)	Commerce	Dr. M. Sakthivel Murugan
144	2011	P.Venkateswaran	A Study on Factors influencing consumer behaviour on four wheelers in Chennai	Commerce	Dr. M. Sakthivel Murugan
145	2011	T.Visalatchi	A Comparative study of consumer behaviour towards durable and non-durable with special reference to two wheeler and Milk products in Chennai City	Commerce	Dr. M. Sakthivel Murugan
146	2011	Navaneetha Kannan	A Study on performance of Sugar Mills in India with reference to Public sector, private sector and cooperative sector sugar mills in Tamilnadu	Commerce	Dr. M. Sakthivel Murugan
147	2012	Lakshmi Sastry	A study on Factors influencing Organisational Development in Public Sector Baks-An Analysis by	Commerce	Dr. M. Sakthivel Murugan
148	2012	S.Subbulakshmi	A Study on Impact on Human Resource Development Practices on organizational climate in Chemical Industry	Commerce	Dr. M. Sakthivel Murugan
149	2012	S.Seetha	A Study on Organizational Commitment of Women Employees in Chennai city	Commerce	Dr. M. Sakthivel Murugan

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**Ph.D SCHOLAR AWARDED/ON-PROCESS (as on 30 th Oct 2024)**

150	2012	Suman Ghosh	A comparative study on effectiveness of service quality in Public and Private Sector Banks	Commerce	Dr. M. Sakthivel Murugan
151	2012	S.Pandiaraj	A Study on Factors Influencing Tourists’ satisfaction with reference to tourism services in Chennai and Kanchipuram Districts	Commerce	Dr. M. Sakthivel Murugan
152	2012	L.Uma Maheswari	A Study on Human Resource Development Practices in Private and Public Sector Insurance Companies in Chennai City	Commerce	Dr. M. Sakthivel Murugan
153	2012	Seetha.S	A Study on Organizational Commitment of Women Employees in Chennai City	Commerce	Dr. M. Sakthivel Murugan
154	2012	Venkateshwaran.P	A Study on Factors Influencing Consumer preference of four wheelers in Chennai	Commerce	Dr. M. Sakthivel Murugan
155	2012	Subbu Lakshmi.S	A Study on Impact of HRM Practices on Organizational Climate in Chemical Industry	Commerce	Dr. M. Sakthivel Murugan
156	2012	Chanway Lakshmi Sastry	A Study on Factors influencing Organizational development in Public Sector Banks – An Analysis	Commerce	Dr. M. Sakthivel Murugan
157	2013	Nagarajan.M.V	1. A Study on Impact of Advertisement on Buying Behaviour of Consumers in Tamilnadu (With special reference to two wheeler customer in Chennai city)	Commerce	Dr. M. Sakthivel Murugan
158	2014	Sivaguru.D	Impact of Micro finance on Women Empowerment – A Study with reference to self-help groups in Tamilnadu	Commerce	Dr. M. Sakthivel Murugan
159	2014	Thiruvengadam.E	Impact of Employee Empowerment on Organizational Efficiency in Manufacturing Sector	Commerce	Dr. M. Sakthivel Murugan

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160	2015	SenthilVelmurugan.M	Consumer's Behavioural intention towards information technology adoption in mobile phone usages in Chennai	Commerce	Dr. M. Sakthivel Murugan
161	2015	Indumathi.K	Relationship between organizational development and Job Satisfaction – A Study with reference to IT industry in Chennai City -	Commerce	Dr. M. Sakthivel Murugan
162	2015	Valarmathi.R	Impact of celebrity advertisement on shopping mail consumers – A Study with reference to Chennai City	Commerce	Dr. M. Sakthivel Murugan
163	2015	Shanthi.R.M	Perception of Women Consumers towards purchase decision of two wheelers in Chennai City	Commerce	Dr. M. Sakthivel Murugan
164	2016	Samsunisa A	A Study on Customer preferences and Satisfaction towards internet banking in Chennai	Commerce	Dr. M. Sakthivel Murugan
165	2016	Kala.C	A Study on the Impact of Competency mapping on organizational effectiveness – with special reference to IT industry in Chennai	Commerce	Dr. M. Sakthivel Murugan
166	2016	Sameena.N	A Study on the Impact of emotional intelligence of employees on organizational effectiveness in IT industry with special reference to Chennai	Commerce	Dr. M. Sakthivel Murugan
167	2019	Ganapathy.S	A Study on Customer Satisfaction and Financial Performance of Select Public and Private Sector Banks in Chennai Environment	Commerce	Dr. M. Sakthivel Murugan
168	2020	N.Kalainesan	Rural Banking Patterns and Practices in India: A Study with Reference to Kanchipuram District, Tamilnadu	Commerce	Dr. M. Sakthivel Murugan
169	2006	Jayashree Krishnan	A Study on Consumer behaviour with special reference to Durable Products in Chennai City	Commerce	Dr. M. Sakthivel Murugan

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170	2006	B.Karpagam	A Study on Perception & Problems and of Women executives in Chennai city	Commerce	Dr. M. Sakthivel Murugan
171	2006	R.Poornamathy	A Study on Empowerment of Women Executives in Chennai	Commerce	Dr. M. Sakthivel Murugan
172	2006	K.Sindhu	A Study on Leadership qualities of successful Women Entrepreneurs in Chennai	Commerce	Dr. M. Sakthivel Murugan
173	2009	Ayesha Begam	A Study on opportunities Problems and Prospects of Women entrepreneurs in Chennai city	Commerce	Dr. M. Sakthivel Murugan
174	2010	Pinni Vasantha Lakshmi Srinivasulu	A Study on the Role of Women Family Purchase Decision making in Chennai city	Commerce	Dr. M. Sakthivel Murugan
175	2010	V. Shanthi	A Study on Stress Dynamics of working women in leather Industry with special Reference to Vellore District	Commerce	Dr. M. Sakthivel Murugan
176	2010	K.J. Renuka	A Study on Job satisfaction among the Women Employees in Chennai City	Commerce	Dr. M. Sakthivel Murugan
177	2012	S.Raamkumar	A Comparative Study on Consumer Satisfaction of Various Life Insurance Product with Reference to LIC and Select Private Companies	Commerce	Dr. M. Sakthivel Murugan
178	2012	Ramasubramaniam	A Study on Consumer behaviour towards Retail Banking Products among Different Segments in Chennai City	Commerce	Dr. M. Sakthivel Murugan
179	2012	R.Murugan	A Study of Performance and Problems of Pharmaceutical Industry	Commerce	Dr. M. Sakthivel Murugan

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180	2012	R.Nadanasabai	A Study on the Impact of customer Relationship Management on customer loyalty with special reference to cellular operators in Chennai city	Commerce	Dr. M. Sakthivel Murugan
181	2012	P.Neelakandan	A Study on Investors preference towards selecting debt market Instruments in Chennai city	Commerce	Dr. M. Sakthivel Murugan
182	2012	R.Srikanth	A Study on Knowledge Management Among Self-financing Engineering Colleges in and around Chennai	Commerce	Dr. M. Sakthivel Murugan
183	2012	K.R.Kolammal	A Comparative Study on Stress among Employees in Educational Institutions in Chennai	Commerce	Dr. M. Sakthivel Murugan
184	2012	R.Gayathri	A Study on the Potentials and Challenges of E-Commerce for Small and Medium Enterprises with Special Reference to Chennai City	Commerce	Dr. M. Sakthivel Murugan
185	2012	R.Sundari	A Study on Brand Consciousness of Women and its Effect on Family Buying Behaviour with Special Reference to Personal Care Products in Chennai City	Commerce	Dr. M. Sakthivel Murugan
186	2012	Lakshmi	Women Empowerment through Self Help Groups (SHGS): A Study in Chennai Kanchipuram and Thiruvalluvar Districts	Commerce	Dr. M. Sakthivel Murugan
187	2012	T.Sujatha	A Study on the Impact of Stress on Interpersonal Relationship among the Women Executives in I. T Companies in Chennai City in Tamilnadu	Commerce	Dr. M. Sakthivel Murugan
188	2013	S.Ayemperumal	Customer Purchase Decision of Software Services – (A Study with reference to Microsoft packages) –	Commerce	Dr. M. Sakthivel Murugan
189	2016	S.Suresh	Study on Factors influencing Development of Convergence Services and Its Impact on Implementation	Commerce	Dr. M. Sakthivel Murugan



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190	2017	V.R. Sridhar	Corporate Governance Practices in India – A Study with reference to Select Corporate Sectors	Commerce	Dr. M. Sakthivel Murugan
191	2018	D. Philip	Financial Appraisal of the Tamilnadu Government’s scheme to meant for Hearing Impaired in Chennai	Commerce	Dr. M. Sakthivel Murugan
192	2020	S. Dhanalakshmi	Impact of Strategic HRM Practices on organizational commitment – A Study with Reference to Automobile Companies	Commerce	Dr. M. Sakthivel Murugan
193	2018	Praveena	Study on Impact of Human Capital Management of IT Employees in Chennai	Commerce	Dr. M. Sakthivel Murugan
194	2017	Anis akthar snethana banu	A study on emotional Intelligence of women executives in private sector enterprises with reference to Chennai city	Commerce	Dr. M. Sakthivel Murugan
195	2018	Mukesh Devan-	A study on Physical and Financial performance of selected co-operative sugar mills in Tamilnadu	Commerce	Dr. M. Sakthivel Murugan
196	2019	Anandam-	E Banking service in Madurai District	Commerce	Dr. M. Sakthivel Murugan
197	2014	J. Sabitha-	A Comparative Study on consumes behaviour among the working women and Home makers in Chennai	Commerce	Dr. M. Sakthivel Murugan
198	2015	Kolanjammal	A Study on services Quality Demonisms of Selected Retail Stores in Chennai City	Commerce	Dr. M. Sakthivel Murugan
199	2016	Nasir Sultana	Consumer buying behaviour of fast moving Consumer products in Tamil Nadu	Commerce	Dr. M. Sakthivel Murugan

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200	2016	Rangamani	A study on the Occupational Stress of Indian Mariners on Merchant Ships	Commerce	<b>Dr. M. Sakthivel Murugan</b>
201	2012	A. Ravi	A study on model of Relationship Marketing in Market Maturity	Commerce	<b>Dr. M. Sakthivel Murugan</b>