

**RVS COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), SULUR**

**DETAILS OF RESEARCH (FROM 2007-08 TO 2024-2025)**

**SCHOLAR DETAILS - SCHOOL OF COMMERCE**

<i>Sl.No</i>	<i>Name of the Guide &amp; Recognition Number</i>	<i>Name of the Scholar</i>	<i>M.Phil / Ph.D</i>	<i>FT / PT</i>	<i>Month &amp; Year of Registration</i>	<i>Title of the Project / Area of Research</i>	<i>Month &amp; Year of Completion</i>
1	Mr. R.N.Vivekanandar 10377/A2/2005, dated 18.02.2005	Valluvan.S.	M.Phil	FT	September 2007	A Study on "Policy Holders" Preferences and Satisfaction Level of ICICI Prudential Life Insurance Company Ltd., Pappanaickenpalayam.	September 2008- Completed
Manonmani .G.		M.Phil	FT	September 2008	An Analysis in Marketing Performance of Self Help Groups in Palladam.	September 2009- Completed	
Mangayarkarasi .Y.		M.Phil	FT	August 2008	A Comparative Study and Analysis of Home Loan Schemes Offered by SBI and PNB (With Special Reference to Coimbatore City).	March 2012- Completed	
Banusundari S		M.Phil	FT	September 2012	A Study on Consumer Attitude Towards Buying Tyres With Special Reference to Coimbatore City.	January 2014- Completed	
Radhakrishnan		M.Phil	FT	September 2012	A Study on the Preference and Perception of Consumers and Corporate towards Digital Media Marketing with Special reference to Coimbatore City.	July 2014- Completed	
Shanmuga Priya.B		M.Phil	PT	September 2013	The Needs of the Dual Earning Couples Employee Perception of Personal Practices (With Special Reference to Coimbatore District).	December 2015- Completed	

		Pavithra. K	M.Phil	PT	September 2014	A Working Capital Trend Value of Selected Iron and Steel Industry With Special Reference to BSE.	June 2017- Completed
2	Dr.S.Nirmala 19352/A2/2011, dated 26.09.2011	Jayanthi.S.	M.Phil	FT	August 2008	A Study on Consumer Satisfaction Towards ATM With Special Reference to Coimbatore City.	September 2009- Completed
		SathyaPriya .P.	M.Phil	FT	August 2009	A Study on Consumer Satisfaction Towards Household Products With Special Reference to Coimbatore City.	August 2010- Completed
		Rejini.T.	M.Phil	FT	October 2011	Stress Management Among Teaching Faculty in College (With Special Reference to Coimbatore City)	May 2013- Completed
		Malathi.M	M.Phil	FT	September 2013	Marketing Strategy of Small and Medium Enterprises in Coimbatore City.	January 2015- Completed
		Ranitha. P	M. Phil	FT	September 2014	A Study on Stress Management Among Nursing Staff With Special Reference to Kannur City, Kerala.	September 2016- Completed
		Geetha.R	Ph.D	PT	September 2013	Investors Awareness and Perception in Equity Shares with Special Reference to Coimbatore District.	September 2019 - Completed
		Suresh.C	Ph.D	PT	September 2013	Performance Analysis of Special Economic Zones With Special Reference to SIPCOT, Perundurai.	October 2019 - Completed

		Dhanalakshmi	Ph.D	FT	February 2014	Problems and Prospectus of Women Entrepreneur With Special Reference to Coimbatore District.	March 2019 -Completed
3	Dr.R.Karpagavalli 2403/A2/2011, dated 24.02.2011	Gomathi.S.	M.Phil	FT	September 2006	A Study on Investment Pattern of Salaried People With Special Reference to Coimbatore City.	September 2009 - Completed
		Deepa	M.Phil	FT	August 2008	A Study on Customer Satisfaction Towards The Hindu With Special Reference to Coimbatore District.	September 2009- Completed
		Chitradevi.E.	M.Phil	FT	August 2009	A Study on Financial performance of IT industry in India.	September 2010- Completed
		Sophiya.A	M.Phil	FT	September 2013	A Study on Financial Issues of Power loom Industry with reference to Coimbatore and Tiruppur District.	January 2015- Completed
		Nandhini. S	M. Phil	FT	September 2014	Financial Statement Analysis of Tata Steel Limited and Steel Authority of India Limited.	March 2016- Completed
		Nathiya.S.	Ph.D	PT	October 2011	A Study on Consumer Awareness Attitude and Motivational Factors Towards Purchasing Organic Products in Tiruppur District.	Submitted the Thesis
		Janani	Ph.D	PT	January 2011	Impact of Stress, Stress Related Health Issues and Stress Management Among Professions of Information Technology With Special Reference to TIDCO and ELCOT in Coimbatore City.	December 2018 -Completed
		Franco Authors	Ph.D	FT	September 2012	Performance Evaluation, Comparative Analysis and Factors Influencing the Efficiency of District Central co-operative Banks – A Study With Reference to Southern States of India.	June 2017 - Completed

		Banusundari S	Ph.D	FT	January 2014	Patient Perception and Satisfaction Towards Value Added Services Provided by Hospitals in Erode District.	March 2018 - Completed
		Madavasadasivam. P	Ph. D	PT	September 2015	Finance	Pursuing
		Shanthi. P	Ph. D	PT	September 2015	A Study on Business Strategies Adopted by The Export Trading Units – With Special Reference to Knitting Garments in Tirupur District.	April 2022 - Completed
4	Dr.A.Y.Kettiramalingam 10017/A2/2017, dated 30.05.2017	Mahendran.V	M.Phil	FT	August 2009	A Study on Investment Pattern and Preference of Retail Investors in Coimbatore City (With Special Reference to KARVY Stock Broking Ltd).	March 2011- Completed
		Bhuvanewari.D	M.Phil	PT	September 2011	A Study on consumer Production in Support of Food and Beverages Market of Cadbury Product (With Special Reference to Coimbatore).	July 2014- Completed
		Praveena.M	M.Phil	PT	September 2013	A Study on Shoppers Happiness Towards Online Shopping With Special Reference to Tiruppur City.	December 2015- Completed
5	Dr. V. S. Ravi 2072/A2/2007, dated 16.04.2007	Dharmaraj .A.	M.Phil	PT	September 2007	A Study on Financial Performance of Indian Cement Industry.	September 2009- Completed
		Vimala.G.	M.Phil	PT	September 2008	A Study on Financial Performance Analysis on Bharath Petroleum Corporation Ltd.	October 2010- Completed
		Sankaralingam.N.D.	M.Phil	FT	September 2009	A Study on Effectiveness of Training Programme of Sri Ravikumar Textile Mills in Tiruchengodu.	September 2010- Completed
		Premalatha.M.	M.Phil	FT	September 2013	A Study on Customer Preference and Satisfaction Towards Tupperware Products With Special Reference to Coimbatore District.	December 2014- Completed

6	Ms.D.Vanitha 14370/A2/2008, dated 07.07.2008	Arthi.A.	M.Phil	FT	August 2008	A Study on Impact of Seasonal Discounts on Apparel Purchase Behaviour of Consumers in Coimbatore City.	September 2009- Completed
		Meignanakumar.S.	M.Phil	FT	September 2009	A Study on Effectiveness of Training With Special Reference to Lakshmi Electrical Control Systems.	September 2011- Completed
7	Dr.G.Bhoopathi 24808/A2/2016, dated 15.11.2016	Hariharan.H.	M.Phil	FT	September 2008	A Study on Quality of Work Life among Employees With Reference to Rhino Technology.	December 2009- Completed
		Dhanalakshmi	M.Phil	PT	September 2012	A Study on Financial Issues in Cinema Theatre With Reference to Tiruppur and Coimbatore (Districts).	September 2013- Completed
		Sindhuja.V	M.Phil	PT	September 2013	A Study on Work Life of Workers in Construction Industry With Special Reference to Coimbatore.	December 2015- Completed
8	Ms.S.Ranjini 15569/A2/2009, dated 07.08.2009	Ramakrishnan.K.	M.Phil	FT	August 2010	A Study on Consumer Preference and Attitude Towards Consumption and Purchase of Tea.	August 2011- Completed
9	Dr.P.Rajini 26615/A2/2010, dated 31.12.2010	Anandavadivel.S	M.Phil	FT	August 2008	A Study on the Problems and Prospects Liner Operation With Special Reference to Chennai.	August 2011- Completed
		Rajendhiran. S	M. Phil	FT	September 2015	Customers Satisfaction and Perception Towards Reliance JIO Network With Special Reference to Tiruppur City.	Submitted the Dissertation
		Prema. S	Ph.D	PT	March 2011	Women Empowerment Through Self Help Groups (SHGs) With Special Reference to Sattur Taluk, TamilNadu.	Submitted the Thesis

		Gokila.K.	Ph.D	FT	December 2011	Customers' Perception and Satisfaction Towards Adoption of Technology Enabled Banking Self Services in Coimbatore City.	Submitted the Thesis
		Kavitha.T	Ph.D	PT	September 2013	Capital Structure Influencing Profitability of Select Steel Companies in India: An Analysis	December 2019 - Completed
		R. N. Vivekanandar	Ph. D	PT	September 2015	Financial Performance of Select Steel Manufacturing Companies in India.	November 2019 - Completed
		Aarthi. A	Ph. D	PT	June 2016	Factors Influencing Consumers' Buying Behaviour of Patanjali Products in Coimbatore District.	October 2022 - Completed
10	Ms.D.Arunadevi 23021/A2/2011, dated 15.01.2010	Nageswari	M.Phil	FT	September 2012	A Study on Uzhavar Santhai With Special Reference to Singanallur.	July 2014- Completed
11	Dr. C. .Selva Kumar 22044/A2/2015, dated 05.10.2015	Flora Shantha Kumari	M. Phil	PT	September 2012	A Study on Working Capital Management in Select Companies of Sugar Industry.	December 2015- Completed
		Manojkumar.C	Ph. D	PT	January 2014	An Evaluation of Financial Efficiency and Capital Structure of Banking Companies With Special Reference to Select Private Sector Banks in India.	November 2020 - Completed
		Maheswari. S	Ph. D	PT	September 2016	An Evaluation of the Financial Performance and Strength Analysis of Select Textiles and Apparel Companies listed in the National Stock Exchange.	March 2021 - Completed
		Sathiskumar. K	Ph. D	PT	September 2016	Green Buying Behaviour of the Millennial Consumers towards Eco Friendly Products With Special Reference to Tirupur District, Tamilnadu.	March 2022 - Completed
12	Ms.P.Amutha 1171/14272/A2/2004 , dated 04.02.2004	Nithya.A	M.Phil	FT	October 2011	Customer Attitude Towards Purchasing of Gold (With Special Reference to Riti Jewellery Coimbatore).	May 2013- Completed
		Karthikeyani.V	M. Phil	PT	September 2013	Job Stress Management Practices among Employees in BPO Sector.	December 2015- Completed

13	Dr.H.Hariharan 15371-1/A2/2012, dated 21.07.2012	Saranya.S	M. Phil	PT	September 2013	Women's Preference towards Rold Gold Jewellery (With Special Reference Towards Tiruppur District).	December 2015- Completed
14	Ms.S.Nathiya 23860/A2/2012, dated 15.11.2012	Udhayakumar.D	M.Phil	FT	September 2013	A Study on Customer Usage and Satisfaction Towards Coca Cola With Special Reference to Athoor Dindigul District.	December 2014- Completed
15	Dr.V.P.Karthikeyan 23651/A2/2016, dated 18.01.2016	Divya.R	M.Phil	FT	September 2013	A Study on working Women's Shopping Behaviour Towards Apparels in Coimbatore City.	December 2014- Completed
16	Dr.M.Sekar 16543-2/A2/2012, dated 02.08.2012	Preethi .N	M.Phil	FT	September 2013	A Study on Growth of Retail Stores With Special Reference to Coimbatore City.	December 2014- Completed