

2023-24 Sponsored Projects

Title	Faculty	Duration	Funding Agency	Amount
A Study on Customer Preference for Sustainable Leather Shoes at FARIDA SHOES Private Limited	NA	3 Months	Fareeda Shoes	Rs. 75,000/-
A study on Impact of Import and Export on Leather Industry Post Covid with reference to Chennai City	NA	4 Months	K H Shoes	Rs.1,50,000/-
A Study of Maximizing SAAS Market Penetration Through Targeted Business Development	Dr.KalaivaniBalaji	2 Months	My Gate	Rs. 30,000/-
A Study on the Influence of Brand Awareness towards Brand Performance with respect to MYGATE	Dr. Manickam G	2 Months	My Gate	Rs.30,000/-
Customer Engagement Programs as a Core Marketing Strategy: A case Study of MyGate	Dr.AneesFathima M I	2 Months	My Gate	Rs.30,000/-
A Study on Impact of Brand Positioning on the Brand Perception with Respect to MYGATE	Dr. D Charumathi	2 Months	My Gate	Rs.30,000/-
Quality Education in Management Education: A Study of Initiatives, Implementation, and Impact in Chennai	Dr.Catherine Julie Aarthy	2 Months	Eartheon	Rs.20,000/-
Exploring the Entrepreneurial Spirit Among Management Postgraduate Student: A Study of Parental Influence	Dr.Catherine Julie Aarthy	2 Months	Homefirst	Rs.30,000/-