

MEASI Institute of Management						
FINALR PROJECT CONSOLIDATED REPORT 2023-2025 BATCH						
Sl. No.	Roll No.	University Reg. No.	Name of the Students	Title	Mentor Name	Signature
1	23M001	712300303	Abdul Ashfaq	Impact of Freight Charges Fluctuation on the Financial Stability of Logistics Companies	Dr. A Govindarajan	Submitted
2	23M094	712300304	Abdulazeez T M	Impact of Green Supply Chain Management on Firm Performance with Reference to Customer Satisfaction: Evidence from Footlogics India PVT. Ltd.	Dr. D Babin Dhas	Submitted
3	23M139	712300305	Abdul Fazil	Integrated Supply Chain Practices in the Solar Energy Sector: An Empirical Study of Forever Renew Energy PVT. LTD.	Mr M S Siranjeevi	Submitted
4	23M002	712300306	Abdul Haleem	Financial Risk Exposure and Mitigation Strategies in the Tourism and Hospitality Industry	Dr. Kalaivani Balaji	Submitted
5	23M047	712300307	Abdul Hannan Amjad M	A Study on Understanding the Influence of Social Media on the Purchase Decision Process	Mrs Nishath Sultana	Submitted
6	23M093	712300308	Abdul Pasith K	A Study on Service Quality Dimensions and Client Satisfaction with reference to COLAN INFOTECH	Dr. K Sindhura	Submitted
7	23M003	712300309	ABDUL RAHMAN F	A Study on Investment and Expansion Strategies and their Impact on Market Expansion and Financial Growth in Fresh and Honest Pvt. Ltd.	Dr. Nidhi Srivastava	Submitted
8	23M048	712300310	Abdullah Masood	Succeeding in Business and Finance by Enhancing Strategic Decision-Making Innovation, and Operational Efficiency	Dr. K Sindhura	Submitted
9	23M140	712300311	Abdur Rahman K	Improving Logistics Efficiency Through Transaction Process Optimization	Dr. Catherine Julie Aarth	Submitted
10	23M049	712300312	Abdur Rahman K H	Evaluating the Role of Internship Programs in Enhancing the Professional and Personal Growth of Business Students	Dr. S Veena	Submitted
11	23M141	712300313	Abenayan.K	Evaluating the Impact of Financial Practices on Operational Efficiency at NTC LOGISTICS	Dr. T A M Hameed Kan	Submitted

12	23M142	712300314	Abinesh.A	The Impact of Job Satisfaction on Employee Retention at Garuda Aerospace Pvt Ltd.	Mr M S Siranjeevi	Submitted
13	23M095	712300315	J A Abul Hasan	Factor Influencing Customer Choice in Home Appliances: A Case Study in Kassim Marketing	Dr. Manickam G	Submitted
14	23M050	712300316	Adnaan Sharif K F	Impact of Sustainable Logistics Service Quality on Customer Satisfaction and Retention in SRD LOGISTICS	Dr. Manickam G	Submitted
15	23M004	712300317	Adnan Imtiaz	A Study on Factors Affecting Client Satisfaction Through Construction Practices in KSA Construction PVT LTD	Dr. Nidhi Srivastava	Submitted
16	23M146	712300318	K.A Ahamed Farhan	The Impact of Technology in Freight Forward Operations to Enhance Sustainable Practices	Dr. T A M Hameed Kan	Submitted
17	23M005	712300319	Ahmed Dharodia	Evaluating the Impact of Delivery Delays and Service Type on Customer Satisfaction in the Indian Logistics Sector	Dr. Catherine Julie Aarthy	Submitted
18	23M051	712300320	Aiman Umar T	A Study on the Treasury Transformation Through Automation & Fintech Solutions	Mr M S Siranjeevi	Submitted
19	23M006	712300321	Ashraf A	A Study on Improving the Efficiency of Loading and Unloading Processes for K.A.MAJEED TRADERS EGG LOGISTICS IN CHENNAI	Dr. Riaz Ahmed	Submitted
20	23M096	712300322	Deepak M	A Study on Warehouse Management Efficiency at SOTACK MULTIBOND ADHESIVE PVT LTD.	Mrs Nishath Sultana	Submitted
21	23M007	712300323	Dewan Hameed P M	A Study on Preference of Customer towards Modern Infrastructure	Dr. A Govindarajan	Submitted
22	23M144	712300324	Dinesh S	Digital Transformation of LC Document Verification in International Trade with reference to SCYMES SERVICES PVT LIMITED	Mr M S Siranjeevi	Submitted
23	23M097	712300325	Divakaran.P	A Study on Cost Control and Budget Management in ADROIT URBAN Developers	Dr. Manickam G	Submitted

24	23M053	712300326	Fayaz Ahamed T	Impact of Logistics Costs on Financial Performance	Mrs Nishath Sultana	Submitted
25	23M143	712300327	Gowtham B	The Impact of Well-Being on Job Satisfaction in Kone Elevator India Pvt Ltd.	Mr M S Siranjeevi	Submitted
26	23M008	712300328	Hammad Rayan C	A Study on Financial Literacy among Employees of HIJAZ LEATHERS PVT LTD.	Dr. Nidhi Srivastava	Submitted
27	23M098	712300329	Ijaz Ahmed.A	Customer Lifetime Value Analysis in B2B IT Solutions: A LENOVO Case Study	Dr. Kalaivani Balaji	Submitted
28	23M054	712300330	Ishfaq Rahman A	Impact of Digitalization on Trade Finance A Study on Fintech Innovations and Bank Adaptation in SCYMES PVT LTD	Dr. S G Balaji	Submitted
29	23M009	712300331	Jaffer Ahamed Hussain H N	A Study on Factors Influencing Customer Outlook and Response Towards Digital Banking Services	Dr. Kalaivani Balaji	Submitted
30	23M099	712300333	Keshavan S	Evaluating the Impact of AI-Generated Content on Digital Marketing Engagement: An Empirical Study	Dr. T A M Hameed Kan	Submitted
31	23M010	712300334	Khaled Nawaz	Digital Twin Technology and Supply Chain Resilience: A Dynamic Capabilities Framework for Organizational Adaption	Dr. Irudhyamary Premkumar	Submitted
32	23M148	712300335	Kishanraj M	Impact of Fintech Solutions on the Growth of MSME DVARA KGFS	Mr M S Siranjeevi	Submitted
33	23M052	712300336	Lingesh D	Satisfaction and Challenges Faced by Employees in Promoting Financial Services	Dr. Catherine Julie Aarthi	Submitted
34	23M055	712300337	Lokesh Kumar D	Employee Engagement & Affinity	Dr. Anees Fathima M I	Submitted
35	23M149	712300338	Manikandan V	Analysis in Customer Segmentation and Personalization Strategies for Enhanced Service Delivery at Natural Organization	Dr. S Veena	Submitted

36	23M016	712300339	Mohamed Umar Abdullah F	A Study of Financial Risk Management in Freight forwarding and Supply Chain Management with reference to Freight Consolidators	Dr. S G Balaji	Submitted
37	23M150	712300340	Mohamed Aathif J	Impact of Key Business Factors on Brand Loyalty in the UPVC Window Industry - A Case Study of Prime UPPVC Profile	Dr. Manickam G	Submitted
38	23M151	712300341	Mohamed Affan T M	A Study on the Role of Risk Management in Enhancing Customer Trust at Southern Mercantile Logistics Services Private Limited	Dr. Riaz Ahmed	Submitted
39	23M056	712300342	Mohamed Alfaz T	A Study on Optimization of Logistics and Supply Chain at Britannia Biscuit Pvt Ltd.	Dr. Riaz Ahmed	Submitted
40	23M018	712300343	Mohamedamaanullahbaig A	A Study on Business Expansion Strategies in Freight Forwarding Industry at KRONOS LOGISTICS PV LTD.	Dr. S Veena	Submitted
41	23M162	712300344	Mohamed Anwar N	A Study on Fleet Management Services at SRD Logistics	Dr. Manickam G	Submitted
42	23M057	712300345	Mohamed Ashfaque M Z	A Study on Assuring the Effectiveness of the Loyalty Programs with respect to Bloomhub	Dr. D Charumathi	Submitted
43	23M163	712300346	Mohamed Ashraf Khan N	A Study on Brand Preference and Customer Loyalty towards Chocolates at NM Goodies Private Limited	Dr. A Appu	Submitted
44	23M152	712300347	Mohamed Basheer	Non-Financial Determinants Influencing the Operational Performance of Prolance services Private Limited: An Exploratory Analysis	Dr. A Appu	Submitted
45	23M058	712300348	Mohamed Faaid S	A Study on It Transforms Logistics Service Quality at Repute Logistics Chennai	Dr. Riaz Ahmed	Submitted
46	23M105	712300349	Mohammed Faaz M B R	A Study on Inventory Management for Leather Goods at AXA LEATHER GROUP	Dr. S G Balaji	Submitted
47	23M068	712300350	Mohamed Fahim B	Social Media Advertisement and Consumer Perception on Purchase Intention	Dr. B Latha Lavanya	Submitted

48	23M059	712300351	Mohamed Farman Khan K	A Study on Supply Chain Challenges and Optimization Strategies for Exports at Star Air & Sea Logistics PVT. LTD.	Dr. D Babin Dhas	Submitted
49	23M011	712300352	Mohamed Fazil Y	Enhancing Supply Chain Efficiency Through Import, Export and Customs Compliance	Dr. W. Shabeena Shah	Submitted
50	23M060	712300353	Mohamed Hisam I	A Comprehensive Study on Logistics Network Design in Modern Supply Chain at TIDEL CARGO LOGISTICS	Dr. Riaz Ahmed	Submitted
51	23M061	712300354	Mohamed Irfan M	A Study on Green Logistics Practices for Sustainable Supply Chain Performance in NEHA SHIPPING SERVICES	Dr. D Babin Dhas	Submitted
52	23M012	712300355	Mohamed Irfan M	Customer Preference Over Terracotta tiles and its Competitive Advantage	Dr. A Govindarajan	Submitted
53	23M062	712300356	Mohamed Manas B	Exploring the Overall Awareness of Work Environment Related Health and Safety	Dr. B Latha Lavanya	Submitted
54	23M100	712300357	Mohamed Maseeh	Analyzing the Digital Transformation on Freight Forwarding Services in the UAE A Case Study on WIZ FREIGHT	Dr. S Veena	Submitted
55	23M063	712300358	Mohamed Mohideen A	A Study on the Factors Influencing Brand Trust with Respect to Colan Infotech PVT LTD.	Dr. K Sindhura	Submitted
56	23M101	712300359	Mohamed Nuhuman PM	Impact of Social Media on the Performance of Brand Mindz	Dr. Anees Fathima M I	Submitted
57	23M153	712300360	Mohamed Omer Farook Fahmi	The Role of Reverse Logistics in Enhancing Customer Satisfaction in E-Commerce	Dr. K Sindhura	Submitted
58	23M014	712300362	Mohamed Saarim T	A Study on Customer Satisfaction with Reference to ALO Logistics LLP	Dr. D Charumathi	Submitted
59	23M154	712300363	Mohamed Sadik Hussain S M	A Study on Consumer Buying Behavior for Pre-owned Luxury Cars	Dr. Catherine Julie Aarthy	Submitted

60	23M015	712300364	Mohamed Shameer S	A Study on Customer Retention by Personalized Printing	Dr. Kalaivani Balaji	Submitted
61	23M145	712300365	Mohamed Sheik Mohaideen J	A Study on the Role of Technology in Improving the Operational Efficiency at HARI & CO CFS PARK	Dr. K Sindhura	Submitted
62	23M064	712300366	Mohamed Shifan H	A Study on Payroll Management System with Respect to Buzzworks Business Services PVT LTD.	Dr. Manickam G	Submitted
63	23M102	712300367	Mohamed Suhail .I	Analyzing the Impact of AI-Driven Business Intelligence on Decision-Making at Parallel Universe Business Intelligence Private Limited	Dr. Irudhyamary Premkumar	Submitted
64	23M103	712300368	Mohamed Sultan	Exploring the Key Challenges in Converting Leads into Successful Conversions	Dr. Anees Fathima M I	Submitted
65	23M065	712300369	Mohamed Usman Y	Factors Affecting Customer Decision Making in Choosing Bike Taxi Over 3 or 4 Wheelers	Dr. B Latha Lavanya	Submitted
66	23M017	712300370	Mohamed Waasim S	The Influence of E-Marketing Mix Strategy on Organizational Performance	Dr. Riaz Ahmed	Submitted
67	23M155	712300371	Mohamed Waseeq Mahin	A Study on Marketing Mix Elements and Purchase Intention towards Coconut Products with Reference to COCO HOUSE PRIVATE LIMITED	Dr. S Veena	Submitted
68	23M156	712300372	Mohamed Zafir	A Study on Impact of Employee Engagement as a Mediating Factor Between Workplace Factors and Enhanced Productivity with Reference to Digitally Powerful	Dr. D Charumathi	Submitted
69	23M019	712300373	Mohammad Salman S	Leveraging Digital Transformation to Enhance Competitiveness in Startups and SMES: A Strategic Approach	Dr. Kalaivani Balaji	Submitted
70	23M157	712300374	Mohammed Affan T M	A Study on Employee Perception About Wellness Initiatives in an Organisation	Mr M S Siranjeevi	Submitted
71	23M166	712300375	Mohammed Allam T A	A Study on Effectiveness of Fixed Bin Concepts on Warehouse Management in COCO House India Private Limited, Bangalore	Dr. A Govindarajan	Submitted

72	23M020	712300376	Muhammed Ashif H	A Study to Understand Financial Literacy and Attitude towards Investment Intention	Dr. W. Shabeena Shah	Submitted
73	23M104	712300377	Mohammed Ashik M	A Study on Shipping Quality and Client Opinion at AI FALAK Pioneer	Dr. Kalaivani Balaji	Submitted
74	23M102	712300378	Mohammed Fouzan Varda	Factors Influencing the Adoption of Digital Marketing Services and Performance of Colan Infotech Private Limited: An Empirical Study	Dr. A Appu	Submitted
75	23M021	712300379	Mohammed Kamran	A Study on Critical Factors Influencing Customers Satisfaction in MM BARRELS	Dr. D Babin Dhas	Submitted
76	23M066	712300380	Mohammed Meeran N	A Study on the Impact of the Digital Wallet Payment System with Buzzworks Business Services PVT LTD	Dr. B Latha Lavanya	Submitted
77	23M067	712300381	Mohammed Mohideen M N	To Study the Impact of Green Maritime Logistics on Sustainable Development	Dr. T A M Hameed Kan	Submitted
78	23M022	712300382	Mohammed Niyaz S	Enhancing Customer Lifetime Value in the Industrial Marketing Sector: An Analytical Study at GEZWI INDUSTECH	Dr. D Babin Dhas	Submitted
79	23M069	712300383	Mohammed Saad P	Impact of Retail Relationship Strength, Brand Trust, Perceived Quality, Product Placement on Sales Performance	Dr. K Sindhura	Submitted
80	23M023	712300384	Mohammed Saad S	A Study on the Impact of Auto-Debit on Customer Loyalty and Financial Health with reference to DVARA KGFS PVT. CHENNAI	Dr. S G Balaji	Submitted
81	23M158	712300385	Mohammed Sameer A	Succession Planning Practices at Madras Shipping and Clearing Agency: An Analytic Study	Dr. Manickam G	Submitted
82	23M106	712300386	Mohammed Suhail A	An Investigation study on the Factors Influencing Behavioral Intention to use Digital Payments with Special Reference to Scymes Services PVT Limited	Dr. A Appu	Submitted
83	23M108	712300387	Mohammed Yusoof Adhim M	A Study on the Document Verification Process in Letter of Credit Transactions: Key Factors Affecting Efficiency and Accuracy at SCYMES PVT LTD	Dr. S Veena	Submitted

84	23M159	712300388	Mohammed Zabeer	The Art of Fashion Marketing: A Personal Branding Approach for Style Advisers	Dr. Catherine Julie Aarthy	Submitted
85	23M070	712300389	Mohammed Zeeshan K	A Study on Leveraging E-Commerce and Social Media to Expand Market Reach for M.A. SALEEM AHAMED & CO.	Dr. K Sindhura	Submitted
86	23M024	712300390	Moyezam Ali. S	Exploring the Effect of Last Mile Delivery in Network logistics Pivate LTD.	Dr. B Latha Lavanya	Submitted
87	23M071	712300391	Muhammad Aashif K	Green Supply Chain Management in Ship Spare Parts in Admiral Marine	Mrs Nishath Sultana	Submitted
88	23M109	712300392	Muhammad Ishaq	The Factors Influencing Mutual Fund Decisions among Retail Investors	Dr. W. Shabeena Shah	Submitted
89	23M110	712300393	Muhammed Ramees N	A Study on the Effect of Consumer Behaviour in Choosing Resort Upgrades and Additional Services on Profit Margins	Dr. A Govindarajan	Submitted
90	23M160	712300394	Munna G	The Effect of E-HRM on Workforce Agility at Centech Prime Solution Private Limited	Mr M S Siranjeevi	Submitted
91	23M161	712300395	Mustafa Riyaz Khan	A Study on Comparative Analysis of Payment Gateway Solutions in India	Dr. T A M Hameed Kan	Submitted
92	23M164	712300396	Nafeel Ahamed K S	Customs Risk Assessment and its Impact on Delivery Delays	Dr. B Latha Lavanya	Submitted
93	23M072	712300397	Nuaman Izaadeen A R	Evaluating the Effectiveness of Just-in-Time (JIT) Delivery in Maritime Supply Chain Operation: A Study at Admiral Marine Services	Dr. Irudhyamary Premkumar	Submitted
94	23M111	712300399	Ragul R	A Study on the Impact of Technology on Logistics at HPM Logistics	Mrs Nishath Sultana	Submitted
95	23M112	712300400	Rajesh Kanna J	A Study on Improving Client Retention Through Value- Based IT Service Packages	Mrs Nishath Sultana	Submitted

96	23M026	712300401	Ranil P	A Research Conducted on Influence of Influencer Marketing on Consumer Decisions	Dr. Irudhyamary Premkumar	Submitted
97	23M073	712300402	Rasheed Ahmed A	A Study on Consumer Perception of Price and Quality in High-End Luxury Footwear	Mrs Nishath Sultana	Submitted
98	23M113	712300403	Riazudeen	A Study to Analyze How New Technologies Influence the Financial Performance of AL-FALAK PIONEER	Dr. S G Balaji	Submitted
99	23M074	712300404	Rohith Kumar	Role of Customer Reviews and Testimonials in Building Credibility for Office Interiors A Comprehensive Analysis of Reach, Efficiency and Customer Satisfaction	Dr. Catherine Julie Aarthy	Submitted
100	23M027	712300405	Sai Abishek	Enhancing Customer Satisfaction Through Real-Time Delivery Tracing: A Study in Gate Supply Chain Solutions	Dr. D Babin Dhas	Submitted
101	23M075	712300406	Sai Sanjay C	An Exploratory study to Measure Service Quality Assessment and Purchase Intention with reference to EXQ GLITZ Privated Ltd.	Dr. A Appu	Submitted
102	23M114	712300407	Sakvai Mohammed Raique S	A Study on the Influence of Organisational Culture on Employee Satisfaction at Danny & Jones PVT Ltd.	Dr. S G Balaji	Submitted
103	23M115	712300408	Salman Faras S	Impact of Influencer Marketing on Brand Awareness and Sales in the Sports Wear Industry	Mrs Nishath Sultana	Submitted
104	23M028	712300409	Saravanan M	A Study on Labour Cost Optimization Strategies in the Construction Industry	Dr. Irudhyamary Premkumar	Submitted
105	23M076	712300410	Shaihu Sathak Thambi Maraikayar	Consumer Perception Towards Halal Certification with Reference to Halal India Research Council [HIRC]	Dr. D Charumathi	Submitted
106	23M077	712300411	Shaik Hussain T	A Study on ERP Quality Affecting Firm's Performance with respect to Apollo Hospitals	Mr M S Siranjeevi	Submitted
107	23M116	712300412	Shaik Mohammed Abdal	Assessing the Impact of Green Marketing Attributes and Purchase Intention at SSK Fresh Fruit Private LTD: An Exploratory Study	Dr. A Appu	Submitted

108	23M117	712300413	Shameem Ahamed	A Study on Analysis of Role of Digital Marketing for Entrepreneurs	Dr. W. Shabeena Shah	Submitted
109	23M118	712300414	Sheik Mohammed Mustafa	Orientation of Digital Marketing Approach Among the Wholesale Stationary Business	Dr. Anees Fathima M I	Submitted
110	23M030	712300415	Sheik Mohammed Zaheer S	The Impact of Digital Marketing on Consumer Purchase Decisions	Dr. W. Shabeena Shah	Submitted
111	23M031	712300416	Syed Ahamed Faiz A	The Role of Chatbots in Consumer Buying Decisions in E-Commerce	Dr. W. Shabeena Shah	Submitted
112	23M165	712300417	Syed Mohamed A	The Role of Creative Story Telling in Fashion Marketing Campaigns: A Study on Consumer Engagement	Dr. D Charumathi	Submitted
113	23M032	712300418	Syed Shahid Ali S	A Study on Enhancing the Operational Efficiency at S.A. NISHA TRANSPORT	Dr. D Babin Dhas	Submitted
114	23M078	712300419	Talib Hussain K	A Study on Product Positioning with the Respect of MINA HERBS MILL	Dr. A Govindarajan	Submitted
115	23M079	712300420	Thameem Ansari S	A Study to Measure the Third Party Logistics (3PL) Operations Efficiency at SRD LOGISTICS	Dr. W. Shabeena Shah	Submitted
116	23M119	712300421	Thoufiqur Rahman K J	Trends in Mobile Wallet Adoption: A Study on Consumer Preferences of Millennials (1980-1999) at Digital Powerful	Mrs Nishath Sultana	Submitted
117	23M167	712300422	Umer Athaullah V	A Study on Work-Life Balance and Its Impact on Employee Productivity at AB Global	Dr. Manickam G	Submitted
118	23M120	712300423	Varusai Mohamed Kaif S	Impact of AI and Automation on HR Functions at AM ENTREPRISES	Dr. Riaz Ahmed	Submitted
119	23M121	712300424	Vaseem Muhammed M	The Impact of Perceived Organizational Support, Job Satisfaction, Employee Attitude, and Stress on Employee Turnover Intention at KEYS MALABAR GATE HOTEL	Dr. T A M Hameed Kan	Submitted

120	23M122	712300425	Vijayakumar M	A Study on Employee Impact and Financial Performance of SMAYA 7 ASSOCIATES	Dr. D Babin Dhas	Submitted
121	23M080	712300426	Vimal R	Eco-Friendly Packaging Solution for Enhancing Logistics Sustainability	Dr. Anees Fathima M I	Submitted
122	23M029	712300427	Vyas Shantanu Nishchal	Factors Influencing Investment Decisions in Mutual Funds	Dr. Nidhi Srivastava	Submitted
123	23M123	712300428	Wasim Ahmed K	Evaluating Green Logistics Practices and their Impact on Sustainable Performance of Stack Multi Band Private Limited: An Emperical Study	Dr. A Appu	Submitted
124	23M124	712300429	Yasar N	A Study on Recruitment and Selection Practices at Chennai Petroleum Corporation Limited (CPCL)	Dr. Kalaivani Balaji	Submitted
125	23M168	712300430	Yashwanth.R	A Study on Customer Perception Towards the Products and Services of BR Engineering Plastics PVT LTD	Dr. D Charumathi	Submitted
126	23M033	712300431	Yogesh S	Banking Service Quality and Customer Satisfaction with Reference to Indian Overseas Bank - Pondicherry Branch	Dr. S G Balaji	Submitted
127	23M125	712300432	Zainul Abdeen P.M.Z	Empowering Youth Entrepreneurs: The Role of Government Initiatives Through Higher Educational Institutions	Dr. Anees Fathima M I	Submitted
128	23M169	712300433	Afrah Fathima M	A Study on Automation of Document Using Block Chain Technology in Technology in Trade Finance at SCYMES PVT LTD	Dr. D Charumathi	Submitted
129	23M126	712300434	Afreen Zama R	A Study on Microfinance and Entrepreneurial Development	Dr. Kalaivani Balaji	Submitted
130	23M127	712300435	Afrin Banu G	Examining the Effect of Performance Management System on Workers Performance at Precision Infomatic Private Limited: An Empirical Anal;ysis	Dr. A Appu	Submitted
131	23M081	712300436	Afroze Fathima M R	Role of Emotional Intelligence on Leadership and Team Performance	Dr. Anees Fathima M I	Submitted

132	23M082	712300437	Aishwaria Lakshmi S	A Study on Customer Relationship Management Practices at TVS BRAKES INDIA	Dr. A Govindarajan	Submitted
133	23M034	712300438	Ajeetha S	Exploring the Factors that Influence Employee Retention in Modern Organizations	Dr. S Veena	Submitted
134	23M170	712300439	Alviya Fathima.N	Unveiling the Drivers of Employee Engagement: A Psychological Perspective in A V Thomas Leather & Allied Products Private Limited	Dr. Manickam G	Submitted
135	23M035	712300440	Aneeqha Ambareen	Optimizing Logistics and Shipping Efficiency Analysis: Data-Driven Approach to Enhancing Customer Satisfaction and Revenue Growth	Dr. Catherine Julie Aarthi	Submitted
136	23M128	712300441	Atba Fathima	A Study to Measure the Effectiveness of E-HRM Practices and Organizational Performance at INAHO Digital Solutions Private Limited	Dr. A Appu	Submitted
137	23M171	712300442	Aynul Hudha M	The Impact of Emotional Intelligence and Motivation on Leadership	Dr. T A M Hameed Kan	Submitted
138	23M083	712300443	Fareeda Thahira	The Impact of Employer Branding on Job Applications with reference to Industry	Dr. A Govindarajan	Submitted
139	23M084	712300444	Haifa Lina M	Comparative on Smart Port Development: Middle Eastern Ports VS Indian Ports	Dr. T A M Hameed Kan	Submitted
140	23M129	712300445	Hameetha Banu A	A Study to Explore Diverse Investment Opportunities and Strategies to Enhance Growth for AL-FALAK PIONEER	Dr. Nidhi Srivastava	Submitted
141	23M172	712300446	Harisha K S	The Impact of Work-Life Balance and Leadership on Employees Organizaional Commitment	Dr. W. Shabeena Shah	Submitted
142	23M085	712300447	Harshini S	Dead-Stock Management Techniques in Clothing Retail Outlet	Dr. Anees Fathima M I	Submitted
143	23M173	712300448	Inas Fathima M	A Study on Effectiveness of Recruitment Process in Kamachi Industries Limited	Dr. D Babin Dhas	Submitted

144	23M130	712300449	Indhuja S	A Study on the Adoption of the Nach Digital Payment System in DVARA: Assessing the Role of Digital Literacy, Perceived Security and Social Influence	Dr. Anees Fathima M I	Submitted
145	23M036	712300450	Khadeja	Enhancing Visitors' Loyalty: An Exploratory Study of Facility Management Excellence, Hedonic Emotions, and Patronage Intentions in Grand Square Mall Chennai, Using IBOS Framework	Dr. Catherine Julie Aarthy	Submitted
146	23M175	712300451	Lavanya M K	Gamified Training in Food Safety: Can Interactive Training Improve Compliance and Workplace Engagement	Dr. K Sindhura	Submitted
147	23M037	712300452	Madeeha F	The Effect of Technology and Robo-Advisors on Wealth Management	Dr. T A M Hameed Kan	Submitted
148	23M086	712300453	Nazirah A	Evaluating the Financial Viability of Digital Payment Solutions with Respect to B2B GENIE PVT LTD	Dr. K Sindhura	Submitted
149	23M131	712300454	Naziya Begum S	An Analysis of the Effect of Tax Policies on Small Business Owners	Dr. T A M Hameed Kan	Submitted
150	23M132	712300455	Nikkhath Fathima. F	Pricing Strategies in the Fragrance and Skincare Industry: Financial Implications for Symrise	Dr. Nidhi Srivastava	Submitted
151	23M133	712300456	Noorjahan Beevi A	A Study on 3PL (3rd Party Logistics) and Operational Efficiency of TIMESCAN LOGISTICS PVT LTD.	Dr. S Veena	Submitted
152	23M176	712300457	Nowsheen Fathima G	Interplay of Life Style, Pocket Money, Self-Control and Variable Allowances on Students' Consumer Behavior	Dr. W. Shabeena Shah	Submitted
153	23M038	712300458	Parmar Muskan Mahesh	Mind over Money: Behavioural Biases Shaping Young Adult Investment Decisions	Dr. Irudhyamary Premkumar	Submitted
154	23M039	712300459	Pooja Lakshmi B V	Talent Acquisition Strategies and their Effectiveness at TVS AUTOMOBILES PVT LTD	Dr. W. Shabeena Shah	Submitted
155	23M087	712300460	Prathana T H	A Study on the Content Marketing Strategies and their Effect on Customer Decision-Making at PICK YOUR TRAIL	Dr. Manickam G	Submitted

156	23M040	712300461	Preethi K	A Study on Factors Affecting Customer Satisfaction in Mobile Banking at Real Estate	Mrs Nishath Sultana	Submitted
157	23M088	712300462	Raeesa Thabassum G J	An Empirical Analysis of the Financial Performance of Credit Cooperative Society in the SIMPSON & GROUP COMPANIES	Dr. Riaz Ahmed	Submitted
158	23M041	712300463	Ramya Krishnan S	A Study on the Effect of the Performance-Based Incentives on Employee Motivation at SOTACK MULTIBOND PVT. LTD.	Dr. D Charumathi	Submitted
159	23M134	712300464	Rasha Jumman U	Exploring the Impact of E ServicesCape Dimensions and User Intention with Reference to Sarkar Palace Private Limited: An Analytical Study	Dr. A Appu	Submitted
160	23M089	712300465	Reshma M	A Research Study on Customer Satisfaction Towards online Transaction in Gpay, Phonepe, Paytm, Amazon pay.	Dr. K Sindhura	Submitted
161	23M135	712300466	Rifah Adeebh	A Study on Impact of UCP 600 on International Trade Finance Towards SCYMES Services PVt Ltd.	Dr. Nidhi Srivastava	Submitted
162	23M042	712300467	Roshini Balaji	A Study on Employees Perspective towards Job Satisfaction in SCYMES SERVICE PVT. LTD.	Dr. D Babin Dhas	Submitted
163	23M177	712300468	Sabreen Fathima Z	Work Balance and Its Effects on Employee Productivity in Surmount Logistics Solutions PVT LTS	Dr. S G Balaji	Submitted
164	23M090	712300469	Sajja	Evaluating Digital Marketing Strategies in Real Estate: A Case Study of ASTA ARISE	Dr. Catherine Julie Aarthy	Submitted
165	23M043	712300470	Sana Kubra A	A Study on Analysing the Operational Efficiency of S.A. NISHA TRANSPORT	Dr. S G Balaji	Submitted
166	23M044	712300471	Saniya Afreen	The Role of Predictive Analytics in Digital Banking: Forecasting Customer Behaviour to Improve Experience	Dr. Irudhyamary Premkumar	Submitted
167	23M045	712300472	Seema Fathima M	Employees Perception Towards the Challenges and Opportunities of Trade Finance in SCYMES PVT. LTD.	Dr. Irudhyamary Premkumar	Submitted

168	23M136	712300473	Shabreen N	A Study on the Effectiveness of Digital Marketing in the Logistics Sector	Dr. S Veena	Submitted
169	23M178	712300474	Shazia Fathima S	Impact o Employee Engagement on Organisational Effectiveness: A Study on Key Drivers of Performance	Dr. S Veena	Submitted
170	23M174	712300475	Sheerin Taj J	Budget Forecasting Using Predictive Analytics in Heavy Construction	Dr. K Sindhura	Submitted
171	23M091	712300476	Thamira Shukra	A Study on Employee Welfare Measures at MRF WIN TYRES	Dr. Riaz Ahmed	Submitted
172	23M046	712300477	Tina John	Candidate Experience and Its Impact on Employer Branding	Dr. Irudhyamary Premkumar	Submitted
173	23M092	712300478	Udhaya Banu I	Decoding Financial Strength: A Comprehensive Ratio Analysis of TORIOX Group of Companies	Dr. Catherine Julie Aarthy	Submitted
174	23M179	712300479	Vajiha Fathima M.A	Millennials VS. Gen Z in the Workforce: Examining Generational Impact on Employee Productivity	Dr. D Charumathi	Submitted
175	23M180	712300480	Varsha S	The Impact of Green Supply Chain Management Practices on Firm Performance: The Mediating Role of Green Innovation in HPM Logistics	Dr. D Charumathi	Submitted
176	23M137	712300481	Vineesha G	Consumer Attitude towards Marketing within Virtual Environments	Dr. Kalaivani Balaji	Submitted
177	23M138	712300482	Waseem Fathima A M	A Study on Effectiveness of AI in Recruitment and Selection Process at Photon Interactive Private Limited	Dr. S Veena	Submitted

ANNEXURE - 1						
MEASI INSTITUTE OF MANAGEMENT						
FINAL YEAR PROJECT SUBMISSION FOR THE YEAR 2023-2025						
Sl. No.	Roll No.	University Reg. No.	Name of the Students	Title	Mentor Name	Signature
1	23M001	712300303	Abdul Ashfaq	Impact of Freight Charges Fluctuation on the Financial Stability of Logistics Companies	Dr. A Govindarajan	Submitted
2	23M139	712300305	Abdul Fazil	Integrated Supply Chain Practices in the Solar Energy Sector: An Empirical Study of Forever Renew Energy PVT. LTD.	Mr M S Siranjeevi	Submitted
3	23M002	712300306	Abdul Haleem	Financial Risk Exposure and Mitigation Strategies in the Tourism and Hospitality Industry	Dr. Kalaivani Balaji	Submitted
4	23M047	712300307	Abdul Hannan Amjad M	A Study on Understanding the Influence of Social Media on the Purchase Decision Process	Mrs Nishath Sultana	Submitted
5	23M093	712300308	Abdul Pasith K	A Study on Service Quality Dimensions and Client Satisfaction with reference to COLAN INFOTECH	Dr. K. Sindhura	Submitted
6	23M003	712300309	ABDUL RAHMAN F	A Study on Investment and Expansion Strategies and their Impact on Market Expansion and Financial Growth in Fresh and Honest Pvt. Ltd.	Dr. Nidhi Srivastava	Submitted
7	23M048	712300310	Abdullah Masood	Succeeding in Business and Finance by Enhancing Strategic Decision-Making Innovation, and Operational Efficiency	Dr. K. Sindhura	Submitted
8	23M049	712300312	Abdur Rahman K H	Evaluating the Role of Internship Programs in Enhancing the Professional and Personal Growth of Business Students	Dr. S Veena	Submitted
9	23M142	712300314	Abinеш.A	The Impact of Job Satisfaction on Employee Retention at Garuda Aerospace Pvt Ltd.	Mr M S Siranjeevi	Submitted
10	23M095	712300315	J A Abul Hasan	Factor Influencing Customer Choice in Home Appliances: A Case Study in Kassim Marketing	Dr. Manickam G	Submitted
11	23M004	712300317	Adnan Imtiaz	A Study on Factors Affecting Client Satisfaction Through Construction Practices in KSA Construction PVT LTD	Dr. Nidhi Srivastava	Submitted
12	23M146	712300318	K.A Ahamed Farhan	The Impact of Technology in Freight Forward Operations to Enhance Sustainable Practices	Dr. T A M Hameed Kan	Submitted
13	23M005	712300319	Ahmed Dharodia	Evaluating the Impact of Delivery Delays and Service Type on Customer Satisfaction in the Indian Logistics Sector	Dr. Catherine Julie Aarthy	Submitted
14	23M006	712300321	Ashraf A	A Study on Improving the Efficiency of Loading and Unloading Processes for K.A.MAJEED TRADERS EGG LOGISTICS IN CHENNAI	Dr. Riaz Ahmed	Submitted

15	23M096	712300322	Deepak M	A Study on Warehouse Management Efficiency at SOTACK MULTIBOND ADHESIVE PVT LTD.	Mrs Nishath Sultana	Submitted
16	23M007	712300323	Dewan Hameed P M	A Study on Preference of Cusatomer towards Modern Infrastructure	Dr. A Govindarajan	Submitted
17	23M144	712300324	Dinesh S	Digital Transformation of LC Document Verification in International Trade with reference to SCYMES SERVICES PVT LIMITED	Mr M S Siranjeevi	Submitted
18	23M097	712300325	Divakaran.P	A Study on Cost Control and Budget Management in ADROIT URBAN Developers	Dr. Manickam G	Submitted
19	23M053	712300326	Fayaz Ahamed T	Impact of Logistics Costs on Financial Performance	Mrs Nishath Sultana	Submitted
20	23M143	712300327	Gowtham B	The Impact of Well-Being on Job Satisfaction in Kone Elevator India Pvt Ltd.	Mr M S Siranjeevi	Submitted
21	23M008	712300328	Hammad Rayan C	A Study on Financial Literacy among Employees of HIJAZ LEATHERS PVT LTD.	Dr. Nidhi Srivastava	Submitted
22	23M098	712300329	Ijaz Ahmed.A	Customer Lifetime Value Analysis in B2B IT Solutions: A LENOVO Case Study	Dr. Kalaivani Balaji	Submitted
23	23M054	712300330	Ishfaq Rahman A	Impact of Digitalization on Trade Finance A Study on Fintech Innovations and Bank Adaptation inSCYMES PVT LTD	Dr. S G Balaji	Submitted
24	23M009	712300331	Jaffer Ahamed Hussain H N	A Study on Factors Influencing Customer Outlook and Response Towards Digital Banking Services	Dr. Kalaivani Balaji	Submitted
25	23M099	712300333	Keshavan S	Evaluating the Impact of AI-Generated Content on Digital Marketing Engagement: An Empirical Study	Dr. T A M Hameed Kan	Submitted
26	23M010	712300334	Khaled Nawaz	Digital Twin Technology and Supply Chain Resilience: A Dynamic Capabilities Framework for Organizational Adaption	Dr. Irudhyamary Premkumar	Submitted
27	23M148	712300335	Kishanraj M	Impact of Fintech Solutions on the Growth of MSME DVARA KGFS	Mr M S Siranjeevi	Submitted
28	23M052	712300336	Lingesh D	Satisfaction and Challenges Faced by Employees in Promoting Financial Services	Dr. Catherine Julie Aarthy	Submitted
29	23M055	712300337	Lokesh Kumar D	Employee Engagement & Affinity	Dr. Anees Fathima M I	Submitted
30	23M149	712300338	Manikandan V	Analysis in Customer Segmentation and Personalization Strategies for Enchanced Service Delivery at Natural Organization	Dr. S Veena	Submitted
31	23M016	712300339	Mohamed Umar Abdullah F	A Study of Financial Risk Management in Freight forwarding and Supply Chain Management with reference to Freight Consolidators	Dr. S G Balaji	Submitted
32	23M150	712300340	Mohamed Aathif J	Impact of Key Business Factors on Brand Loyalty in the UPVC Window Industry - A Case Study of Prime UPPVC Profile	Dr. Manickam G	Submitted

33	23M151	712300341	Mohamed Affan T M	A Study on the Role of Risk Management in Enhancing Customer Trust at Southern Mercantile Logistics Services Private Limited	Dr. Riaz Ahmed	Submitted
34	23M056	712300342	Mohamed Alfar T	A Study on Optimization of Logistics and Supply Chain at Britannia Biscuit Pvt Ltd.	Dr. Riaz Ahmed	Submitted
35	23M018	712300343	Mohamedamaanullahbaig A	A Study on Business Expansion Strategies in Freight Forwarding Industry at KRONOS LOGISTICS PV LTD.	Dr. S Veena	Submitted
36	23M162	712300344	Mohamed Anwar N	A Study on Fleet Management Services at SRD Logistics	Dr. Manickam G	Submitted
37	23M057	712300345	Mohamed Ashfaque M Z	A Study on Assuring the Effectiveness of the Loyalty Programs with respect to Bloomhub	Dr. D Charumathi	Submitted
38	23M163	712300346	Mohamed Ashraf Khan N	A Study on Brand Preference and Customer Loyalty towards Chocolates at NM Goodies Private Limited	Dr. A Appu	Submitted
39	23M152	712300347	Mohamed Basheer	Non-Financial Determinants Influencing the Operational Performance of Prolance services Private Limited: An Exploratory Analysis	Dr. A Appu	Submitted
40	23M058	712300348	Mohamed Faaid S	A Study on It Transforms Logistics Service Quality at Repute Logistics Chennai	Dr. Riaz Ahmed	Submitted
41	23M105	712300349	Mohammed Faaz M B R	A Study on Inventory Management for Leather Goods at AXA LEATHER GROUP	Dr. S G Balaji	Submitted
42	23M068	712300350	Mohamed Fahim B	Social Media Advertisement and Consumer Perception on Purchase Intention	Dr. B Latha Lavanya	Submitted
43	23M059	712300351	Mohamed Farman Khan K	A Study on Supply Chain Challenges and Optimization Strategies for Exports at Star Air &Sea Logistics PVT. LTD.	Dr. D Babin Dhas	Submitted
44	23M011	712300352	Mohamed Fazil Y	Enhancing Supply Chain Efficiency Through Import, Export and Customs Compliance	Dr. W. Shabeena Shah	Submitted
45	23M060	712300353	Mohamed Hisam I	A Comprehensive Study on Logistics Network Design in Modern Supply Chain at TIDEL CARGO LOGISTICS	Dr. Riaz Ahmed	Submitted
46	23M061	712300354	Mohamed Irfan M	A Study on Green Logistics Practices for Sustainable Supply Chain Performance in NEHA SHIPPING SERVICES	Dr. D Babin Dhas	Submitted
47	23M012	712300355	Mohamed Irfan M	Customer Preference Over Terracotta tiles and its Competitive Advantage	Dr. A Govindarajan	Submitted
48	23M062	712300356	Mohamed Manas B	Exploring the Overall Awareness of Work Environment Related Health and Safety	Dr. B Latha Lavanya	Submitted
49	23M100	712300357	Mohamed Maseeh	Analyzing the Digital Transformation on Freight Forwarding Services in the UAE A Case Study on WIZ FREIGHT	Dr. S Veena	Submitted
50	23M063	712300358	Mohamed Mohideen A	A Study on the Factors Influencing Brand Trust with Respect to Colan Infotech PVT LTD.	Dr. K. Sindhura	Submitted
51	23M101	712300359	Mohamed Nuhuman PM	Impact of Social Media on the Performance of Brand Mindz	Dr. Anees Fathima M I	Submitted
52	23M153	712300360	Mohamed Omer Farook Fahmi	The Role of Reverse Logistics in Enhancing Customer Satisfaction in E-Commerce	Dr. K. Sindhura	Submitted

53	23M014	712300362	Mohamed Saarim T	A Study on Customer Satisfaction with Reference to ALO Logistics LLP	Dr. D Charumathi	Submitted
54	23M154	712300363	Mohamed Sadik Hussain S M	A Study on Consumer Buying Behavior for Pre-owned Luxury Cars	Dr. Catherine Julie Aarthy	Submitted
55	23M015	712300364	Mohamed Shameer S	A Study on Customer Retention by Personalized Printing	Dr. Kalaivani Balaji	Submitted
56	23M145	712300365	Mohamed Sheik Mohaideen J	A Study on the Role of Technology in Improving the Operational Efficiency at HARI & CO CFS PARK	Dr. K. Sindhura	Submitted
57	23M064	712300366	Mohamed Shifan H	A Study on Payroll Management System with Respect to Buzzworks Business Services PVT LTD.	Dr. Manickam G	Submitted
58	23M102	712300367	Mohamed Suhail .I	Analyzing the Impact of AI-Driven Business Intelligence on Decision-Making at Parallel Universe Business Intelligence Private Limited	Dr. Irudhyamary Premkumar	Submitted
59	23M103	712300368	Mohamed Sultan	Exploring the Key Challenges in Converting Leads into Successful Conversions	Dr. Anees Fathima M I	Submitted
60	23M065	712300369	Mohamed Usman Y	Factors Affecting Customer Decision Making in Choosing Bike Taxi Over 3 or 4 Wheelers	Dr. B Latha Lavanya	Submitted
61	23M017	712300370	Mohamed Waasim S	The Influence of E-Marketing Mix Strategy on Organizational Performance	Dr. Riaz Ahmed	Submitted
62	23M155	712300371	Mohamed Waseeq Mahin	A Study on Marketing Mix Elements and Purchase Intention towards Coconut Products with Reference to COCO HOUSE PRIVATE LIMITED	Dr. S Veena	Submitted
63	23M019	712300373	Mohammad Salman S	Leveraging Digital Transformation to Enhance Competitiveness in Startups and SMES: A Strategic Approach	Dr. Kalaivani Balaji	Submitted
64	23M157	712300374	Mohammed Affan T M	A Study on Employee Perception About Wellness Initiatives in an Organisation	Mr M S Siranjeevi	Submitted
65	23M166	712300375	Mohammed Allam T A	A Study on Effectiveness of Fixed Bin Concepts on Warehouse Management in COCO House India Private Limited, Bangalore	Dr. A Govindarajan	Submitted
66	23M020	712300376	Muhammed Ashif H	A Study to Understand Financial Literacy and Attitude towards Investment Intention	Dr. W. Shabeena Shah	Submitted
67	23M104	712300377	Mohammed Ashik M	A Study on Shipping Quality and Client Opinion at AI FALAK Pioneer	Dr. Kalaivani Balaji	Submitted
68	23M102	712300378	Mohammed Fouzan Varda	Factors Influencing the Adoption of Digital Marketing Services and Performance of Colan Infotech Private Limited: An Empirical Study	Dr. A Appu	Submitted
69	23M021	712300379	Mohammed Kamran	A Study on Critical Factors Influencing Customers Satisfaction in MM BARRELS	Dr. D Babin Dhas	Submitted
70	23M066	712300380	Mohammed Meeran N	A Study on the Impact of the Digital Wallet Payment System with Buzzworks Business Services PVT LTD	Dr. B Latha Lavanya	Submitted

71	23M022	712300382	Mohammed Niyaz S	Enhancing Customer Lifetime Value in the Industrial Marketing Sector: An Analytical Study at GEZWI INDUSTECH	Dr. D Babin Dhas	Submitted
72	23M023	712300384	Mohammed Saad S	A Study on the Impact of Auto-Debit on Customer Loyalty and Financial Health with reference to DVARA KGFS PVT. CHENNAI	Dr. S G Balaji	Submitted
73	23M158	712300385	Mohammed Sameer A	Succession Planning Practices at Madras Shipping and Clearing Agency: An Analytic Study	Dr. Manickam G	Submitted
74	23M106	712300386	Mohammed Suhail A	An Investigation study on the Factors Influencing Behavioral Intention to use Digital Payments with Special Reference to Scymes Services PVT Limited	Dr. A Appu	Submitted
75	23M108	712300387	Mohammed Yusooif Adhim M	A Study on the Document Verification Process in Letter of Credit Transactions: Key Factors Affecting Efficiency and Accuracy at SCYMES PVT LTD	Dr. S Veena	Submitted
76	23M159	712300388	Mohammed Zabeer	The Art of Fashion Marketing: A Personal Branding Approach for Style Advisers	Dr. Catherine Julie Aarthy	Submitted
77	23M071	712300391	Muhammad Aashif K	Green Supply Chain Management in Ship Spare Parts in Admiral Marine	Mrs Nishath Sultana	Submitted
78	23M109	712300392	Muhammad Ishaq	The Factors Influencing Mutual Fund Decisions among Retail Investors	Dr. W. Shabeena Shah	Submitted
79	23M110	712300393	Muhammed Ramees N	A Study on the Effect of Consumer Behaviour in Choosing Resort Upgrades and Additional Services on Profit Margins	Dr. A Govindarajan	Submitted
80	23M160	712300394	Munna G	The Effect of E-HRM on Workforce Agility at Centech Prime Solution Private Limited	Mr M S Siranjeevi	Submitted
81	23M072	712300397	Nuaman Izaadeen A R	Evaluating the Effectiveness of Just-in-Time (JIT) Delivery in Maritime Supply Chain Operation: A Study at Admiral Marine Services	Dr. Irudhyamary Premkumar	Submitted
82	23M111	712300399	Ragul R	A Study on the Impact of Technology on Logistics at HPM Logistics	Mrs Nishath Sultana	Submitted
83	23M112	712300400	Rajesh Kanna J	A Study on Improving Client Retention Through Value- Based IT Service Packages	Mrs Nishath Sultana	Submitted
84	23M026	712300401	Ranil P	A Research Conducted on Influence of Influencer Marketing on Consumer Decisions	Dr. Irudhyamary Premkumar	Submitted
85	23M073	712300402	Rasheed Ahmed A	A Study on Consumer Perception of Price and Quality in High-End Luxury Footwear	Mrs Nishath Sultana	Submitted
86	23M113	712300403	Riazudeen	A Study to Analyze How New Technologies Influence the Financial Performance of AL-FALAK PIONEER	Dr. S G Balaji	Submitted
87	23M074	712300404	Rohith Kumar	Role of Customer Reviews and Testimonials in Building Credibility for Office Interiors A Comprehensive Analysis of Reach, Efficiency and Customer Satisfaction	Dr. Catherine Julie Aarthy	Submitted

88	23M027	712300405	Sai Abishek	Enhancing Customer Satisfaction Through Real-Time Delivery Tracing: A Study in Gate Supply Chain Solutions	Dr. D Babin Dhas	Submitted
89	23M075	712300406	Sai Sanjay C	An Exploratory study to Measure Service Quality Assessment and Purchase Intention with reference to EXQ GLITZ Privated Ltd.	Dr. A Appu	Submitted
90	23M114	712300407	Sakvai Mohammed Raique S	A Study on the Influence of Organisational Culture on Employee Satisfaction at Danny & Jones PVT Ltd.	Dr. S G Balaji	Submitted
91	23M115	712300408	Salman Faras S	Impact of Influencer Marketing on Brand Awareness and Sales in the Sports Wear Industry	Mrs Nishath Sultana	Submitted
92	23M028	712300409	Saravanan M	A Study on Labour Cost Optimization Strategies in the Construction Industry	Dr. Irudhyamary Premkumar	Submitted
93	23M076	712300410	Shaihu Sathak Thambi Maraikayar	Consumer Perception Towards Halal Certification with Reference to Halal India Research Council [HIRC]	Dr. D Charumathi	Submitted
94	23M077	712300411	Shaik Hussain T	A Study on ERP Quality Affecting Firm's Performance with respect to Apollo Hospitals	Mr M S Siranjeevi	Submitted
95	23M116	712300412	Shaik Mohammed Abdal	Assessing the Impact of Green Marketing Attributes and Purchase Intention at SSK Fresh Fruit Private LTD: An Exploratory Study	Dr. A Appu	Submitted
96	23M117	712300413	Shameem Ahamed	A Study on Analysis of Role of Digital Marketing for Entrepreneurs	Dr. W. Shabeena Shah	Submitted
97	23M118	712300414	Sheik Mohammed Mustafa	Orientation of Digital Marketing Approach Among the Wholesale Stationary Business	Dr. Anees Fathima M I	Submitted
98	23M030	712300415	Sheik Mohammed Zaheer S	The Impact of Digital Marketing on Consumer Purchase Decisions	Dr. W. Shabeena Shah	Submitted
99	23M031	712300416	Syed Ahamed Faiz A	The Role of Chatbots in Consumer Buying Decisions in E-Commerce	Dr. W. Shabeena Shah	Submitted
100	23M165	712300417	Syed Mohamed A	The Role of Creative Story Telling in Fashion Marketing Campaigns: A Study on Consumer Engagement	Dr. D Charumathi	Submitted
101	23M032	712300418	Syed Shahid Ali S	A Study on Enhancing the Operational Efficiency at S.A. NISHA TRANSPORT	Dr. D Babin Dhas	Submitted
102	23M079	712300420	Thameem Ansari S	A Study to Measure the Third Party Logistics (3PL) Operations Efficiency at SRD LOGISTICS	Dr. W. Shabeena Shah	Submitted
103	23M119	712300421	Thoufiquir Rahman K J	Trends in Mobile Wallet Adoption: A Study on Consumer Preferences of Millennials (1980-1999) at Digital Powerful	Mrs Nishath Sultana	Submitted
104	23M167	712300422	Umer Athaullah V	A Study on Work-Life Balance and Its Impact on Employee Productivity at AB Global	Dr. Manickam G	Submitted
105	23M120	712300423	Varusai Mohamed Kaif S	Impact of AI and Automation on HR Functions at AM ENTREPRISES	Dr. Riaz Ahmed	Submitted

106	23M121	712300424	Vaseem Muhammed M	The Impact of Perceived Organizational Support, Job Satisfaction, Employee Attitude, and Stress on Employee Turnover Intention at KEYS MALABAR GATE HOTEL	Dr. T A M Hameed Kan	Submitted
107	23M122	712300425	Vijayakumar M	A Study on Employee Impact and Financial Performance of SMAYA 7 ASSOCIATES	Dr. D Babin Dhas	Submitted
108	23M080	712300426	Vimal R	Eco-Friendly Packaging Solution for Enhancing Logistics Sustainability	Dr. Anees Fathima M I	Submitted
109	23M029	712300427	Vyas Shantanu Nishchal	Factors Influencing Investment Decisions in Mutual Funds	Dr. Nidhi Srivastava	Submitted
110	23M123	712300428	Wasim Ahmed K	Evaluating Green Logistics Practices and their Impact on Sustainable Performance of Stack Multi Band Private Limited: An Emperical Study	Dr. A Appu	Submitted
111	23M124	712300429	Yasar N	A Study on Recruitment and Selection Practices at Chennai Petroleum Corporation Limited (CPCL)	Dr. Kalaivani Balaji	Submitted
112	23M168	712300430	Yashwanth.R	A Study on Customer Perception Towards the Products and Services of BR Engineering Plastics PVT LTD	Dr. D Charumathi	Submitted
113	23M033	712300431	Yogesh S	Banking Service Quality and Customer Satisfaction with Reference to Indian Overseas Bank - Pondicherry Branch	Dr. S G Balaji	Submitted
114	23M125	712300432	Zainul Abdeen P.M.Z	Empowering Youth Entrepreneurs: The Role of Government Initiatives Through Higher Educational Institutions	Dr. Anees Fathima M I	Submitted
115	23M169	712300433	Afrah Fathima M	A Study on Automation of Document Using Block Chain Technology in Technology in Trade Finance at SCYMES PVT LTD	Dr. D Charumathi	Submitted
116	23M126	712300434	Afreen Zama R	A Study on Microfinance and Entrepreneurial Development	Dr. Kalaivani Balaji	Submitted
117	23M127	712300435	Afrin Banu G	Examining the Effect of Performance Management System on Workers Performance at Precision Infomatic Private Limited: An Empirical Anal;ysis	Dr. A Appu	Submitted
118	23M081	712300436	Afroze Fathima M R	Role of Emotional Intelligence on Leadership and Team Performance	Dr. Anees Fathima M I	Submitted
119	23M034	712300438	Ajeetha S	Exploring the Factors that Influence Employee Retention in Modern Organizations	Dr. S Veena	Submitted
120	23M170	712300439	Alviya Fathima.N	Unveiling the Drivers of Employee Engagement: A Psychological Perspective in A V Thomas Leather & Allied Products Private Limited	Dr. Manickam G	Submitted
121	23M035	712300440	Aneeqha Ambareen	Optimizing Logistics and Shipping Efficiency Analysis: Data-Driven Approach to Enhancing Customer Satisfaction and Revenue Growth	Dr. Catherine Julie Aarthy	Submitted
122	23M128	712300441	Atba Fathima	A Study to Measure the Effectiveness of E-HRM Practices and Organizational Performance at INAHO Digital Solutions Private Limited	Dr. A Appu	Submitted

123	23M171	712300442	Aynul Hudha M	The Impact of Emotional Intelligence and Motivation on Leadership	Dr. T A M Hameed Kan	Submitted
124	23M083	712300443	Fareeda Thahira	The Impact of Employer Branding on Job Applications with reference to Industry	Dr. A Govindarajan	Submitted
125	23M084	712300444	Haifa Lina M	Comparative on Smart Port Development: Middle Eastern Ports VS Indian Ports	Dr. T A M Hameed Kan	Submitted
126	23M129	712300445	Hameetha Banu A	A Study to Explore Diverse Investment Opportunities and Strategies to Enhance Growth for AL-FALAK PIONEER	Dr. Nidhi Srivastava	Submitted
127	23M172	712300446	Harisha K S	The Impact of Work-Life Balance and Leadership on Employees Organizaional Commitment	Dr. W. Shabeena Shah	Submitted
128	23M085	712300447	Harshini S	Dead-Stock Management Techniques in Clothing Retail Outlet	Dr. Anees Fathima M I	Submitted
129	23M173	712300448	Inas Fathima M	A Study on Effectiveness of Recruitment Process in Kamachi Industries Limited	Dr. D Babin Dhas	Submitted
130	23M130	712300449	Indhuja S	A Study on the Adoption of the Nach Digital Payment System in DVARA: Assessing the Role of Digital Literacy, Perceived Security and Social Influence	Dr. Anees Fathima M I	Submitted
131	23M036	712300450	Khadeja	Enhancing Visitors' Loyalty: An Exploratory Study of Facility Management Excellence, Hedonic Emotions, and Patronage Intentions in Grand Square Mall Chennai, Using IBOS Framework	Dr. Catherine Julie Aarthy	Submitted
132	23M175	712300451	Lavanya M K	Gamified Training in Food Safety: Can Interactive Training Improve Compliance and Workplace Engagement	Dr. K. Sindhura	Submitted
133	23M086	712300453	Nazirah A	Evaluating the Financial Viability of Digital Payment Solutions with Respect to B2B GENIE PVT LTD	Dr. K. Sindhura	Submitted
134	23M131	712300454	Naziya Begum S	An Analysis of the Effect of Tax Policies on Small Business Owners	Dr. T A M Hameed Kan	Submitted
135	23M132	712300455	Nikkhath Fathima. F	Pricing Strategies in the Fragrance and Skincare Industry: Financial Implications for Symrise	Dr. Nidhi Srivastava	Submitted
136	23M133	712300456	Noorjahan Beevi A	A Study on 3PL (3rd Party Logistics) and Operational Efficiency of TIMESCAN LOGISTICS PVT LTD.	Dr. S Veena	Submitted
137	23M176	712300457	Nowsheen Fathima G	Interplay of Life Style, Pocket Money, Self-Control and Variable Allowances on Students' Consumer Behavior	Dr. W. Shabeena Shah	Submitted
138	23M038	712300458	Parmar Muskan Mahesh	Mind over Money: Behavioural Biases Shaping Young Adult Investment Decisions	Dr. Irudhyamary Premkumar	Submitted
139	23M039	712300459	Pooja Lakshmi B V	Talent Acquisition Strategies and their Effectiveness at TVS AUTOMOBILES PVT LTD	Dr. W. Shabeena Shah	Submitted
140	23M087	712300460	Prathana T H	A Study on the Content Marketing Strategies and their Effect on Customer Decision-Making at PICK YOUR TRAIL	Dr. Manickam G	Submitted

141	23M040	712300461	Preethi K	A Study on Factors Affecting Customer Satisfaction in Mobile Banking at Real Estate	Mrs Nishath Sultana	Submitted
142	23M088	712300462	Raeesa Thabassum G J	An Empirical Analysis of the Financial Performance of Credit Cooperative Society in the SIMPSON & GROUP COMPANIES	Dr. Riaz Ahmed	Submitted
143	23M041	712300463	Ramya Krishnan S	A Study on the Effect of the Performance-Based Incentives on Employee Motivation at SOTACK MULTIBOND PVT. LTD.	Dr. D Charumathi	Submitted
144	23M134	712300464	Rasha Jumman U	Exploring the Impact of E ServicesCape Dimensions and User Intention with Reference to Sarkar Palace Private Limited: An Analytical Study	Dr. A Appu	Submitted
145	23M089	712300465	Reshma M	A Research Study on Customer Satisfaction Towards online Transaction in Gpay, Phonepe, Paytm, Amazon pay.	Dr. K. Sindhura	Submitted
146	23M135	712300466	Rifah Adeebh	A Study on Impact of UCP 600 on International Trade Finance Towards SCYMES Services Pvt Ltd.	Dr. Nidhi Srivastava	Submitted
147	23M042	712300467	Roshini Balaji	A Study on Employees Perspective towards Job Satisfaction in SCYMES SERVICE PVT. LTD.	Dr. D Babin Dhas	Submitted
148	23M177	712300468	Sabreen Fathima Z	Work Balance and Its Effects on Employee Productivity in Surmount Logistics Solutions PVT LTS	Dr. S G Balaji	Submitted
149	23M090	712300469	Sajja	Evaluating Digital Marketing Strategies in Real Estate: A Case Study of ASTA ARISE	Dr. Catherine Julie Aarthy	Submitted
150	23M043	712300470	Sana Kubra A	A Study on Analysing the Operational Efficiency of S.A. NISHA TRANSPORT	Dr. S G Balaji	Submitted
151	23M044	712300471	Saniya Afreen	The Role of Predictive Analytics in Digital Banking: Forecasting Customer Behaviour to Improve Experience	Dr. Irudhyamary Premkumar	Submitted
152	23M045	712300472	Seema Fathima M	Employees Perception Towards the Challenges and Opportunities of Trade Finance in SCYMES PVT. LTD.	Dr. Irudhyamary Premkumar	Submitted
153	23M136	712300473	Shabreen N	A Study on the Effectiveness of Digital Marketing in the Logistics Sector	Dr. S Veena	Submitted
154	23M178	712300474	Shazia Fathima S	Impact o Employee Engagement on Organisational Effectiveness: A Study on Key Drivers of Performance	Dr. S Veena	Submitted
155	23M174	712300475	Sheerin Taj J	Budget Forecasting Using Predictive Analytics in Heavy Construction	Dr. K. Sindhura	Submitted
156	23M091	712300476	Thamira Shukra	A Study on Employee Welfare Measures at MRF WIN TYRES	Dr. Riaz Ahmed	Submitted
157	23M046	712300477	Tina John	Candidate Experience and Its Impact on Employer Branding	Dr. Irudhyamary Premkumar	Submitted
158	23M092	712300478	Udhaya Banu I	Decoding Financial Strength: A Comprehensive Ratio Analysis of TORIOX Group of Companies	Dr. Catherine Julie Aarthy	Submitted
159	23M179	712300479	Vajiha Fathima M.A	Millennials VS. Gen Z in the Workforce: Examining Generational Impact on Employee Productivity	Dr. D Charumathi	Submitted

160	23M180	712300480	Varsha S	The Impact of Green Supply Chain Management Practices on Firm Performance: The Mediating Role of Green Innovation in HPM Logistics	Dr. D Charumathi	Submitted
161	23M137	712300481	Vineesha G	Consumer Attitude towards Marketing within Virtual Environments	Dr. Kalaivani Balaji	Submitted
162	23M138	712300482	Waseem Fathima A M	A Study on Effectiveness of AI in Recruitment and Selection Process at Photon Interactive Private Limited	Dr. S Veena	Submitted

ANNEXURE - 1						
MEASI INSTITUTE OF MANAGEMENT						
FINAL YEAR PROJECT SUBMISSION FOR THE YEAR 2023-2025						
Sl. No.	Roll No.	University Reg. No.	Name of the Students	Title	Mentor Name	Signature
1	23M094	712300304	Abdulazeez T M	Impact of Green Supply Chain Management on Firm Performance with Reference to Customer Satisfaction: Evidence from Footlogics India PVT. Ltd.	Dr. D Babin Dhas	Submitted
2	23M140	712300311	Abdur Rahman K	Improving Logistics Efficiency Through Transaction Process Optimization	Dr. Catherine Julie Aarthy	Submitted
3	23M141	712300313	Abenayan.K	Evaluating the Impact of Financial Practices on Operational Efficiency at NTC LOGISTICS	Dr. T A M Hameed Kan	Submitted
4	23M050	712300316	Adnaan Sharif K F	Impact of Sustainable Logistics Service Quality on Customer Satisfaction and Retention in SRD LOGISTICS	Dr. Manickam G	Submitted
5	23M051	712300320	Aiman Umar T	A Study on the Treasury Transformation Through Automation & Fintech Solutions	Mr M S Siranjeevi	Submitted
6	23M156	712300372	Mohamed Zafir	A Study on Impact of Employee Engagement as a Mediating Factor Between Workplace Factors and Enhanced Productivity with Reference to Digitally Powerful	Dr. D Charumathi	Submitted
7	23M067	712300381	Mohammed Mohideen M N	To Study the Impact of Green Maritime Logistics on Sustainable Development	Dr. T A M Hameed Kan	Submitted
8	23M069	712300383	Mohammed Saad P	Impact of Retail Relationship Strength, Brand Trust, Perceived Quality, Product Placement on Sales Performance	Dr. K Sindhura	Submitted
9	23M070	712300389	Mohammed Zeeshan K	A Study on Leveraging E-Commerce and Social Media to Expand Market Reach for M.A. SALEEM AHAMED & CO.	Dr. K Sindhura	Submitted
10	23M024	712300390	Moyezam Ali. S	Exploring the Effect of Last Mile Delivery in Network logistics Private LTD.	Dr. B Latha Lavanya	Submitted
11	23M161	712300395	Mustafa Riyaz Khan	A Study on Comparative Analysis of Payment Gateway Solutions in India	Dr. T A M Hameed Kan	Submitted

12	23M164	712300396	Nafeel Ahamed K S	Customs Risk Assessment and its Impact on Delivery Delays	Dr. B Latha Lavanya	Submitted
13	23M078	712300419	Talib Hussain K	A Study on Product Positioning with the Respect of MINA HERBS MILL	Dr. A Govindarajan	Submitted
14	23M082	712300437	Aishwaria Lakshmi S	A Study on Customer Relationship Management Practices at TVS BRAKES INDIA	Dr. A Govindarajan	Submitted
15	23M037	712300452	Madeeha F	The Effect of Technology and Robo-Advisors on Wealth Management	Dr. T A M Hameed Kan	Submitted

ANNEXURE - 1

MEASI INSTITUTE OF MANAGEMENT

FINAL YEAR PROJECT SUBMISSION FOR THE YEAR 2022-2024

Sl. No.	Roll No.	University Reg. No.	Name of the Students	Title	Mentor Name	Signature
1	22M039	712200348	M Hashir	Astudy on Effectiveness of Training and Development in Hotel Industry	Mr. Siranjeevi M S	Submitted
2	22M070	712200363	M T Mansoor Ahamed	A Study on Customer Satisfaction in Edurun Using Servqual Model	Dr. W Shabeena Shah	Submitted

Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300309	ABDUL RAHMAN F	A Study on Investment and Expansion Strategies and their Impact on Market Expansion and Financial Growth in Fresh and Honest Pvt. Ltd.			
2	712300317	Adnan Imtiaz	A Study on Factors Affecting Client Satisfaction Through Construction Practices in KSA Construction PVT LTD			
3	712300328	Hammad Rayan C	A Study on Financial Literacy among Employees of HIJAZ LEATHERS PVT LTD.			
4	712300427	Vyas Shantanu Nishchal	Factors Influencing Investment Decisions in Mutual Funds			
5	712300445	Hameetha Banu A	A Study to Explore Diverse Investment Opportunities and Strategies to Enhance Growth for AL-FALAK PIONEER			
6	712300455	Nikkhath Fathima. F	Pricing Strategies in the Fragrance and Skincare Industry: Financial Implications for Symrise			
7	712300466	Rifah Adeebh	A Study on Impact of UCP 600 on International Trade Finance Towards SCYMES Services PVT Ltd.			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. MANICKAM G						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300316	Adnaan Sharif K F	Impact of Sustainable Logistics Service Quality on Customer Satisfaction and Retention in SRD LOGISTICS			
2	712300366	Mohamed Shifan H	A Study on Payroll Management System with Respect to Buzzworks Business Services PVT LTD.			
3	712300460	Prathana T H	A Study on the Content Marketing Strategies and their Effect on Customer Decision-Making at PICK YOUR TRAIL			

4	712300315	J A Abul Hasan	Factor Influencing Customer Choice in Home Appliances: A Case Study in Kassim Marketing			
5	712300325	Divakaran.P	A Study on Cost Control and Budget Management in ADROIT URBAN Developers			
6	712300340	Mohamed Aathif J	Impact of Key Business Factors on Brand Loyalty in the UPVC Window Industry - A Case Study of Prime UPPVC Profile			
7	712300385	Mohammed Sameer A	Succession Planning Practices at Madras Shipping and Clearing Agency: An Analytic Study			
8	712300344	Mohamed Anwar N	A Study on Fleet Management Services at SRD Logistics			
9	712300422	Umer Athaullah V	A Study on Work-Life Balance and Its Impact on Employee Productivity at AB Global			
10	712300439	Alviya Fathima.N	Unveiling the Drivers of Employee Engagement: A Psychological Perspective in A V Thomas Leather & Allied Products Private Limited			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. RIAZ AHMED						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300321	Ashraf A	A Study on Improving the Efficiency of Loading and Unloading Processes for K.A.MAJEED TRADERS EGG LOGISTICS IN CHENNAI			
2	712300370	Mohamed Waasim S	The Influence of E-Marketing Mix Strategy on Organizational Performance			
3	712300342	Mohamed Alfar T	A Study on Optimization of Logistics and Supply Chain at Britannia Biscuit Pvt Ltd.			
4	712300348	Mohamed Faaid S	A Study on It Transforms Logistics Service Quality at Repute Logistics Chennai			
5	712300353	Mohamed Hisam I	A Comprehensive Study on Logistics Network Design in Modern Supply Chain at TIDEL CARGO LOGISTICS			

6	712300462	Raeesa Thabassum G J	An Empirical Analysis of the Financial Performance of Credit Cooperative Society in the SIMPSON & GROUP COMPANIES			
7	712300476	Thamira Shukra	A Study on Employee Welfare Measures at MRF WIN TYRES			
8	712300423	Varusai Mohamed Kaif S	Impact of AI and Automations on HR Functions at AM ENTREPRISES			
9	712300341	Mohamed Affan T M	A Study on the Role of Risk Management in Enhancing Customer Trust at Southern Mercantile Logistics Services Private Limited			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. S G BALAJI						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300339	Mohamed Umar Abdullah F	A Study of Financial Risk Management in Freight forwarding and Supply Chain Management with reference to Freight Consolidators			
2	712300384	Mohammed Saad S	A Study on the Impact of Auto-Debit on Customer Loyalty and Financial Health with reference to DVARA KGFS PVT. CHENNAI			
3	9+A65:A66	Yogesh S	Banking Service Quality and Customer Satisfaction with Reference to Indian Overseas Bank - Pondicherry Branch			
4	712300470	Sana Kubra A	A Study on Analysing the Operational Efficiency of S.A. NISHA TRANSPORT			
5	712300330	Ishfaq Rahman A	Impact of Digitalization on Trade Finance A Study on Fintech Innovations and Bank Adaptation inSCYMES PVT LTD			
6	712300349	Mohammed Faaz M B R	A Study on Inventory Management for Leather Goods at AXA LEATHER GROUP			
7	712300403	Riazudeen	A Study to Analyze How New Tecnologies Influence the Financial Performance of AL-FALAK PIONEER			

8	712300407	Sakvai Mohammed Raique S	A Study on the Influence of Organisational Culture on Employee Satisfaction at Danny & Jones PVT Ltd.			
9	712300468	Sabreen Fathima Z	Work Balance and Its Effects on Employee Productivity in Surmount Logistics Solutions PVT LTS			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Mrs. S VEENA						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300343	Mohamedamaanullahbaig A	A Study on Business Expansion Strategies in Freight Forwarding Industry at KRONOS LOGISTICS PV LTD.			
2	712300438	Ajeetha S	Exploring the Factors that Influence Employee Retention in Modern Organizations			
3	712300312	Abdur Rahman K H	Evaluating the Role of Internship Programs in Enhancing the Professional and Personal Growth of Business Students			
4	712300357	Mohamed Maseeh	Analyzing the Digital Transformation on Freight Forwarding Services in the UAE A Case Study on WIZ FREIGHT			
5	712300387	Mohammed Yusoof Adhim M	A Study on the Document Verification Process in Letter of Credit Transactions: Key Factors Affecting Efficiency and Accuracy at SCYMES PVT LTD			
6	712300456	Noorjahan Beevi A	A Study on 3PL (3rd Party Logistics) and Operational Efficiency of TIMESCAN LOGISTICS PVT LTD.			
7	712300473	Shabreen N	A Study on the Effectiveness of Digital Marketing in the Logistics Sector			
8	712300482	Waseem Fathima A M	A Study on Effectiveness of AI in Recruitment and Selection Process at Photon Interactive Private Limited			
9	712300338	Manikandan V	Analysis in Customer Segmentation and Personalization Strategies for Enhanced Service Delivery at Natural Organization			
10	712300371	Mohamed Waseeq Mahin	A Study on Marketing Mix Elements and Purchase Intention towards Coconut Products with Reference to COCO HOUSE PRIVATE LIMITED			

11	712300474	Shazia Fathima S	Impact o Employee Engagement on Organisational Effectiveness: A Study on Key Drivers of Performance			
SIGNATURE OF THE EXTERNAL EXAMINER						
MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. W SHABEENA SHAH						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300352	Mohamed Fazil Y	Enhancing Supply Chain Efficiency Through Import, Export and Customs Compliance			
2	712300376	Muhammed Ashif H	A Study to Understand Financial Literacy and Attitude towards Investment Intention			
3	712300415	Sheik Mohammed Zaheer S	The Impact of Digital Marketing on Consumer Purchase Decisions			
4	712300416	Syed Ahamed Faiz A	The Role of Chatbots in Consumer Buying Decisions in E-Commerce			
5	712300459	Pooja Lakshmi B V	Talent Acquisition Strategies and their Effectiveness at TVS AUTOMOBILES PVT LTD			
6	712300420	Thameem Ansari S	A Study to Measure the Third Party Logistics (3PL) Operations Efficiency at SRD LOGISTICS			
7	712300392	Muhammad Ishaq	The Factors Influencing Mutual Fund Decisions among Retail Investors			
8	712300413	Shameem Ahamed	A Study on Analysis of Role of Digital Marketing for Entrepreneurs			
9	712300446	Harisha K S	The Impact of Work-Life Balance and Leadership on Employees Organizaional Commitment			
10	712300457	Nowsheen Fathima G	Interplay of Life Style, Pocket Money, Self-Control and Variable Allowances on Students' Consumer Behavior			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Mr. M S SIRANJEEVI						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300320	Aiman Umar T	A Study on the Treasury Transformation Through Automation & Fintech Solutions			
2	712300411	Shaik Hussain T	A Study on ERP Quality Affecting Firm's Performance with respect to Apollo Hospitals			
3	712300305	Abdul Fazil	Integrated Supply Chain Practices in the Solar Energy Sector: An Empirical Study of Forever Renew Energy PVT. LTD.			
4	712300314	Abinеш.A	The Impact of Job Satisfaction on Employee Retention at Garuda Aerospace Pvt Ltd.			
5	712300327	Gowtham B	The Impact of Well-Being on Job Satisfaction in Kone Elevator India Pvt Ltd.			
6	712300324	Dinesh S	Digital Transformation of LC Document Verification in International Trade with reference to SCYMES SERVICES PVT LIMITED			
7	712300335	Kishanraj M	Impact of Fintech Solutions on the Growth of MSME DVARA KGFS			
8	712300374	Mohammed Affan T M	A Study on Employee Perception About Wellness Initiatives in an Organisation			
9	712300394	Munna G	The Effect of E-HRM on Workforce Agility at Centech Prime Solution Private Limited			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management
FINAL YEAR PROJECT FOR THE BATCH 2023-2025

GUIDE NAME : Mrs. NISHATH SULTANA						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300461	Preethi K	A Study on Factors Affecting Customer Satisfaction in Mobile Banking at Real Estate			
2	712300307	Abdul Hannan Amjad M	A Study on Understanding the Influence of Social Media on the Purchase Decision Process			
3	712300326	Fayaz Ahamed T	Impact of Logistics Costs on Financial Performance			
4	712300391	Muhammad Aashif K	Green Supply Chain Management in Ship Spare Parts in Admiral Marine			
5	712300402	Rasheed Ahmed A	A Study on Consumer Perception of Price and Quality in High-End Luxury Footwear			
6	712300322	Deepak M	A Study on Warehouse Management Efficiency at SOTACK MULTIBOND ADHESIVE PVT LTD.			
7	712300399	Ragul R	A Study on the Impact of Technology on Logistics at HPM Logistics			
8	712300400	Rajesh Kanna J	A Study on Improving Client Retention Through Value- Based IT Service Packages			
9	712300408	Salman Faras S	Impact of Influencer Marketing on Brand Awareness and Sales in the Sports Wear Industry			
10	712300421	Thoufiqur Rahman K J	Trends in Mobile Wallet Adoption: A Study on Consumer Preferences of Millennials (1980-1999) at Digital Powerful			
SIGNATURE OF THE EXTERNAL EXAMINER						

10	712200348	M Hashir	Astudy on Effectiveness of Training and Development in Hotel Industry			
11	712200363	M T Mansoor Ahamed	A Study on Customer Satisfaction in Edurun Using Servqual Model			

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. A GOVINDARAJAN						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300303	Abdul Ashfaq	Impact of Freight Charges Fluctuation on the Financial Stability of Logistics Companies			
2	712300323	Dewan Hameed P M	A Study on Preference of Cusatomer towards Modern Infrastructure			
3	712300355	Mohamed Irfan M	Customer Preference Over Terracotta tiles and its Competetive Advantage			
4	712300419	Talib Hussain K	A Study on Product Positioning with the Respect of MINA HERBS MILL			
5	712300437	Aishwaria Lakshmi S	A Study on Customer Relationship Management Practices at TVS BRAKES INDIA			
6	712300443	Fareeda Thahira	The Impact of Employer Branding on Job Applications with reference to Industry			
7	712300393	Muhammed Ramees N	A Study on the Effect of Consumer Behaviour in Choosing Resort Upgrades and Additional Services on Profit Margins			
8	712300375	Mohammed Allam T A	A Study on Effectiveness of Fixed Bin Concepts on Warehouse Management in COCO House India Private Limited, Bangalore			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. A APPU						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks

1	712300406	Sai Sanjay C	An Exploratory study to Measure Service Quality Assessment and Purchase Intention with reference to EXQ GLITZ Privated Ltd.			
2	712300378	Mohammed Fouzan Varda	Factors Influencing the Adoption of Digital Marketing Services and Performance of Colan Infotech Private Limited: An Empirical Study			
3	712300386	Mohammed Suhail A	An Investigation study on the Factors Influencing Behavioral Intention to use Digital Payments with Special Reference to Scymes Services PVT Limited			
4	712300412	Shaik Mohammed Abdal	Assessing the Impact of Green Marketing Attributes and Purchase Intention at SSK Fresh Fruit Private LTD: An Exploratory Study			
5	712300428	Wasim Ahmed K	Evaluating Green Logistics Practices and their Impact on Sustainable Performance of Stack Multi Band Private Limited: An Emperical Study			
6	712300435	Afrin Banu G	Examining the Effect of Performance Management System on Workers Performance at Precision Infomatic Private Limited: An Empirical Analysis			
7	712300441	Atba Fathima	A Study to Measure the Effectiveness of E-HRM Practices and Organizational Performance at INAHO Digital Solutions Private Limited			
8	712300464	Rasha Jumman U	Exploring the Impact of E ServicesCape Dimensions and User Intention with Reference to Sarkar Palace Private Limited: An Analytical Study			
9	712300347	Mohamed Basheer	Non-Financial Determinants Influencing the Operational Performance of Prolance services Private Limited: An Explaoratory Analysis			
10	712300346	Mohamed Ashraf Khan N	A Study on Brand Preference and Customer Loyalty towards Chocolates at NM Goodies Private Limited			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. B LATHA LAVANYA						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks

1	712300390	Moyezam Ali. S	Exploring the Effect of Last Mile Delivery in Network logistics Pivate LTD.			
2	712300356	Mohamed Manas B	Exploring the Overall Awareness of Work Environment Related Health and Safety			
3	712300369	Mohamed Usman Y	Factors Affecting Customer Decision Making in Choosing Bike Taxi Over 3 or 4 Wheelers			
4	712300380	Mohammed Meeran N	A Study on the Impact of the Digital Wallet Payment System with Buzzworks Business Services PVT LTD			
5	712300350	Mohamed Fahim B	Social Media Advertisement and Consumer Perception on Purchase Intention			
6	712300396	Nafeel Ahamed K S	Customs Risk Assessment and its Impact on Delivery Delays			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. AM I ANEES FATHIMA						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300337	Lokesh Kumar D	Employee Engagement & Affinity			
2	712300426	Vimal R	Eco-Friendly Packaging Solution for Enhancing Logistics Sustainability			
3	712300436	Afroze Fathima M R	Role of Emotional Intelligence on Leadership and Team Performance			
4	712300447	Harshini S	Dead-Stock Management Techniques in Clothing Retail Outlet			
5	712300359	Mohamed Nuhuman PM	Impact of Social Media on the Performance of Brand Mindz			

6	712300368	Mohamed Sultan	Exploring the Key Challenges in Converting Leads into Successful Conversions			
7	712300414	Sheik Mohammed Mustafa	Orientation of Digital Marketing Approach Among the Wholesale Stationary Business			
8	712300432	Zainul Abdeen P.M.Z	Empowering Youth Entrepreneurs: The Role of Government Initiatives Through Higher Educational Institutions			
9	712300449	Indhuja S	A Study on the Adoption of the Nach Digital Payment System in DVARA: Assessing the Role of Digital Literacy, Perceived Security and Social Influence			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. CATHERENE JULIE AARTHY						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300319	Ahmed Dharodia	Evaluating the Impact of Delivery Delays and Service Type on Custome Satisfaction in the Indian Logistics Sector			
2	712300440	Aneeqha Ambareen	Optimizing Logistics and Shipping Efficiency Analysis: Data-Driven Approach to Enhancing Customer Satisfaction and Revenue Growth			
3	712300450	Khadeja	Enhancing Visitors' Loyalty: An Exploratory Study of Facility Management Excellence, Hedonic Emotions, and Patronage Intentions in Grand Square Mall Chennai, Using IBOS Framework			
4	712300336	Lingesh D	Satisfaction and Challenges Faced by Employees in Promoting Financial Services			
5	712300404	Rohith Kumar	Role of Customer Reviews and Testimonials in Building Credibility for Office Interiors A Comprehensive Analysis of Reach, Efficiency and Customer Satisfaction			
6	712300469	Sajja	Evaluating Digital Marketing Strategies in Real Estate: A Case Study of ASTA ARISE			

7	712300478	Udhaya Banu I	Decoding Financial Strength: A Comprehensive Ratio Analysis of TORIOX Group of Companies			
8	712300311	Abdur Rahman K	Improving Logistics Efficiency Through Transaction Process Optimization			
9	712300363	Mohamed Sadik Hussain S M	A Study on Consumer Buying Behavior for Pre-owned Luxury Cars			
10	712300388	Mohammed Zabeer	The Art of Fashion Marketing: A Personal Branding Approach for Style Advisers			

SIGNATURE OF THE EXTERNAL EXAMINER

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. D BABIN DHAS						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300379	Mohammed Kamran	A Study on Critical Factors Influencing Customers Satisfaction in MM BARRELS			
2	712300382	Mohammed Niyaz S	Enhancing Customer Lifetime Value in the Industrial Marketing Sector: An Analytical Study at GEZWI INDUSTECH			
3	712300405	Sai Abishek	Enhancing Customer Satisfaction Through Real-Time Delivery Tracing: A Study in Gate Supply Chain Solutions			
4	712300418	Syed Shahid Ali S	A Study on Enhancing the Operational Efficiency at S.A. NISHA TRANSPORT			
5	712300467	Roshini Balaji	A Study on Employees Perspective towards Job Satisfaction in SCYMES SERVICE PVT. LTD.			
6	712300351	Mohamed Farman Khan K	A Study on Supply Chain Challenges and Optimization Strategies for Exports at Star Air &Sea Logistics PVT. LTD.			
7	712300354	Mohamed Irfan M	A Study on Green Logistics Practices for Sustainable Supply Chain Performance in NEHA SHIPPING SERVICES			
8	712300304	Abdulazeez T M	Impact of Green Supply Chain Management on Firm Performance with Reference to Customer Satisfaction: Evidence from Footlogics India PVT. Ltd.			

9	712300425	Vijayakumar M	A Study on Employee Impact and Financial Performance of SMAYA 7 ASSOCIATES			
10	712300448	Inas Fathima M	A Study on Effectiveness of Recruitment Process in Kamachi Industries Limited			

SIGNATURE OF THE EXTERNAL EXAMINER

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. D CHARUMATHI						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300362	Mohamed Saarim T	A Study on Customer Satisfaction with Reference to ALO Logistics LLP			
2	712300463	Ramya Krishnan S	A Study on the Effect of the Performance-Based Incentives on Employee Motivation at SOTACK MULTIBOND PVT. LTD.			
3	712300345	Mohamed Ashfaque M Z	A Study on Assuring the Effectiveness of the Loyalty Programs with respect to Bloomhub			
4	712300410	Shaihu Sathak Thambi Maraikayar	Consumer Perception Towards Halal Certification with Reference to Halal India Research Council [HIRC]			
5	712300372	Mohamed Zafir	A Study on Impact of Employee Engagement as a Mediating Factor Between Workplace Factors and Enchanced Productivity with Reference to Digitally Powerful			
6	712300417	Syed Mohamed A	The Role of Creative Story Telling in Fashion Marketing Campaigns: A Study on Consumer Engagement			
7	712300430	Yashwanth.R	A Study on Customer Perception Towards the Products and Services of BR Engineering Plastics PVT LTD			
8	712300433	Afrah Fathima M	A Study on Automation of Document Using Block Chain Technology in Technology in Trade Finance at SCYMES PVT LTD			
9	712300479	Vajiha Fathima M.A	Millennials VS. Gen Z in the Workforce: Examining Generational Impact on Employee Productivity			

MEASI Institute of Management						
FINAL YEAR PROJECT FOR THE BATCH 2023-2025						
GUIDE NAME : Dr. K SINDHURA						
Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300383	Mohammed Saad P	Impact of Retail Relationship Strength, Brand Trust, Perceived Quality, Product Placement on Sales Performance			
2	712300389	Mohammed Zeeshan K	A Study on Leveraging E-Commerce and Social Media to Expand Market Reach for M.A. SALEEM AHAMED & CO.			
3	712300310	Abdullah Masood	Succeeding in Business and Finance by Enhancing Strategic Decision-Making Innovation, and Operational Efficiency			
4	712300358	Mohamed Mohideen A	A Study on the Factors Influencing Brand Trust with Respect to Colan Infotech PVT LTD.			
5	712300453	Nazirah A	Evaluating the Financial Viability of Digital Payment Solutions with Respect to B2B GENIE PVT LTD			
6	712300465	Reshma M	A Research Study on Customer Satisfaction Towards online Transaction in Gpay, Phonepe, Paytm, Amazon pay.			
7	712300308	Abdul Pasith K	A Study on Service Quality Dimensions and Client Satisfaction with reference to COLAN INFOTECH			
8	712300365	Mohamed Sheik Mohaideen J	A Study on the Role of Technology in Improving the Operational Efficiency at HARI & CO CFS PARK			
9	712300360	Mohamed Omer Farook Fahmi	The Role of Reverse Logistics in Enhancing Customer Satisfaction in E-Commerce			
10	712300475	Sheerin Taj J	Budget Forecasting Using Predictive Analytics in Heavy Construction			
11	712300451	Lavanya M K	Gamified Training in Food Safety: Can Interactive Training Improve Compliance and Workplace Engagement			
SIGNATURE OF THE EXTERNAL EXAMINER						

MEASI Institute of Management

FINAL YEAR PROJECT FOR THE BATCH 2023-2025**GUIDE NAME : Dr. KALAIVANI BALAJI**

Sl. No.	University Reg. No.	Name of the Students	Title of theProject	Internal 75 Marks	External 225 Marks	Total 300 Marks
1	712300306	Abdul Haleem	Financial Risk Exposure and Mitigation Strategies in the Tourism and Hospitality Industry			
2	712300331	Jaffer Ahamed Hussain H N	A Study on Factors Influencing Customer Outlook and Response Towards Digital Banking Services			
3	712300364	Mohamed Shameer S	A Study on Customer Retention by Personalized Printing			
4	712300373	Mohammad Salman S	Leveraging Digital Transformation to Enhance Competitiveness in Startups and SMES: A Strategic Approach			
5	712300329	Ijaz Ahmed.A	Customer Lifetime Value Analysis in B2B IT Solutions: A LENOVO Case Study			
6	712300377	Mohammed Ashik M	A Study on Shipping Quality and Client Opinion at AI FALAK Pioneer			
7	712300429	Yasar N	A Study on Recruitment and Selection Practices at Chennai Petroleum Corporation Limited (CPCL)			
8	712300434	Afreen Zama R	A Study on Microfinance and Entrepreneurial Development			
9	712300481	Vineesha G	Consumer Attitude towards Marketing within Virtual Environments			

SIGNATURE OF THE EXTERNAL EXAMINER

HMM CERTIFICATIONS Batch 2023-2025

Sl.No.	Guide Name	No. of Mentees	Submitted / Not Submitted	Pending
1	Dr. Hameed Kan	10	2 Submitted	8 Pending
2	Dr. W. Shabeena Shah	10	Submitted	
3	Dr. S G Balaji	9	Submitted	
4	Dr. B Latha Lavanya	6	Submitted	
5	Dr. A Appu	10	Submitted	
6	Dr. D Charumathi	10	Submitted	
7	Dr. M I Anees Fathima	9	Submitted	
8	Dr. Riaz Ahmed	9	Submitted	
9	Dr. Nidhi Srivastava	7	Not submitted	
10	Dr. Kalaivani Balaji	9	Submitted	
11	Dr. K Sindhura	11	Submitted	
12	Dr A Govindarajan	8	Submitted	
13	Dr Catherine Julie Aarthi	10	Submitted	
14	Dr Irudhyamary Premkumar	9	Submitted	
15	Dr Manickam G	10	Submitted	
16	Dr. D Babin Dhas	10	Submitted	
17	Dr. S Veena	11	Submitted	1 Pending
18	Mrs. Nishath Sultana	10	4 Submitted	6 Pending
19	Mr. M S Siranjeevi	9	Submitted	
TOTAL		177		

Online certifications Batch 2024-2026

Sl.No.	Guide Name	No. of Mentees 2024-2026	Submitted / Not Submitted	Pending
1	Dr. Hameed Kan	5	Submitted	
2	Dr. W. Shabeena Shah	5	Not submitted	
3	Dr. M I Anees Fathima	10	Submitted	
4	Dr. Riaz Ahmed	10	Not submitted	
5	Dr. Kalaivani Balaji	11	Submitted	
6	Dr A Govindarajan	11	Submitted	
7	Dr Catherine Julie Aarthi	11	Submitted	
8	Dr Irudhyamary Premkumar	10	Submitted	
9	Dr Manickam G	11	Submitted	
10	Dr. D Babin Dhas	10	Submitted	
11	Dr. S Veena	10	Submitted	
12	Mrs. Nishath Sultana	10	Submitted	
13	Mr. M S Siranjeevi	11	Submitted	
14	MS. S Sumiya	11	4 Submitted	7 Pending

15	Dr. Priyadarshini	11	Submitted	
16	Mr. Raghupathy	5	Not submitted	
17	Mr. Mohammed Arshadh	5	Submitted	
18	Mr. Aejaaz Ahmed	5	3 Submitted	2 Pending
TOTAL		162		