



**Staff Student Publication Details**  
**for the year 2019-2020**

| S.No | Faculty Name        | Students Name                   | Research Paper Title                                                                                                                                            | Full Paper Details Download                                                                           |
|------|---------------------|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| 1    | Dr. Hameed Kan      | mr.sheik mohammed shahazad      | influence of brand name in the consumer buying behaviour of softwares                                                                                           | <a href="#"></a>   |
| 2    | Dr.S.G.Balaji       | Mr.Syed Sulaiman                | Electronic legal service quality and customer loyalty in chennai                                                                                                | <a href="#"></a>   |
| 3    | Dr.S.G.Balaji       | Mr. Mohamed Ghouse Mohideen     | A study on green purchase behaviour among young consumer in chennai                                                                                             | <a href="#"></a>   |
| 4    | Dr.B. Latha Lavanya | Mr.s.Mohideen Nainamd Marakayar | Gen z millennial managers – an exploratory study                                                                                                                | <a href="#"></a>   |
| 5    | Dr.B. Latha Lavanya | Ms. Saniya Fahreen              | Impact of green logistics-an attempt in improving the environmental sustainability                                                                              | <a href="#"></a>   |
| 6    | Mrs.S. Sumiya       | Mr. Abdul Rahman                | A Study on effectiveness of search engine optimization as a tool of digital marketing                                                                           | <a href="#"></a>   |
| 7    | Mrs.S. Sumiya       | Mr. Mohammed Rehan              | a study on advertising strategies and its impact on consumer purchasing decision of apartments                                                                  | <a href="#"></a> |
| 8    | Mr.A.Appu           | Mr. Abdul Rahman.A. K           | An investigation study on consumer buying patterns and purchasing decision of villas and apartments with reference to real estate sector in modern chennai city | <a href="#"></a> |
| 9    | Mr.A.Appu           | Mr. Madhusudhanan P R           | An Empirical study on service quality performance and travelers perspective with reference to travel industry in chennai city                                   | <a href="#"></a> |



# MEASI

## Institute of Management

|    |                       |                         |                                                                                                              |   |
|----|-----------------------|-------------------------|--------------------------------------------------------------------------------------------------------------|---|
| 10 | Mr.S.Vinoth           | Mr.A.Mohammed Hussain   | Factors influencing customer satisfaction on residential properties -an empiricial study                     | ↓ |
| 11 | Mr.S.Vinoth           | Mr.A.Syed Thameem Ahmed | A study on customer perception towards automotive industrial paints                                          | ↓ |
| 12 | Mrs. D.Charumathi     | Ms.Sairah Begum.R       | A Study on effectiveness of training & development and its impact on performance of employees                | ↓ |
| 13 | Mrs. D.Charumathi     | Ms. Jinisha Bless M     | A Study on impact of employee morale on improving organizational productivity                                | ↓ |
| 14 | Mrs. W.Shabeena Shah  | Mr.S.Arvind             | A Study on customer satisfaction towards online shopping with reference to connexions                        | ↓ |
| 15 | Mrs. W.Shabeena Shah  | Ms.Swathi.K             | A study on challenges faced by the freight forwarders during air and ocean freight in logistics sector       | ↓ |
| 16 | Mrs.Anees Fathima     | Mr.Mohammed Afsar       | A Study on consumer perception on perfume sachet with reference to cavinkare pvt limited                     | ↓ |
| 17 | Mrs.Anees Fathima     | Mr.Mohamed Shafiq       | A study on customer perception towards logistics service with respect to cargo partner logistics pvt limites | ↓ |
| 18 | Mr.Riaz Ahmed         | Mr.SasiKumar            | A Study on digital marketing towards travel services in chennai                                              | ↓ |
| 21 | Mr.Riaz Ahmed         | Mr.Syed Abudhahir       | A Study on service quality of freight forwarder service provider in chennai                                  | ↓ |
| 22 | Dr.Sai Priya          | Ms.T.Krishnapriya       | A Study on employee engagement at it sectors, chennai                                                        | ↓ |
| 23 | Dr. Sai Priya         | Ms. Tasbeha Mariam      | A Study on effectiveness of warehouse management in aaiclas                                                  | ↓ |
| 24 | Mrs.A.Nishath Sultana | Ms. Joy Infant Poala V  | A study on consumer buying behaviour for readymade garments ar retail outlet in chennai                      | ↓ |



# MEASI

## Institute of Management

|    |                       |                        |                                                                                                      |   |
|----|-----------------------|------------------------|------------------------------------------------------------------------------------------------------|---|
| 25 | Mrs.A.Nishath Sultana | Ms.Saabhreen Nisha M   | A Study on employee retention practices withreference to leather tanning industry in velloredistrict | ↓ |
| 26 | Ms. Nishath Parveen   | Mohammed Armaan Bakshi | Analytical Study on price movement of particular Automobile Stocks using Technical Indicators        | ↓ |
| 27 | Ms. Nishath Parveen   | Mr G Rohith Singh      | Analytical study on pharma stocks using technical indicators during covid 19                         | ↓ |
| 28 | Mr.M.S.Siranjeevi     | Mr.Hussain Pattanwala  | Embracing the change :swot analysis of education technology in online learning                       | ↓ |
| 29 | Mr.M.S. Siranjeevi    | Mr.Lokesh              | Swot analysis on freight forwarders in chennai.                                                      | ↓ |