



# MEASI Institute of Management

**Staff-Student Publication Details for the year 2021-2022 from July 2021 to July 2022**

**Total Number of Published Research Papers : 16**

| S.No | Faculty Name        | Students Name             | Title of the Research Paper                                                                                                                 | Full Paper Details Download                                                           |
|------|---------------------|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 1    | Dr. Hameed Kan      | keerrthana.A              | Impulsive Buying Behaviour and conduct of End users towards Luxury brands                                                                   |    |
| 2    | Dr.S.G.Balaji       | Ahamed Aasfiq Ali         | Influence of social media in impulsive consumer buying behavior                                                                             |    |
| 3    | Dr.B. Latha Lavanya | Sujai R                   | An Empirical Study on Forex Management                                                                                                      |    |
| 4    | Dr.B. Latha Lavanya | Sumanah R                 | A Study on Quantitative Research on Women Empowerment Thirst                                                                                |    |
| 5    | Mrs.S. Sumiya       | Syed Mohammed Hussain     | Factors Influencing the purchase Decision of Radiator Core                                                                                  |    |
| 6    | Dr.A.Appu           | Tasmiya Rubaina           | An Empirical study on service quality and customer purchase intention household hardware accessoires with reference to Thiruvallur District |    |
| 7    | Dr.S.Vinoth         | Ahmed Haseena             | A study on Financial Planning and Tax saving strategies for salaried employees.                                                             |   |
| 8    | Dr. D.Charumathi    | Mohammed Nusaib Wasiq V S | A study on Impact of Pandemic of Investment Pattern of Investors with special reference to Chennai                                          |  |



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|----|-----------------------|--------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 9  | Mrs. W.Shabeena Shah  | Hammaad Badsha     | A study on occupier's satisfaction with commercial property management services                                   |  |
| 10 | Mrs.Anees Fathima     | Rafna              | Customer Perception on Digital Payment Platform                                                                   |  |
| 11 | Mr.Riaz Ahmed         | Afrah              | A Study on Customer Retention Strategy towards Online Shopping with reference to Apparel Products in Chennai      |  |
| 12 | Mr.Riaz Ahmed         | Afrah              | A Study on Service Quality Attributes and Students Learning                                                       |  |
| 13 | Mrs.A.Nishath Sultana | Addhal Akram S     | Astudy on the Factors Influencing Work Satisfction and Loyalty of Employeeswith special reference to IT Employees |  |
| 14 | Mr.M.S.Siranjeevi     | Poojasri S         | A Study to Examine Consumer's Adaptation towards Electric Vehicles.                                               |  |
| 15 | Dr Khadeeja Bilquees  | Abubucker Siddiq I | A Study on the implementation of Finance ERP Tools with reference to Ramco Cements Ltd                            |  |
| 16 | Dr Sree Devi          | Swarnalatha S      | An Examination on Factors Influencing Customer Cancellation and Returns on Ecommerce Platforms.                   |  |