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Staff-Student Publication Details for the year 2022-2023 from July 2022 to July 2023

Total Research Papers: 18

S.No	Faculty Name	Students Name	Title of the Research Paper	Full Paper Details Download
1	Dr.S.G.Balaji	Nasreen Banu	A STUDY ON SUPPLY CHAIN MANAGEMENT PRACTICES OF ZUKO OVERSEAS PRIVATE LIMITED: CHALLENGES, ENABLERS AND SUCCESS FACTORS	
2	Dr.B. Latha Lavanya	Mohamed Abdur Raqueeb.H	EXAMINING THE IMPACT OF 3RD PARTY LOGISTICS DELIVERY SATISFACTION IN BRINGING EFFICIENCY & EFFECTIVENESS	
3	Dr.B.Latha Lavanya	Suzanne. Khodabux	CYBER SECURITY AWARENESS AMONG B SCHOOL STUDENTS IN HIGHER EDUCATION INSTITUTION- WAY FORWARD	
4	Mrs.S. Sumiya	Nishanth Bala.N	“MARKETING STRATEGIES FOR BOOSTING ONLINE ENGAGEMENT	
5	Dr.A.Appu	Shaaz Ahmed P	AI BANKING OF TOMORROW: EMPIRICAL EVIDENCE FROM CHENNAI CITY	
6	Dr.S.Vinoth	AFEEFA KANI S.J	A STUDY ON FACTORS INFLUENCING JOB PERFORMANCE AT RAPPO PHYGITALS	
7	Dr. D.Charumathi	G.Divyadarshini	IMPACT OF SIX SIGMA TRAINING PROGRAM ON THE PERFORMANCE OF EMPLOYEES-AN EMPIRICAL STUDY	
8	Mrs. W.Shabeena Shah	AHAMAD FARHANA	“A STUDY ON UNDERSTANDING USER INTENTION TO USE JOB PORTALS USING TAM MODEL”	
9	Mrs.Anees Fathima	Syed Mohammed Nazeem	CONSUMER PERCEPTION TOWARDS GREEN PRACTICES IN HOSPITALITY INDUSTRY	
10	Mr.Riaz Ahmed	Mohamed Abdul Rahman	An Examination of the Problem Facing freight Forwarders	
11	Mrs.A.Nishath Sultana	Mohamed Yousuf	A STUDY ON SKILLING AND EMPLOYMENT PORTAL FOR ENTRY LEVEL IT JOBS	
12	Mr.M.S.Siranjeevi	Sarah Irfan	A STUDY ON EFFECTIVENESS OF CLOUD BASED CRM	



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13	Dr Khadeeja Bilquees	Sheik Faraaz Ahmed	A STUDY ON CUSTOMER PREFERENCE TOWARD CEMENTS PRODUCT WITH REFERENCE OF THE RAMCO CEMENTS LTD	
14	Dr.J.Priyadarshni	Tanya Ashiq	A STUDY ON THE FACTORS IMPACTING DIGITAL INNOVATION IN E-LEARNING BUSINESS	
15	Dr.K.Sindhura	REHAAN U M	IMPACT OF CONSUMER'S ATTITUDE AND CONSUMER PERCEPTION ON CONSUMER BEHAVIOR TOWARDS ONLINE PURCHASE	
16	Dr.K.Sindhura	GOPINATH K	IMPACT OF SATISFACTION OF CREDIT CARD ON DECISION TO CHOOSE CREDIT CARD, FREQUENCY OF REDEMPTION OF CREDIT CARDS, CREDIT CARD FRAUD AWARENES	
17	Dr. M. Jamal Mohamed Zubair	MAHMOOD ALI Y J	INVESTIGATE ANDEVALUATETHELEVELOFCUSTOMERSATISFACTIONWI THTHESERVICESPROVIDEDBY THE LOGISTICS INDUSTRY IN CHENNAI.	
18	Dr. A. Govindarajan	Mohamed Abid	A STUDY ON DETERMINING THE BEST LOGISTICS SERVICE FOR THE EXPORTS OF LOTOUS INDUSTRIES LTD.	