

MEASI Institute of Management

SUMMER PROJECT CONSOLIDATED REPORT 2023-2025 BATCH

| Sl. No. | Roll No. | University Reg. No. | Name of the Students | Title | Mentor Name | Signature |
|---------|----------|---------------------|-----------------------|---|--------------------|-----------|
| 1 | 23M163 | 712300346 | Mohamed Ashraf Khan N | Measuring Service Quality Dimensions of Affhan Shipping LLC Pvt Ltd: An Investigation Study | Dr. A Appu | Submitted |
| 2 | 23M152 | 712300347 | Mohamed Basheer | A Study to Measure the Effectiveness of 3PL Services with Reference to Blue Bharath Exim Private Limited | Dr. A Appu | Submitted |
| 3 | 23M102 | 712300378 | Mohammed Fouzan Varda | Exploring the Impact of Marketing Mix Attributes on customer Loyalty at Farida Shoes Private Limited: An Analytical Study | Dr. A Appu | Submitted |
| 4 | 23M106 | 712300386 | Mohammed Suhail A | A Study on E-Recruitment Practices among Job Seekers with reference to Smart Fusion Corporate Solutions Private Limited | Dr. A Appu | Submitted |
| 5 | 23M075 | 712300406 | Sai Sanjay C | Investigating the Effectiveness of E-Banking Services and User Loyalty with reference to TNSC Bank: An Empirical Study | Dr. A Appu | Submitted |
| 6 | 23M116 | 712300412 | Shaik Mohammed Abdal | Evaluating Relationship Marketing Strategies and Customer Retention at Thejo Engineering Limited: An Analytical Study | Dr. A Appu | Submitted |
| 7 | 23M123 | 712300428 | Wasim Ahmed K | Factors Influencing the Repurchase Intention of Smartphone among Consumers with reference to Sumangali & Co Private Limited: An Exploratory Study | Dr. A Appu | Submitted |
| 8 | 23M127 | 712300435 | Afrin Banu G | Impact of Green HRM Practices on Sustainability Performance of Krishpar Technologies PVT LTD: A Cross-Sectional Study | Dr. A Appu | Submitted |
| 9 | 23M128 | 712300441 | Atba Fathima | An Emprical Study on Employee Engagement and their Job Performance at Saipem India Project Private Limited | Dr. A Appu | Submitted |
| 10 | 23M134 | 712300464 | Rasha Jumman U | A Study to Measure Data Integration Services Quality among Users with reference to Brand Waves Private Limited | Dr. A Appu | Submitted |
| 11 | 23M001 | 712300303 | Abdul Ashfaq | a Study on Service Quality at Swenlog Suplly Chain Solutions Pvt Ltd. | Dr. A Govindarajan | Submitted |
| 12 | 23M007 | 712300323 | Dewan Hameed P M | A Study on Brand Preference by Customers and Dealers aof Cement Industry | Dr. A Govindarajan | Submitted |
| 13 | 23M012 | 712300355 | Mohamed Irfan M | Impact on Defective Components Affecting Employees Performance at Precision Infomatics PVT. LTD. | Dr. A Govindarajan | Submitted |

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|----|--------|-----------|------------------------|--|-----------------------|-----------|
| 14 | 23M166 | 712300375 | Mohammed Allam T A | A Study on Vendor Satisfaction at Blue Bharat PVT LTD | Dr. A Govindarajan | Submitted |
| 15 | 23M110 | 712300393 | Muhammed Ramees N | The Role of Digital Platforms in Streamlining Investment Process with Special reference to Fundsroom | Dr. A Govindarajan | Submitted |
| 16 | 23M078 | 712300419 | Talib Hussain K | A Study on Performance Appraisal of Employees with Regard to Colan Infotech PVT LTD | Dr. A Govindarajan | Submitted |
| 17 | 23M082 | 712300437 | Aishwaria Lakshmi S | An Analysis of Digital Marketing Impact of WXON Auto Components Company | Dr. A Govindarajan | Submitted |
| 18 | 23M083 | 712300443 | Fareeda Thahira | Employee Rewards and Recognition Practices and their Effects on Employees Motivation: A Case Study at Precision Informatic (M) PVT. LTD. | Dr. A Govindarajan | Submitted |
| 19 | 23M055 | 712300337 | Lokesh Kumar D | A Study on Green Supply Chain Management Practices in TVS Supply Chain Solutions | Dr. Anees Fathima M I | Submitted |
| 20 | 23M101 | 712300359 | Mohamed Nuhuman PM | A Study on Investor Preference towards Mutual Funds | Dr. Anees Fathima M I | Submitted |
| 21 | 23M103 | 712300368 | Mohamed Sultan | Customer Engagement Programs as a Core Marketing Strategy: A case Study of MyGate | Dr. Anees Fathima M I | Submitted |
| 22 | 23M118 | 712300414 | Sheik Mohammed Mustafa | Investor's Experience towards Fundsroom Investment Platform | Dr. Anees Fathima M I | Submitted |
| 23 | 23M080 | 712300426 | Vimal R | Role of Blockchain Technology in Enhancing Supply Chain transparency | Dr. Anees Fathima M I | Submitted |
| 24 | 23M125 | 712300432 | Zainul Abdeen P.M.Z | Sustainable Investment Strategy among Stock Market Investors | Dr. Anees Fathima M I | Submitted |
| 25 | 23M081 | 712300436 | Afroze Fathima M R | Role of HR Practices on Organisational Performance - A Case Study of Chai Kings | Dr. Anees Fathima M I | Submitted |
| 26 | 23M085 | 712300447 | Harshini S | Sustainable Retailing Practices and Consumer Preferences | Dr. Anees Fathima M I | Submitted |
| 27 | 23M130 | 712300449 | Indhuja S | Sustainability Orientation and its Impact on the Performance of Logistics Company - A Case Study of Right Logistics Company | Dr. Anees Fathima M I | Submitted |
| 28 | 23M068 | 712300350 | Mohamed Fahim B | Impact of Investor Sentiment on Decision - Making in Indian Stock Market: An Empirical Analysis | Dr. B Latha Lavanya | Submitted |

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| 29 | 23M062 | 712300356 | Mohamed Manas B | The Study on Exploring the Investment Behaviour and Asset Allocation | Dr. B Latha Lavanya | Submitted |
| 30 | 23M065 | 712300369 | Mohamed Usman Y | Factors Affecting Entrepreneurial Decision Making | Dr. B Latha Lavanya | Submitted |
| 31 | 23M066 | 712300380 | Mohammed Meeran N | Investigate the Complexities & Best Practices of Cold Chain Logistics for Perisable Goods | Dr. B Latha Lavanya | Submitted |
| 32 | 23M069 | 712300383 | Mohammed Saad P | Consumer Perception on Leather Products | Dr. B Latha Lavanya | Submitted |
| 33 | 23M070 | 712300389 | Mohammed Zeeshan K | Exploring the Financial Literacy | Dr. B Latha Lavanya | Submitted |
| 34 | 23M024 | 712300390 | Moyezam Ali. S | A Research Conducted on the Occupational Health and Safety of Workers in Vanitech PVT LTD. | Dr. B Latha Lavanya | Submitted |
| 35 | 23M164 | 712300396 | Nafeel Ahamed K S | Supply Chain Management Practices in Chemical Industry | Dr. B Latha Lavanya | Submitted |
| 36 | 23M140 | 712300311 | Abdur Rahman K | A Study to Bridge the Gap Aligning Blue Bharath Logistics Technology with Customer needs and Expection | Dr. Catherine Julie Aarthy | Submitted |
| 37 | 23M005 | 712300319 | Ahmed Dharodia | Evaluating Customer Satisfaction Across Diverse Industry Sectors: A Study of Logistics Services in ALO Logistics | Dr. Catherine Julie Aarthy | Submitted |
| 38 | 23M052 | 712300336 | Lingesh D | Exploring the Entrepreneurial Spirit Among Mnanagement Postgraduate Student at MEASI: A Study of Parental Influence | Dr. Catherine Julie Aarthy | Submitted |
| 39 | 23M154 | 712300363 | Mohamed Sadik Hussain S M | CRM in Logistics with special reference to SEU Logistics | Dr. Catherine Julie Aarthy | Submitted |
| 40 | 23M159 | 712300388 | Mohammed Zabeer | Customer Satisfaction in Logistics: A Review of Key Performance Indicators | Dr. Catherine Julie Aarthy | Submitted |
| 41 | 23M074 | 712300404 | Rohith Kumar | Evaluating the Performance of Distrubition Channels at India Cement A Comprehensive Analysis of Reach, Efficiency and Customer Satisfaction | Dr. Catherine Julie Aarthy | Submitted |
| 42 | 23M035 | 712300440 | Aneeqha Ambareen | A Research Conducted on the Consumer Behavior Analysis of Indian Overseas Bank | Dr. Catherine Julie Aarthy | Submitted |
| 43 | 23M036 | 712300450 | Khadeja | Quality Education in Management Education: A Study of Initiatives, Implementation, and Impact in Chennai | Dr. Catherine Julie Aarthy | Submitted |

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|----|--------|-----------|-----------------------|---|----------------------------|-----------|
| 44 | 23M090 | 712300469 | Sajja | Marketing Techniques Used in Asta Arise Properties | Dr. Catherine Julie Aarthy | Submitted |
| 45 | 23M092 | 712300478 | Udhaya Banu I | Antecedental Factor Influencing Customer Satisfaction in Logistics Industry: A Case of Sattva Logistics Services | Dr. Catherine Julie Aarthy | Submitted |
| 46 | 23M094 | 712300304 | Abdulazeez T M | Examining the Impact of Competitive Market Environment Green Supply Chain Management and Firm Performance in Sea Hawk Lines Private Limited | Dr. D Babin Dhas | Submitted |
| 47 | 23M059 | 712300351 | Mohamed Farman Khan K | A Study on Factors Influencing Customer Satisfaction of Scope Freight Forwarders | Dr. D Babin Dhas | Submitted |
| 48 | 23M061 | 712300354 | Mohamed Irfan M | A Study on Freight Forwarding Owrations in Megalo World wide Logistics PVT LTD. | Dr. D Babin Dhas | Submitted |
| 49 | 23M021 | 712300379 | Mohammed Kamran | A Study on Brand Awareness at Weboin Technologies PVT. LTD. In B2B Business in Digital Marketing | Dr. D Babin Dhas | Submitted |
| 50 | 23M022 | 712300382 | Mohammed Niyaz S | A Study on Factor Influencing Customer Attitude towards E-Banking Services at Indian Overseas Bank | Dr. D Babin Dhas | Submitted |
| 51 | 23M027 | 712300405 | Sai Abishek | A Study on Customer Loyalty Towards Logistics Services at Vanguard Logistics | Dr. D Babin Dhas | Submitted |
| 52 | 23M032 | 712300418 | Syed Shahid Ali S | A Study on Financial Literacy among Employees at Sattva Logistics | Dr. D Babin Dhas | Submitted |
| 53 | 23M122 | 712300425 | Vijayakumar M | A Study on Financial Behaiour among Employees at Kothari Industrial Corporation Ltd. | Dr. D Babin Dhas | Submitted |
| 54 | 23M173 | 712300448 | Inas Fathima M | A Study on Customer Relationship Management (CRM) Practices in WOYV TECHNOLOGIES | Dr. D Babin Dhas | Submitted |
| 55 | 23M042 | 712300467 | Roshini Balaji | A Study on Customer Satisfaction towards E-Banking | Dr. D Babin Dhas | Submitted |
| 56 | 23M057 | 712300345 | Mohamed Ashfaque M Z | A Study on Impact of Brand Positioning on the Brand Perception with Respect to MYGATE | Dr. D Charumathi | Submitted |
| 57 | 23M014 | 712300362 | Mohamed Saarim T | A Study on the Effectiveness of Service Quality with reference to SRD Logistics PVT LTD. | Dr. D Charumathi | Submitted |
| 58 | 23M156 | 712300372 | Mohamed Zafir | A Study on Impact of Emotional Intelligence towartds Employee Wellbeing with reference to ABOV.HR.PVT LTD | Dr. D Charumathi | Submitted |

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| 59 | 23M076 | 712300410 | Shaihu Sathak Thambi Maraikayar | The Feectiveness of Digital Mareting Strategy Adopted by Antway Research Foundation | Dr. D Charumathi | Submitted |
| 60 | 23M165 | 712300417 | Syed Mohamed A | A Study on the Effectiveness of Social Media Marketing in Traditional Businesses | Dr. D Charumathi | Submitted |
| 61 | 23M168 | 712300430 | Yashwanth.R | A Study on Customer Satisfaction at Cholayil Private Limited | Dr. D Charumathi | Submitted |
| 62 | 23M169 | 712300433 | Afrah Fathima M | A Study on Consumer Perception towards the Handicraft Product | Dr. D Charumathi | Submitted |
| 63 | 23M041 | 712300463 | Ramya Krishnan S | A Study on Optimizing Human Resources to Enhance Dairy Production at AAVIN Ambattur Plant | Dr. D Charumathi | Submitted |
| 64 | 23M179 | 712300479 | Vajiha Fathima M.A | A Study on Workplace Dynamics Affecting Employee Fatigue Levels at Tata Croma | Dr. D Charumathi | Submitted |
| 65 | 23M180 | 712300480 | Varsha S | A Study on the Impact of Supply Chain Integration on Supply Chain Performance at Intertek India Private Limited | Dr. D Charumathi | Submitted |
| 66 | 23M010 | 712300334 | Khaled Nawaz | A Research Conducted on Customer Based Brand Equity of XYMA Analytics | Dr. Irudhyamary Premkumar | Submitted |
| 67 | 23M102 | 712300367 | Mohamed Suhail .I | A Study on Financial Literacy of Kothari Industrial Corporation Ltd Employees | Dr. Irudhyamary Premkumar | Submitted |
| 68 | 23M072 | 712300397 | Nuaman Izaadeen A R | A Research Conducted on the Perception of Customer on Sustainable Packaging of DCW LTD. | Dr. Irudhyamary Premkumar | Submitted |
| 69 | 23M026 | 712300401 | Ranil P | Customers Perception towards Branchless Banking | Dr. Irudhyamary Premkumar | Submitted |
| 70 | 23M028 | 712300409 | Saravanan M | A Study on Spending Preference with Overtime Working Employees | Dr. Irudhyamary Premkumar | Submitted |
| 71 | 23M038 | 712300458 | Parmar Muskan Mahesh | Mapping Behavioral Biases in Investment Decisions: A Bibliometric Analysis (2014-2024) | Dr. Irudhyamary Premkumar | Submitted |
| 72 | 23M044 | 712300471 | Saniya Afreen | The Role of Emotional Intelligence in Managing Conflicts within AIRCROSS LOGISTICS: A Study on Enhancing Organizational Harmony and Efficiency | Dr. Irudhyamary Premkumar | Submitted |
| 73 | 23M045 | 712300472 | Seema Fathima M | A Study on Employees Perception towards Compendation Scheme - Indian Overseas Bank | Dr. Irudhyamary Premkumar | Submitted |

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| 74 | 23M046 | 712300477 | Tina John | Enhancing Workforce Capabilities through Upskilling and Reskilling in LMS at Precison Informatics | Dr. Irudhyamary Premkumar | Submitted |
| 75 | 23M093 | 712300308 | Abdul Pasith K | A Comprehensive Study on Logistics Challenge in Seafood Export | Dr. K. Sindhura | Submitted |
| 76 | 23M048 | 712300310 | Abdullah Masood | Green Shoe Manufacturing and Cost Effectiveness for Sustainable Development | Dr. K. Sindhura | Submitted |
| 77 | 23M063 | 712300358 | Mohamed Mohideen A | Optimization of Supply Chain Process | Dr. K. Sindhura | Submitted |
| 78 | 23M153 | 712300360 | Mohamed Omer Farook Fahmi | Impact of GST on small and medium Enterprises (SMEs) in Chennai | Dr. K. Sindhura | Submitted |
| 79 | 23M145 | 712300365 | Mohamed Sheik Mohaideen J | Study on Customer Satisfaction on Freight Forwarding | Dr. K. Sindhura | Submitted |
| 80 | 23M175 | 712300451 | Lavanya M K | A Study on Impact of Hybrid Workplace Models in Tangibel Assets | Dr. K. Sindhura | Submitted |
| 81 | 23M086 | 712300453 | Nazirah A | Examining THE Mediating Role of Digital Transformation in Relationship Between Technology, Management, Network and Supply Chain Performance | Dr. K. Sindhura | Submitted |
| 82 | 23M089 | 712300465 | Reshma M | A Research Study on the Role of Micro-Fulfillment Centers in Urban Logistics, Focusing on their Impact on Delivery Speed, Cost and Customer Satisfscion | Dr. K. Sindhura | Submitted |
| 83 | 23M174 | 712300475 | Sheerin Taj J | Opinion of Customer on Cost Cutting and Automation | Dr. K. Sindhura | Submitted |
| 84 | 23M002 | 712300306 | Abdul Haleem | A Study on Customer Satisfaction on Housing Loan at REPCO Home Finance PVT LTD. | Dr. Kalaivani Balaji | Submitted |
| 85 | 23M098 | 712300329 | Ijaz Ahmed.A | A Study of Maximizing SAAS Market Penetration Through Targeted Business Development | Dr. Kalaivani Balaji | Submitted |
| 86 | 23M009 | 712300331 | Jaffer Ahamed Hussain H N | Research on Impact of Financial Literacy on Stock Market Perception | Dr. Kalaivani Balaji | Submitted |
| 87 | 23M015 | 712300364 | Mohamed Shameer S | A Study on Customer's Buying Experience at the E-Commerce Platform | Dr. Kalaivani Balaji | Submitted |

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| 88 | 23M019 | 712300373 | Mohammad Salman S | A Study on Customer Preference in Content Marketing | Dr. Kalaivani Balaji | Submitted |
| 89 | 23M104 | 712300377 | Mohammed Ashik M | A Study on th Insurance Product Offerings of the Oriental Insurance Company Ltd., and Customer Satisfaction | Dr. Kalaivani Balaji | Submitted |
| 90 | 23M124 | 712300429 | Yasar N | A Study on Factors Influencing Logistics Performance of ABT Logistics | Dr. Kalaivani Balaji | Submitted |
| 91 | 23M126 | 712300434 | Afreen Zama R | A Research Conducted on Microfinance and its Impact on Poverty Alleviation | Dr. Kalaivani Balaji | Submitted |
| 92 | 23M137 | 712300481 | Vineesha G | A Study on Financial Stress and Coping Mechanisms | Dr. Kalaivani Balaji | Submitted |
| 93 | 23M095 | 712300315 | J A Abul Hasan | A Study on Factors Affecting Supplier Welfare at AYSHA Trend in Chennai | Dr. Manickam G | Submitted |
| 94 | 23M050 | 712300316 | Adnaan Sharif K F | A Study on Factors Influencing Logistics Performance in EMU Lines | Dr. Manickam G | Submitted |
| 95 | 23M097 | 712300325 | Divakaran.P | A Study on Investors perception towards Insurance at Oriental Insurance Company | Dr. Manickam G | Submitted |
| 96 | 23M150 | 712300340 | Mohamed Aathif J | A Study on Exploring Generational Divergence: Investment Decision-Making Patterns among Genz | Dr. Manickam G | Submitted |
| 97 | 23M162 | 712300344 | Mohamed Anwar N | Factors Affecting Customer Preferences and Satisfaction: Chai Kings | Dr. Manickam G | Submitted |
| 98 | 23M064 | 712300366 | Mohamed Shifan H | A Study on Customer Experience and Behavioural Attitudes with Respect to E2E Supply Chain Solutions, Chennai | Dr. Manickam G | Submitted |
| 99 | 23M158 | 712300385 | Mohammed Sameer A | A Study on Employee Retention Practices with Reference to Brand Waves Private Limited | Dr. Manickam G | Submitted |
| 100 | 23M167 | 712300422 | Umer Athaullah V | A Study on Employee Engagement and Job Satisfaction at HASCO Leather Exports | Dr. Manickam G | Submitted |
| 101 | 23M170 | 712300439 | Alviya Fathima.N | A Study on Impact of Benefits and Welfare Measures on Employee Retention | Dr. Manickam G | Submitted |
| 102 | 23M087 | 712300460 | Prathana T H | A Study on the Influence of Brand Awareness towards Brand Performance with respect to MYGATE | Dr. Manickam G | Submitted |

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| 103 | 23M003 | 712300309 | ABDUL RAHMAN F | A Study on Financial Literacy of Employees and its Impact on Financial well-Being in ARISU PVT LTD. | Dr. Nidhi Srivastava | Submitted |
| 104 | 23M004 | 712300317 | Adnan Imtiaz | A Study on Factors Affecting Customer Relationship Management in KSA Construction PVT LTD. | Dr. Nidhi Srivastava | Submitted |
| 105 | 23M008 | 712300328 | Hammad Rayan C | A Study on Customer Satisfaction towards Blue Bharath Exim PVT LTD. | Dr. Nidhi Srivastava | Submitted |
| 106 | 23M029 | 712300427 | Vyas Shantanu Nishchal | Behavioral Factors Affecting Investment Decisions in Individuals | Dr. Nidhi Srivastava | Submitted |
| 107 | 23M129 | 712300445 | Hameetha Banu A | A Study on Customer Preferences towards E-Payment methods in Oriental Insurance Company | Dr. Nidhi Srivastava | Submitted |
| 108 | 23M132 | 712300455 | Nikkhath Fathima. F | A Study on Financial Literacy for SYMRISE PVT LTD. | Dr. Nidhi Srivastava | Submitted |
| 109 | 23M135 | 712300466 | Rifah Adeebh | A Study on Employee Engagement towards Smart Fusion Corporate Solutions Private Limited | Dr. Nidhi Srivastava | Submitted |
| 110 | 23M006 | 712300321 | Ashraf A | Analysis of Ethics and Investor Behavior and its Impact on Financial Satisfaction of Investment Pattern Portfolios | Dr. Riaz Ahmed | Submitted |
| 111 | 23M151 | 712300341 | Mohamed Affan T M | A Study on Working Capital Management in Blue Bharath Pvt. Ltd. | Dr. Riaz Ahmed | Submitted |
| 112 | 23M056 | 712300342 | Mohamed Alfar T | Understanding Investors Decision Making on Investment | Dr. Riaz Ahmed | Submitted |
| 113 | 23M058 | 712300348 | Mohamed Faaid S | Analyze the Factors Influencing Customers Satisfaction in Shipping Services | Dr. Riaz Ahmed | Submitted |
| 114 | 23M060 | 712300353 | Mohamed Hisam I | Study on Organisational Role Stress Level of Employees | Dr. Riaz Ahmed | Submitted |
| 115 | 23M017 | 712300370 | Mohamed Waasim S | A Holistic Approach to Trade and Transportation Management Using B-Accuracy | Dr. Riaz Ahmed | Submitted |
| 116 | 23M120 | 712300423 | Varusai Mohamed Kaif S | Impact of Product Packaging on Consumer's Buying Behaviour at Star Royal Distributors | Dr. Riaz Ahmed | Submitted |
| 117 | 23M088 | 712300462 | Raeesa Thabassum G J | A Study on Analyzing the Role of Risk Management in Enhancing the Customer Trust at the Central Bank of India | Dr. Riaz Ahmed | Submitted |

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| 118 | 23M091 | 712300476 | Thamira Shukra | A Study on HR Practices at NLC India Ltd. | Dr. Riaz Ahmed | Submitted |
| 119 | 23M054 | 712300330 | Ishfaq Rahman A | Study on Customer Satisfaction towards the Products and Service of Bank of India | Dr. S G Balaji | Submitted |
| 120 | 23M016 | 712300339 | Mohamed Umar Abdullah F | A Study on Customer Awareness and Adaptability of Online Banking with Reference to State Bank of India | Dr. S G Balaji | Submitted |
| 121 | 23M105 | 712300349 | Mohammed Faaz M B R | A Study on Financial Literacy among Employees of the B-Accuracy Infotech | Dr. S G Balaji | Submitted |
| 122 | 23M023 | 712300384 | Mohammed Saad S | A Study on the Challenges Faced by the Freight Forwarding with reference to Sathya Rav Shipping Agents | Dr. S G Balaji | Submitted |
| 123 | 23M113 | 712300403 | Riazudeen | A Study on Role of Emotions in Insurance Decisions in Oriental Insurance Company | Dr. S G Balaji | Submitted |
| 124 | 23M114 | 712300407 | Sakvai Mohammed Raique S | A Study on Effectiveness of Safety and Health Measures in AM Construction | Dr. S G Balaji | Submitted |
| 125 | 23M033 | 712300431 | Yogesh S | An Exploratory Study of Customer Satisfaction in Connecting Hearts Private Limited | Dr. S G Balaji | Submitted |
| 126 | 23M177 | 712300468 | Sabreen Fathima Z | Challenges of Recruitment in ABOV HR Private Limited | Dr. S G Balaji | Submitted |
| 127 | 23M043 | 712300470 | Sana Kubra A | A Study on Financial Performance and Green Logistics of Sattva Logistics | Dr. S G Balaji | Submitted |
| 128 | 23M049 | 712300312 | Abdur Rahman K H | A Study on Customer Perception & Attitude towards Free Trial Model as a strategic Tool within Blue Ocean | Dr. S Veena | Submitted |
| 129 | 23M149 | 712300338 | Manikandan V | A Study on Development of a Online Fraud Detection System for Indian Overseas Bank Transactions | Dr. S Veena | Submitted |
| 130 | 23M018 | 712300343 | Mohamedamaanullahbaig A | A Study on Impact of Work-life Balance on Employee Productivity and Satisfaction in ABOV HR. PVT. LTD. | Dr. S Veena | Submitted |
| 131 | 23M100 | 712300357 | Mohamed Maseeh | A Study on Inventory Management in Lalitha Jewellery Mart LTD. Showroom at T-Nagar | Dr. S Veena | Submitted |
| 132 | 23M155 | 712300371 | Mohamed Waseeq Mahin | A Study on Logistics Service Quality of MNZ Global LLC | Dr. S Veena | Submitted |

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| 133 | 23M108 | 712300387 | Mohammed Yusoof Adhim M | Factors Influencing the Investors in Real Estate Investment at Mangalvaar Land and Assets Private Limited | Dr. S Veena | Submitted |
| 134 | 23M034 | 712300438 | Ajeetha S | Impact of Work Life Balance, Stress and Employee Empowerment on Organizational Success | Dr. S Veena | Submitted |
| 135 | 23M133 | 712300456 | Noorjahan Beevi A | A Study on Employee Engagement and Intention to stay with respect to ITC Mangaldeep Limited | Dr. S Veena | Submitted |
| 136 | 23M136 | 712300473 | Shabreen N | A Study on Effectiveness of Brand Equity and Customer Loyalty of ITC Mangaldeep Ltd. | Dr. S Veena | Submitted |
| 137 | 23M178 | 712300474 | Shazia Fathima S | The Role of Employee Benefits in Compensation Packages: A Study on Employee Satisfaction | Dr. S Veena | Submitted |
| 138 | 23M138 | 712300482 | Waseem Fathima A M | A Study on Impact of Remote Work on Employee Engagement and Productivity at Tube Investment of India Limited | Dr. S Veena | Submitted |
| 139 | 23M141 | 712300313 | Abenayan.K | A Study on Workers Perception of Ergonomics in Lean Performance at KONE ELEVATORS INDIA PVT LTD. | Dr. T A M Hameed Kan | Submitted |
| 140 | 23M146 | 712300318 | K.A Ahamed Farhan | A Study on Impact of Customer Relationship Management on Sales Performance | Dr. T A M Hameed Kan | Submitted |
| 141 | 23M099 | 712300333 | Keshavan S | Factors Influencing the Retail Investors towards Investment Decision in Equity Shares - An Empirical Study | Dr. T A M Hameed Kan | Submitted |
| 142 | 23M067 | 712300381 | Mohammed Mohideen M N | The Triple a in Supply Chain Management | Dr. T A M Hameed Kan | Submitted |
| 143 | 23M161 | 712300395 | Mustafa Riyaz Khan | A Study on the Impact of Influencer Marketing on Brand Awareness at Digitally Powerful | Dr. T A M Hameed Kan | Submitted |
| 144 | 23M121 | 712300424 | Vaseem Muhammed M | A Study on Employee Grievance Handling System | Dr. T A M Hameed Kan | Submitted |
| 145 | 23M171 | 712300442 | Aynul Hudha M | Integrating Sustainability to the HR Practices: A Gen X Perspective | Dr. T A M Hameed Kan | Submitted |
| 146 | 23M084 | 712300444 | Haifa Lina M | Impact of Green Human Resource Management on Organisational Performance | Dr. T A M Hameed Kan | Submitted |
| 147 | 23M037 | 712300452 | Madeeha F | Impact of Financial Literacy, Responsibility and Management on Wealth Accumulaion - An Empirical Study | Dr. T A M Hameed Kan | Submitted |

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|-----|--------|-----------|-------------------------|---|----------------------|-----------|
| 148 | 23M131 | 712300454 | Naziya Begum S | Role of Women in Top Management Positions and its Impact on Company Performance | Dr. T A M Hameed Kan | Submitted |
| 149 | 23M011 | 712300352 | Mohamed Fazil Y | Evaluating the Efficiency and Effectiveness of B-Accuracy Software in Trade Documentation | Dr. W. Shabeena Shah | Submitted |
| 150 | 23M020 | 712300376 | Muhammed Ashif H | Evaluating the Impact of Market Trends on Stock Valuation | Dr. W. Shabeena Shah | Submitted |
| 151 | 23M109 | 712300392 | Muhammad Ishaq | The Role of Sustainability Marketing in Building Brand Loyalty: A Case Study on Vaighai Agro PVT. Ltd. | Dr. W. Shabeena Shah | Submitted |
| 152 | 23M117 | 712300413 | Shameem Ahamed | Antecedents of Customer Satisfaction and Customer Loyalty : A Case Study on Webtoo Services PVT. LTD. | Dr. W. Shabeena Shah | Submitted |
| 153 | 23M030 | 712300415 | Sheik Mohammed Zaheer S | A Research on Study on Understanding the Drivers of Customer Satisfaction at Maruti Suzuki Ltd. | Dr. W. Shabeena Shah | Submitted |
| 154 | 23M031 | 712300416 | Syed Ahamed Faiz A | Factors Influencing Students Attention in Classrooms | Dr. W. Shabeena Shah | Submitted |
| 155 | 23M079 | 712300420 | Thameem Ansari S | Drone Delivery in Sustainable Logistics Analyzing Customer Perceptions and Acceptance | Dr. W. Shabeena Shah | Submitted |
| 156 | 23M172 | 712300446 | Harisha K S | Applicants Perception of Artificial Intelligence in the Recruitment Process | Dr. W. Shabeena Shah | Submitted |
| 157 | 23M176 | 712300457 | Nowsheen Fathima G | Customer Perception Sustainable Logistics | Dr. W. Shabeena Shah | Submitted |
| 158 | 23M039 | 712300459 | Pooja Lakshmi B V | The Relationship Between Employee Satisfaction and Retention | Dr. W. Shabeena Shah | Submitted |
| 159 | 23M139 | 712300305 | Abdul Fazil | The Impact of Service Quality on Customer Satisfaction in Freight Forwarding on NTC Logistics Private Limited | Mr M S Siranjeevi | Submitted |
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