


RESEARCH ACTIVITIES – (2025-2026)

Guide Details:

Photo and Name	
Staff ID	TNMK021T81
Qualification	M.Com.,M.Phil.,MBA.,PGDCA.,PGDP,MLIS.,SET.,Ph.D.,D.Litt.,
Designation & Department	Assistant Professor of Commerce
Guideship Number	1656
Specialization	Marketing, HRM
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Google Scholar Link	https://scholar.google.com/citations?user=IY48vdQAAAAJ&hl=en
Scopus ID Link	
Number of Scholars completed	03 (Main Guide) 04 (Co-Guide/Coordinator)
Number of Ph.D. Scholars Pursuing	02

Details of Research Scholars:

Main Guide

Sl. No.	Name of the scholar	College Roll number	University Register number	Date of Registration	Title of thesis	Current status of Research
1	Dr.J. Siraj Rahim	19DCR01	P5817	26-06-2019	“Production and Marketing of Paddy in Madurai District, Tamilnadu”	Awarded
2	Dr.j.sujitha Parveen	18DCRT01	P5399	06.10.2018	Production and Marketing of Coconut in Theni District	Awarded
3	Dr.M.Abdul Jabbar	18DCR02	P5398	06.10.2018	“A Study on Perception and Satisfaction on MILLENNIALS Towards online Shopping in Theni District”	Awarded
4	U RAJESWARI		MKU23PFOC10919	24.03.2023.	A study on an Entrepreneurial	Pursuing

					traits among the women students of Arts and science colleges in Theni district	
5	S. Mohamed Ismail		MKU23PFOC11150	23.08.2023	Production and Marketing of Maize in Theni District	Pursuing

Co-ordinator/Co-Guide

Sl. No.	Name of the scholar	College Roll number	University Register number	Date of Registration	Title of thesis	Current status of Research
1	Dr. K. Deepalakshmi	15DCR02	P3830	31.03.2015	"A Study on the Brand Preferences of Packages Drinking Water in Madurai Region, Tamilnadu"	Awarded
2	Dr. K. Mohamed Irshad	15DCR04	F9576	14.09.2015	"A Study on organisational Climate and Job Satisfaction of Employees in BHEL Tiruchirapalli, Tamilnadu"	Awarded
3	Dr.. A. Aasha Banu	19DCR02	P5866	30-10-2019	"A Study on Social Entrepreneurship Development in Southern Districts of Tamilnadu"	Awarded
4	Dr. P. Sakthi Priyal	18DCR04	P5713	15-12-2018	"A Study on Perception and Satisfaction of Customers Towards Retail Supermarkets in Madurai District"	Awarded
5	Ms.M.Pappathi		MKU23PFOC10962	18.04.2023	E-Commerce and its emerging trends: A study with Reference to Tamilnadu	Pursuing