

Research Programmes details

Ph.D

Name	Title	Supervisor	Year of Completion	FT /PT
Kavitha.S	Determinants of Corporate Capital Structure Among Selected Manufacturing Industries in India.	Dr.U.Jerinabi	2014	FT
LalithaDevi.T	Efficiency , Profitability and Financial Soundness of Scheduled Commercial Banks in India- Application of Cramel And Bankometer Models	Dr.U.Jerinabi	2015	PT
Shyji P.D	Impact Of Leadership Styles On Organizational Culture And Job Satisfaction In Higher Education Institutions	Dr.G.Santhiyavalli	2015	PT
D.Vennila	Financing of Micro and Small Enterprises by Public Sector Commercial Banks	Dr.G.Santhiyavalli	2016	PT
S.Ranilakshmi	Determinants of Service satisfaction among Policy holders of Life Insurance Corporation of India	Dr.P.Sanathi	2015	PT
Usharani M	Determinants Of Mutual Of Mutual Fund Selection By Retail Investors	Dr.G.Santhiyavalli	2016	FT
J.Thiravia Mary Gloria	Assessment of Financial Literacy for Financial Inclusion among Low Income Households	Dr.P.Sanathi	2016	PT
Vijayalakshmi.S	Perception and Satisfaction Towards LIC's Micro Insurance Policies Among Policy Holders in Coimbatore District – An Empirical Study	Dr.D.Geetha	2016	PT

K. Vidhyakala	Antecedents of Green Products Purchase Decision among Urban Consumers	Dr.P.Sanathi	2017	PT
A.Meenakshi	Risk management and demand for microinsurance among rural households	Dr.U.Jerinabi	2017	PT
P.Sasirekha	Determinants of investment behaviour of individual investors	Dr.U.Jerinabi	2017	PT
Rihana Banu A.R	A Multiple Criteria Decision making approach to evaluate financial performance of scheduled Commercial Banks in India	Dr.G.Santhiyavalli	2018	PT
Thangamani K	Performance Analysis of select index and non-index stocks in Banking and IT sectors	Dr.K.Kanniammal	2018	FT
Karthika A	Impact of Capital Structure on Dividend decision with specific reference to select construction associated industries in India	Dr.D.Geetha	2018	FT
Sangeetha G.	Retail Instore Atmospheric Effect on Consumer buying decision	Dr.P.Sanathi	2019	FT

M.Phil details

Name	Title	Supervisor	Year of Completion	FT/PT
Abirami, K	Impact Of Merger On Shareholder Value - A Study On Select Banks	Dr.G.Santhiyavalli	2013	FT
Indhumalar S, 12MPCOF004	Advertisement Effectiveness of select FMCG brands from Urban customer Perspectives	Dr.P.Santhi	2013	FT
V.Saranya 12MPCOF008	Assessment of Green Products Purchase behaviour among Consumers	Dr.P.Santhi	2013	FT
K.E.Ajisha 12MPCOF002	The Impact of Advertising Media on Buying Decision among young Women in Coimbatore	Dr.K.Kanniammal	2013	FT
Vishnupriya, P	Risk - Adjusted Performance Evaluation Of Select Mutual Fund Schemes	Dr.G.Santhiyavalli	2014	FT
Ananthi, D	Determinants Of Firm's Performance - A Study On Select Indian Automobile Companies	Dr.G.Santhiyavalli	2014	FT
K.Saranya 13MPCOF003	Product Development of LED Television from Customers Perspectives using Kano Model	Dr.P.Santhi	2014	FT
VennilaPriya.P 13MPCOF004	Impact of dividend policy on shareholders wealth in selected private banking companies in India	Dr.U.Jerinabi	2014	FT
Annie Jenifer 13MPCOF002	Consumers Buying Behaviour Towards Green Products	Dr.D.Geetha	2014	FT
G. Vijaya 13MPCOF005	Marketing Strategies of Micro Entrepreneurs in Sankagiri Taluk, Salem District.	Dr.K.Kanniammal	2014	FT

Agila.M 14MPCOF001	Impact of financial leverage on cost of capital and valuation of firm with special reference to Indian automobile industry	Dr.U.Jerinabi	2015	FT
Tushara Sharama 14MPCOF008	Customer preference and satisfaction towards airline services in India	Dr.U.Jerinabi	2015	FT
S.Akilandeswari, 14MPCOF002	Customer Evaluation of Product Bundle with respect to Household Durable Goods	Dr.P.Santhi	2015	FT
R.Dhivya 14MPCOF003	Production and Marketing of Jasmine flower with reference to Sathyamangalam Taluk, Erode District.	Dr.K.Kanniamal	2015	FT
Jayanthi.K 14MPCOF004	Customers Preferences and Satisfaction Towards E-Banking	Dr.D.Geetha	2015	FT
Abinaya K 15MPCOF001	Impact of exchange rate on exports of SAARC countries	Dr.U.Jerinabi	2016	FT
Janani.M.S 15MPCOF002	Consumers Buying Behaviour Towards Samsung Household Appliances in Coimbatore City	Dr.D.Geetha	2016	FT
Esther Vilji. R 16MPCOF001	A study on perception and attitude of women towards investment.	Dr.U.Jerinabi	2017	FT
Ishwariya D	Risk- Adjusted Performance Evaluation Of Select Open-Ended Mutual Fund Schemes	Dr.G.Santhiyavalli	2017	FT
R. Sowmiya 16MPCOF005	Impact of Word of Mouth communication on consumer buying decision towards organic farm products	Dr.P.Santhi	2017	FT
R. Ramya 16MPCOF004	A study on effect of relationship marketing and customer satisfaction on customer loyalty in Petroleum retail Outlets	Dr.P.Santhi	2017	
L. Packiyalakshmi 16MPCOF003	A Study on Preference and Behaviour of Individual Investors Towards Gold	Dr.K.Kanniamal	2017	FT
S. Kokila 17MPCOF001	Investors Preference towards Life Insurance Investment Portfolio	Dr.K.Kanniamal	2018	FT

Priyadharshini. S 17MPCOF002	Financial Performance of Select Textile Industry with Special Reference to Lakshmi Mills and Super Spinning Mills	Dr.D.Geetha	2018	FT
Shanmughapriya .S.R	Efficacy of Merchandising Elements on Purchase of Fast Moving Consumer Goods by Retail Department Stores	Dr.P. Santhi	2018	FT