

Avinashilingam Institute for Home Science and Higher Education for Women

Department of Business Administration

Projects

Ph. D Scholars (Awarded)					
S. No	Reg No	Name of the Candidate	Title of the Thesis	Supervisor	Year of pass
	01PH07	Chitramani .P	Designing Marketing models based on Quality of Living, Buying Behaviour and Life - orientation of Urban Slum Dwellers	Dr.Shantha .B. Kurup	August 2007
	01PH08	Bina. T	Technology Readiness of Electronic banking services	Dr.Shantha .B. Kurup	November 2007
	04PH15	Arthi J	Designing an Integrated Model of Organisational Commitment, Quality of Work Life and Job Performance (With spl.ref. to the Employees in ITES Sector, Coimbatore)	Dr.Shantha .B. Kurup	November 2012
	10PH073	B.L.Lakshmi Meera	Causal Relationship between Lean Supply Chain Management Practices, Green Supply Chain Management Practices, and Organisational Performance	Dr. P. Chitramani	April 2016
	11PH26	Deepa S.	Causal Model of Store Image, Relationship Quality, and Consumer-based Retailer Equity	Dr. P. Chitramani	February 2017
	15PHBAF001	Bhuvaneshwari.D	Cointegration and Causality between Select Macro-economic Indicators and Indian Stock Indices	Dr. K. Ramya	December 2018
	11PH67	Sashikala V.	Impact of Equity Investors' Personality, Emotional Intelligence and Risk Aversion on Behavioural Factors and Investment Intention	Dr. P. Chitramani	August 2019
	15PHBAF002	V.P.Seena	Mediation Of Psychological Capital Between Perceived Organizational Support And Organizational Citizenship Behavior	Dr. J. Arthi	October 2019

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Details of Minor, Major Research Projects (Locally Funded, Government, Non-Government) 2017-18								
Sno	Title of the Project	Funding Agency	PIA	Co-PIA	Duration	Date of Sanction	Amount Sanctioned (Rs.)	Amount Released
1	Impact of Environmental Education on Responsible Environment Behaviour among Higher Education Students	UGC – 12th Plan	Dr.K.Ramya	NIL	4 Months	28.12.2016 to 28.4.2017	Rs.35,000	Rs.35,000
2	Relationship between Personality and Employability among Higher Education Students	UGC – 12th Plan	Dr.M.A.Vijaya	NIL	4 Months	28.12.2016 to 28.4.2017	Rs.35,000	Rs.35,000
3	Advanced Research Analysis	UGC Non Plan & Registration fee	Dr.J.Arthi	Dr.T.Amutha	1 Week	11.09.2017 to 17.09.2017	Rs. 103000	Rs. 103000
4	Consumer Attitude and Adoption towards Digital Currency in Coimbatore	NON-Plan	Dr.A.Pankajam	NIL	4 Months	1.12.2017 to 31.3.2018	Rs.20,000	Rs.20,000
5	In- House Project entitled “Impact of Entrepreneurial Counselling for Selected Group with entrepreneurial intention”	NON-Plan	Dr.J.Arthi	NIL	4 Months	1.12.2017 to 31.3.2018	Rs.20,000	Rs.20,000
6	FDP on “Entrepreneurship- Initiate and Ignite”	DST –NIMAT-EDII, Ahmedabad	Dr.J.Arthi	NIL	12 Days	2018	Rs.2,50,000	Rs.2,50,000
7	In- House Project entitled “Knowledge Management practices in Higher Education Institutions in Coimbatore”	UGC Non Plan	Dr.T.Amutha	NIL	3 Months	1.12.2017 to 31.3.2018	Rs.20,000	Rs.20,000
8	E-content Development	UGC, New Delhi	Dr.K.Ramya	NIL	1 week	2018	Rs.30,000	Rs.30,000

2018-2019								
Sno	Title of the Project	Funding Agency	PIA	Co-PIA	Duration	Date of Sanction	Amount Sanctioned (Rs.)	Amount Released
1	National Level FDP on Entrepreneurship: Pathfinder for National Development	DST –NIMAT- EDII, Ahmedabad	Dr.J.Arthi	NIL	17.9.2018 to 29.9.2018	2018	2,50,000	2,50,000
2	E-content Development	UGC	Dr.K.Ramya	Dr.U.Jerinabi	18/1/2018-20/01/2018	2018	30,000	30,000
3	Entrepreneurship Awareness Camp, EDII	DST –NIMAT- EDII, Ahmedabad	Dr.J.Arthi	NIL	2 weeks	2019	40,000	40,000
4	Assessing Career Talents among Post Graduate Students	UGC Non Plan	Dr.P.Chitramani	Ms.P.Angel Ranjitham	4 Months (4.1.2019 to 30.4.2019)	2019	30,000	30,000
5	Enablers of E-Teaching and E-Learning (EEE)	UGC Non Plan & Registration fee	Dr.K.Ramya ,Dr.A.Pankajam	NIL	18th and 23rd May, 2020	2019	30,000	30,000

2019-2020

Sno	Title of the Project	Funding Agency	PIA	Co-PIA	Duration	Date of Sanction	Amount Sanctioned (Rs.)	Amount Released
1	SWAYAM – MOOC, Supply Chain Management Coordinator	UGC – MHRD	Dr.P. Chitramani	NIL	Running	15 weeks	13,50,000/-	13,50,000/-
2	National Level One Week faculty Development Programme on “Advanced Research Analytics using Stat Craft & AMOS”	UGC Non-Plan & Registration fee	Dr.J.Arthi	Dr.T.Amutha	6 Days	1 week	1,71,000/-	1,71,000/-
3	Legal Awareness Programme- Cyber Laws & Workplace related Issues	National Commission for Women, New Delhi	Dr.J.Arthi	NIL	2 Days	2 days	90,000/-	90,000/-
4	“Instituting Women Startups Promoting Incubators in Academic Institutions through leveraging CSR Contribution in selected Districts around Coimbatore”	ICSSR	Dr.J.Arthi	NIL	July 2019- July 2020	23.07.2019	8,00,000/-	8,00,000/-
5	Reboot : Teaching & Learning	UGC Non Plan & Registration fee	Dr.K.Ramya	NIL	5Days	6/7/2020 to 10/7/2020	73,000	73,000