

K.L.NCOLLEGE OF ENGINEERING, POTTAPALAYAM – 630612

(AN AUTONOMOUS INSTITUTION, AFFILIATED TO ANNA UNIVERSITY, CHENNAI)

24MB4E1 -PROJECT WORK DETAILS - BATCH 2023 - 25

II MBA – ACADEMIC YEAR 2024-2025

S.NO	REGISTER NUMBER	NAME OF THE STUDENT	CODE NO.	PROJECT TITLE	NAME OF THE GUIDE
1.	910623201001	K.P.AARTHI	A1387	A STUDY ON IMPACT OF EMPLOYEE'S ATTRITION ON BUSINESS PERFORMANCE AT SRI ELECTRONICS AND PIPES LTD, MADURAI.	MR.T.S.RAMKUMAR
2.	910623201002	ABDUL MUTHALIB. A	A1388	A STUDY ON INNOVATIVE WAYS FOR ENHANCING THE CROSS SELLING OF PSBS AT INDIAN OVERSEAS BANK, MADURAI.	DR.R.S.BALASENTHIL
3.	910623201003	M.ABIRAMI	A1389	A STUDY ON UNDERSTANDING INVESTORS BEHAVIOUR IN MUTUAL FUND INVESTMENT AT MY SMART FUNDS, MADURAI.	MRS.B.SHANTHI
4.	910623201004	ABISHEK	A1390	A STUDY ON IMPACT OF WORK-LIFE BALANCE POLICIES ON EMPLOYEE SATISFACTION, MADURAI.	MRS.M.KRISHNAVENI
5.	910623201005	T. AISHWARYA	A1391	A STUDY ON WORKING CAPITAL ANALYSIS AT SVS FOODS, MADURAI.	MRS.B SHANTHI
6.	910623201006	C.S AMBIKA	A1392	A STUDY ON LEVERAGING DATA ANALYTICS TO ENHANCE CONSUMER DELIGHT AT RAJAGIRI INFORMATION SYSTEM MADURAI.	MR.T.S.RAMKUMAR

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7.	910623201007	P ANANTH KUMAR	A1393	A STUDY ON RETAILERS PURCHASE BEHAVIOUR TOWARDS PRINCY BABY CARE PRODUCTS, MADURAI.	MRS. T. SHOBANA DEVI
8.	910623201008	R. ARUN VIJAY	A1394	A STUDY ON EMPLOYEE PERCEPTION AND AWARENESS WELFARE MEASURES, MADURAI.	MRS T SHOBANA DEVI
9.	910623201009	ARUNKUMAR M	A1395	A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT MAHAVEER ASSOCIATES, MADURAI.	MRS T SHOBANA DEVI
10.	910623201010	ASMITHA PRIYAA K I	A1396	A STUDY ON FINANCIAL PERFORMANCE USING RATIO ANALYSIS FOR SVS FOODS MADURAI.	MRS.B.SHANTHI
11.	910623201011	ASWIN K. A	A1397	A STUDY ON MODERN HIRING TRENDS AT KEVELL GURU, MADURAI.	MR.T.S.RAMKUMAR
12.	910623201012	A.HAIMNATH	A1398	A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT IN HIGH TECH ARAI, MADURAI.	MRS.M.KRISHNAVENI
13.	910623201013	S CHANDRAKALA	A1399	A STUDY ON EMPLOYEE JOB SATISFACTION IN SBL KNOWLEDGE SERVICES AT MADURAI.	MRS.M.KRISHNAVENI
14.	910623201014	DHARSHINI P	A1400	A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) TOOLS ON CONTENT PERSONALIZATION AND SEARCH ENGINE OPTIMIZATION AT HITASOFT TECHNOLOGY SOLUTIONS PRIVATE LIMITED, , MADURAI.	MRS.M.KRISHNAVENI

S.NO	REGISTER NUMBER	NAME OF THE STUDENT	CODE NO.	PROJECT TITLE	NAME OF THE GUIDE
15.	910623201015	N.DINESH KUMAR	A1401	A STUDY ON EMOTIONAL INTELLIGENT AND QUALITY OF WORK LIFE AMONG WOMEN EMPLOYEES, MADURAI.	MRS T SHOBANA DEVI
16.	910623201016	ESAKKIRAJA V	A1402	A STUDY ON EMPLOYEE BENEFITS AT THANGAMAYIL , MADURAI.	MRS.M.KRISHNAVENI
17.	910623201017	M.KESHAVARAM	A1403	A STUDY ON THE ROLE OF EMPLOYEES IN ENHANCING WORK-LIFE BALANCE AT HCL TECH, MADURAI.	MRS.M.KRISHNAVENI
18.	910623201018	M.KETHAREESWARAN	A1404	A STUDY ON MEASURING FINANCIAL EFFICIENCY AND ITS IMPACT ON FINANCIAL PERFORMANCE AT SVS FOODS, MADURAI	DR.R.S.BALASENTHIL
19.	910623201019	B.SURYANARAYANAN	A1405	A STUDY ON IMPACT OF DIGITAL CAMPAIGN STRATEGIES FOR BRAND VISIBILITY OF SATHYA AGENCIES, MADURAI.	DR.R.S.BALASENTHIL
20.	910623201020	ILAKIYA BHARATHI D	A1406	A STUDY ON IDENTIFYING THE OPTIMAL STRATEGY FOR DIGITAL ADVERTISING SUCCESS ON GOOGLE ADS AND META ADS AT PROPLUS LOGICS SOLUTIONS PVT LTD, COIMBATORE	MR.T.S.RAMKUMAR
21.	910623201021	JEYASRIA	A1407	A STUDY ON EFFECTIVENESS OF DIGITAL CAMPAIGNS ON NEW PRODUCT LAUNCH AT RAJAGIRI INFORMATION SYSTEMS, MADURAI.	MRS.M.KRISHNAVENI

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22.	910623201022	KAYALVIZHI S	A1408	A STUDY ON ORGANIZATIONAL COMMUNITY BEHAVIOR AMONG THE EMPLOYEES AT BLAZE WEB SERVICES PRIVATE LIMITED, MADURAI.	MR.T.S.RAMKUMAR
23.	910623201023	NAVEEN BHARATHI V	A1409	A STUDY ON THE INVESTMENT DECISION OF EMPLOYEES AT INDIKA FABRICS, VIRUDHUNAGAR	DR.T.JOTHIMURUGAN
24.	910623201024	S.BAZEER AHAMED	A1410	A STUDY ON ANALYSIS OF SALES PROMOTION AND ADVERTISING STRATEGIES AT MOHAN MARKETING, MADURAI.	MRS T SHOBANA DEVI
25.	910623201025	LAVANYA R C	A1411	A STUDY ON IMPACT OF MAXIMIZING CUSTOMER BENEFITS THROUGH INNOVATIVE MARKETING AND SERVICE DELIVERY AT BANGALORE	PROFESSOR B.SHANTHI
26.	910623201026	LAVANYA T B	A1412	A STUDY ON FINANCIAL STATEMENTS ANALYSIS FOR SVS FOODS,AT MADURAI	MISS. B. SHANTHI
27.	910623201027	A.K.S. MATHESH	A1413	A STUDY ON THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE MOTIVATION AND PRODUCTIVITY AT DOT COM INFOWAY, MADURAI.	DR.R.S.BALASENTHIL
28.	910623201028	MUKIL VAANAN M	A1414	A STUDY ON SUCCESSION PLANNING AND CAREER DEVELOPMENT PARADIGM AS A PREDICTIVE FORUM FOR AN ORGANIZATION AT ATINDRIYA SYSTEMS PVT LTD, BENGALURU.	MR.T.S.RAMKUMAR

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29.	910623201029	MUTHAIYA SARAVANAN S	A1415	A STUDY ON MEASURING THE IMPACT OF SOCIAL MEDIA ADVERTISING ON LEAD GENERATION AND SALES AT KYNATIE TECHNOLOGIES , MADURAI.	MRS.M.KRISHNAVENI
30.	910623201030	NANDHA KUMAR S	A1416	A STUDY ON REGULATORY CHALLENGES AND FUTURE TRENDS IN DEMAT ACCOUNT AT RICCHIE RICH INVESTMENTS PVT LTD, MADURAI.	DR.S.N.R.SRIKUMAR
31.	910623201031	HARINATH S	A1417	A STUDY ON TECHNICAL ANALYSIS OF SELECTED EQUITY AND COMMODITY IN NSE AND BSE FOR MSE FINANCIAL LTD , MADURAI.	DR.R.S.BALASENTHIL
32.	910623201032	M. RAJALAKSHMI	A1418	A STUDY ON IMPACT OF GOOGLE ADS ON BRAND AWARENESS FOR STARTUPS, COIMBATORE.	MR.T.S.RAMKUMAR
33.	910623201034	T.G.ROHITH	A1419	A STUDY ON CONTENT MARKETING STRATEGIES ENHANCING CONSUMER ENGAGEMENT AND BRAND LOYALTY AT DOT COM INFOWAY COMPANY, MADURAI.	DR.R.S.BALASENTHIL
34.	910623201035	VK ROSHINI	A1420	A STUDY ON EMPLOYEE'S WORK LIFE BALANCE AT ZEBU SHARES AND WEALTH MANAGEMENT , MADURAI.	MRS.M.KRISHNAVENI

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35.	910623201036	M.SANJAY KUMAR	A1421	A STUDY ON FINANCIAL ANALYSIS AT SRI CHIMA CARS PVT LTD MADURAI	DR.R.S.BALASENTHIL
36.	910623201037	M.SANJAY	A1422	A STUDY ON CUSTOMER SATISFACTION TOWARDS MOTORCYCLES AT RK MOTORS, , MADURAI.	MRS T SHOBANA DEVI
37.	910623201038	S.SANTHOSH KUMAR	A1423	A STUDY ON THE EVALUATION OF CREDIT APPRAISAL METHODS AT IOB, MADURAI.	BALA SENTHIL
38.	910623201039	SATHYA MUKILAN.K	A1424	A STUDY ON CUSTOMER SATISFACTION TOWARDS HYUNDAI CARS AT SUSEE CARS AND TRUCKS PRIVATE LTD., MADURAI	MRS.B.SHANTHI
39.	910623201040	SHENBAGAPRIYA G	A1425	A STUDY ON USER ENGAGEMENT STRATEGIES FOR SOFTWARE PRODUCTS AT SMILIGENCE ,MADURAI	MRS.B.SHANTHI
40.	910623201041	SHREE SURYA PRASAD R C	A1426	A STUDY ON EMPLOYEE WELFARE AT MADRAS RADIATORS AND PRESSINGS LTD, DINDIGUL	MRS T SHOBANA DEVI
41.	910623201042	S.SIVADHARUN	A1427	A STUDY ON THE EFFECTIVENESS OF SUPPLYCHAIN MANAGEMENT AT VICE GARMENTS, MADURAI	MR.T.S.RAMKUMAR
42.	910623201043	SIVA SUBRAMANIAN S	A1428	A STUDY ON WORKFORCE PLANNING AND MANAGEMENT AT FERN & WILLOW HOME, MADURAI	MRS T SHOBANA DEVI

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43.	910623201044	SIVA PRASAD A R	A1429	A STUDY ON INVESTMENT AND SAVING STRATEGIES OF CUSTOMERS AT KYANITE TECHNOLOGIES, MADURAI.	MRS.B.SHANTHI
44.	910623201045	SOWMIYA SRI S	A1430	A STUDY ON E-COMMERCE SEO - INCREASING SALES THROUGH ORGANIC TRAFFIC" AT PROPLUS LOGICS SOLUTION PVT.LTD, MADURAI.	MRS.M.KRISHNAVENI
45.	910623201046	T S SRI KRISHNA	A1431	A STUDY ON IMPACT OF SOCIAL MEDIA STRATEGIES IN CUSTOMER REDEMPTION AT KYANITE TECHNOLOGIES, MADURAI.	MRS.B.SHANTHI
46.	910623201047	R. SRINIVASSAN	A1432	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS PACKAGED FOOD PRODUCTS, MADURAI.	DR. R. S. BALA SENTHIL
47.	910623201048	SRUTHIKA G S	A1433	A STUDY ON GENDER EQUALITY AT WORKPLACE AT AR HOTELS AND RESORT'S, MADURAI.	MRS T SHOBANA DEVI
48.	910623201049	SUJITH KUMAR	A1434	A STUDY ON INTERFACE OF SOCIAL MEDIA PLATFORM ON BRAND IDENTITY AND CUSTOMERS ENGAGEMENT FOR KYANITE TECHNOLOGY, MADURAI.	DR.T.JOTHIMURUGAN
49.	910623201050	SUPRIYA K	A1435	A STUDY ON CUSTOMER PREFERENCE TOWARDS HEALTH INSURANCE PLANS AT MY SMART FUND, MADURAI.	DR.T.JOTHIMURUGAN

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50.	910623201051	SURENDAR S	A1436	A COMPARATIVE STUDY ON PERFORMANCE OF EXCHANGE TRADE FUND AND MUTUAL FUNDS IN NSE, MADURAI.	DR.S.N.R.SRIKUMAR
51.	910623201052	B. VIGNESH	A1437	A STUDY ON CUSTOMER PERCEPTION ON SUSTAINABLE ELECTRICAL DESIGNS AND GREEN TECHNOLOGIES, MADURAI.	MRS. M. KRISHNAVENI
52.	910623201053	SURYAPRAKASH T	A1438	A STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT ON JOB SATISFACTION AT HITECH ARAI PVT LTD MADIRAI	MR.T.S.RAMKUMAR
53.	910623201054	R.THAMIZENDHI	A1439	A STUDY ON PERFORMANCE MANAGEMENT OF EMPLOYEES AT AANAMALAI'S TOYOTA, MADURAI.	SHOBANA DEVI AP MBA
54.	910623201055	R.K.HARI LAKSHMI	A1440	A STUDY ON CREATING SUSTAINABLU BACKLINK STRATEGY FOR LONG TERM SEO GROWTH	MRS.M.KRISHNAVENI
55.	910623201056	VIJAYKUMAR T.R	A1441	A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF PAGE INDUSTRIES LTD OF PAGE INDUSTRIES LTD., BANGALORE	MRS.B.SHANTHI
56.	910623201057	VISHNU J	A1442	A STUDY ON LIQUIDITY RATIOS AND PROFITABILITY RATIOS ANALYSIS OF LOKIS ACADEMY, MADURAI.	DR.R.S.BALASENTHIL
57.	910623201058	YOGAPREETHA J.S	A1443	A STUDY ON IMPACT OF DIGITAL MARKETING STRATEGIES ON BRAND VISIBILITY IN SOCIAL MEDIA PLATFORM AT RAJAGIRI INFORMATION SYSTEM, MADURAI.	MR.T.S.RAMKUMAR