

Research Projects

1. Minor Research Project aided by UGC on “Leverage, Liquidity and Profitability of the Sugar Mills in Thanjavur Dist.” (2000 – 2002). (F. 3-042/99 Minor/SRO – Link No. 701)
2. Minor Research Project aided by UGC on “Functional Evaluation of Central Cooperative Banks in Thanjavur Dist., Vis-à-vis the Private Sector Bank - A Parallel Approach.” (2003 – 2005). (MRP-068/03 UGC-SERO – Link No. 1141)

Ph.D., Researches Completed

1. Kumari Preetha, “Online Marketing - A Study of Consumer Behavior and Satisfaction Towards Online Purchase in Chennai City”, Bharathidasan University, February –2024
2. Seshagiri Ashok, “Investors Preference and Satisfaction towards Mutual funds - A Study in Rayalaseema Region”, Bharathidasan University, February –2024
3. Devi. A, “Efficiency of New Generation Banks in India”, Bharathidasan University, January –2024
4. Jasintha. V. L, “Role of Insurance in Financial Inclusion in Telangana”, Bharathidasan University, January–2024
5. Vas Emmy Gracy, “Spiritual Intelligence and Employee Engagement”, Bharathidasan University, January –2024
6. A. Vennila, “Users Perception on E-banking Services of Private Sector Banks in Thanjavur Dist”, Bharathidasan University, December-2000, Viva voce on 16.12.2022
7. D. Vengadeswari, “Evaluation of Financial Performance of the Select Oil and Gas Companies in India” Bharathidasan University, April-2018, Viva voce on 14.12.2018
8. S. Vennila, Consumer Behaviour Towards Fast Moving Consumer Goods in Thanjavur District, Bharathidasan University, November-2017, Viva voce on 29.06.2018
9. M. Vanaja, Funds Management of State Bank of India and Associate Banks, Bharathidasan University, October-2017, Viva voce on 19.06.2018
10. R. V. Hema, Financial Efficacy of Public Sector Banks in India, Bharathidasan University, July-2017, Viva voce on 27.02.2019.
11. S. Gowri, Marketing of Car – A Study on Preference and Satisfaction of Car Owners in Thanjavur District, Bharathidasan University, May-2017, Viva voce on 01.02.2019.
12. P. Sangeetha, Consumer Awareness of Milk – A Study With Special Reference to Thanjavur District, Bharathidasan University, January-2017, Viva voce on 15.12.2017
13. V. Prabakaran, Life Insurance Corporation of India – Analysis of Policies, Investment Pattern, Productivity and Policyholders’ Perception, Bharathidasan University, December-2016, Viva voce on 16.02.2018
14. P. Madhan Mohan Gandhi, Rural Entrepreneurial Performance – A Study With Reference to Karakal District, Puducherry Union Territory, Bharathidasan University, December-2012, Viva voce on 27.07.2015
15. R. Sivasankar, “Customer Relationship Management of Commercial Banks in Thanjavur District – A Study with Special Reference to Service Quality Dimensions”, Bharathidasan University, December-2012, Viva voce on 08.12.2014

16. D. Venkadesh, "Solvency, Productivity and Profitability of Non Banking Financial Companies in Tamilnadu", Bharathidasan University, December-2012, Viva voce 14.07.2014
17. R. Dharmalingam, "Appraisal of Financial and Operational Performance of Housing Cooperative Societies in Thanjavur District", Bharathidasan University, December-2012, Viva voce on 11.04.2014
18. G. Raju, "Customer Awareness and Satisfaction Towards Life Insurance Products and Services of Select Insurance Companies – A Study With Reference to Chennai City", Bharathiar University, November-2012, Viva voce on 27.12.2013
19. R. Revathi, "Impact of Training on Entrepreneurship Development in Thanjavur District – An Empirical Study", Bharathidasan University, December-2012, Viva voce on 06.01.2014
20. W. Jayaseeli, "Women Entrepreneurs: A Socio-Economic Study with Reference to Thanjavur District", March-2011, Bharathidasan University, Viva voce on 19.08.2011.
21. R. Kumar, "Promotion of Tourism Industry in Thanjavur District: A Consumer-Host Community Approach", Bharathidasan University, December-2010, Viva voce on 21.03.2011.
22. G. Prabhakaran, "A Study of the Functional Evaluation of the Sarvodaya Sanghs in the Thanjavur District", Bharathidasan University, September-2009, Viva voce on 02.08.2010.
23. K. Vaithyanathan, "CAMEL Approach for Evaluating the Performance of Select Commercial Banks in Tamilnadu", Bharathidasan University, July-2009, Viva voce on 07.12.2009.
24. S. Suresh, "Performance Appraisal of the Primary Cooperative Agricultural and Rural Development Banks in Thanjavur Dist.", Bharathidasan University, January-2009, Viva voce on 20.07.2009.
25. S. Raju "Performance Appraisal of the Urban Cooperative Banks in Thanjavur District", Bharathidasan University, February-2007, Viva voce on 08.10.2007.
26. G. Vadivalagan, "Business Performance Appraisal: A Study of the Thanjavur Central Cooperative Bank Limited" Bharathidasan University, November-2005. Viva voce on 11.10.2006
27. N. Arumugam, "A Study of the Operational and Financial Performance of the Tamilnadu State Transport Corporation (Kumbakonam Division-I) Limited", Bharathidasan University, October-2005. Viva voce on 09.03.2007
28. P. Hemalatha, "A Study of the Financial Structure, Liquidity and Profitability of the Silk Weavers Cooperative Societies in the Thanjavur District", Bharathidasan University, December-2005, Viva voce on 15.04.2006

Ongoing Ph.D., Researches

1. Marketing of Perishable Goods
2. Behavioral Finance
3. Electronic Word of Mouth Communication
4. Emotional Intelligence and Job Performance

Awards

- 1) Distinguished Life Time Achievement Award – 2021, by SMART Journal of Business Management Studies, Tiruchirapalli
- 2) Doctoral Research Award – 2018, by Archers & Elevators Publishing House, Bangaluru.

M.Phil., Researches Completed

1. K. Pandiayan, “Financial Statement Analysis of the Kumbakonam Central Cooperative Bank Ltd.”, Madurai Kamaraj University, Feb.1996, Reg.No.94540789
2. K. Murugasan “Performance Appraisal of the Primary Agricultural Cooperative Bank Ltd., Poundarigaburam, Madurai Kamaraj University, September 1998.
3. W. Jayaseeli, “A study of the Working of the Syndicate Bank, Kumbakonam Branch”, Madurai kamaraj University, May 2004, En.No.A06090027
4. G.Suguna, “Functional Evaluation of the Pudukkottai Urban Cooperative Stores Ltd., Pudukkottai” Alagappa University, Karaikudi, August 2004, Reg.No.2002603237
5. M. Jayakumar, “Performance of Silk Weaver Cooperative Societies – A Case Study of Thirubuvanam Silk Handloom Weavers’ Cooperative Production and Sales Society Ltd”, Bharathidasan University, August 2004, Reg.No.03CD-2185
6. M. Mohamed Siddik “Performance Evaluation of the Industrial Credit and Investment Corporation of India Bank Ltd”, Alagappa University, September 2004, En.No.2002603652
7. R. Ezhilarasan, “Performance Appraisal of The City Union Bank Ltd., Kumbakonam”, Bharathidasan University, April 2005, Reg.No.03CD-2183
8. Lakshmi Narasimhan. N, “Functional Evaluation of the Kumbakonam Central Cooperative Bank Ltd”, Bharathidasan University, April 2005, Reg.No.03CD-2189
9. M. Pushpalatha, “Working of the Chandrasekarapuram Cooperative Wholesale Stores Ltd., Kumbakonam”, Alagappa University, June 2005, En.No.036030139
10. V. Umamaheswari “Performance of Bank Finance in Entrepreneurial Development Under ‘PMRY’ Scheme in Cuddalore District”, Alagappa University, June 2005, En.No.036030488
11. T. Ramesh, “Performance Evaluation of the Tamil Nadu Warehousing Corporation Ltd., Chennai”, Madurai Kamaraj University, July 2005, En.No.A3A6090124
12. S. Revathi “Performance Appraisal of Woraiyur Devanga Handloom Weavers Cooperative Society, Trichy”, Madurai Kamaraj University, July 2005, Reg. No.A2C6096003
13. B. Ponnaiyin Selvan, “Training and Development Programme - A Study with Reference to the Neyveli Lignite Corporation Ltd”, Bharathidasan University, September 2005, Reg.No.03CD-2190
14. A. Vennila, “Working of the Thanjavur Central Cooperative Bank Ltd., Thanjavur – A Case Study”, Bharathidasan University, October 2005, Reg.No.2K4FT 12537
15. P. Vijaya Banu, “A Study on Working of the Kumbakonam Urban Cooperative Bank Limited”, Bharathidasan University, October 2005, Reg.No.2K4FT 12538
16. S. Sowndaranayahi, “A Study on Women Entrepreneurs in Mayiladuthurai Town”, Alagappa University, Dec.2005, En. No.036030581

17. C. Chitra, "Consumer Behaviour Towards Television with Reference to Kumbakonam", Annamalai University, January 2006, En.No.4090400051
18. R. Sudararajan, "A Study on the Motivational Strategies in the India Cements Ltd.,Dalavoi", Madurai Kamaraj University, April 2006, Reg. No. 06094144
19. S. Saravanapriya, "Consumer Behaviour Towards the Preference of Motorcycle", Alagappa University, April 2006, En. No. 046030409
20. S. Vivekanandan, "Performance Evaluation of Kumbakonam Mutual Benefit Fund Ltd.", Alagappa University, April 2006, En. No. 046030393
21. S. Balakrishnan, "A Study of Anand Engine Bearings' Brand Equity in Madurai District", Alagappa University, May 2006, En. No. 056040062
22. R. Souzatha, "Growth and Development of Indian Dairy Cooperatives with special reference to Karaikal Cooperative Milk Producers Union Ltd.", Annamalai University, May 2006, En. No. 4090400290
23. R. V. Hema, "An Evaluation of the Operations of the Canara Bank Ltd.", Alagappa University, June 2006, En. No. 046030153
24. S. Hemalatha, "Analysis of the Financial Statements of the Tamil Nadu State Transport Corporation Ltd., Kumbakonam", Alagappa University, June 2006, En. No. 046030155
25. V. Uma , "Sundarm Finance Ltd – A Case study of its Products and Performance", Alagappa University, June 2006, En. No. C056030015
26. A. Subha Pradha, "Public Sector Banks – A Study with Reference to the Financial Performance, NPA and New Products & Services", Alagappa University, August 2006, En. No. 056030062
27. S. Vennila, "A Study of the Financial Assistance to Small Business Units by Kumbakonam Urban Cooperative Bank Ltd.", Bharathidasan University, August 2006, Reg No. 2K5FT 16501
28. D. Venkadesh, " Role of Primary Agricultural Cooperative Banks in Uplifting Rural Economy–A Case Study of Poondi Primary Agricultural Cooperative Bank Ltd." Bharathidasan University, August 2006, Reg No. 05CD 19127
29. M. Vanaja, "Hotel Management – A Study of Select Hotels in Kumbakonam", Bharathidasan University, October 2006, Reg.No.2KSFT16499
30. P. Thenmozhi, "Evaluation of Financial Performance of Thiru Arooran Sugars Ltd., Thirumandangudi", Alagappa University, October 2006, En.No.056030205
31. J. Subashini, "Role of LIC Agents – A Study with Reference to Thambaram Branch", Alagappa University, October 2006, En.No.056030065
32. P. Singh, "Ratio Analysis of Kumbakonam Milk Producers Cooperative Society Ltd.", Alagappa University, September 2006, En.No.056030204
33. N. Angayarkanni, "Products Distribution by Cadbury's India Ltd., in Kumbakonam", Alagappa University, November 2006, En.No.56030025
34. Kalyansundaram Sivakumar. K, "Marketing of Black Gram and Green Gram: A Study with Reference to Akoor Panchayat", Alagappa University, November 2006, En.No.056030090
35. Usha Sekar. C, "Funds Management of City Union Bank Ltd.", Alagappa University, December 2006, En.No. 056030330

36. K. Elayaraja. , “Job Satisfaction of Employees – A Study of the Employees in NPKRR Coop. Sugar Mills Ltd., in Thalainayar”, Annamalai University, December 2006, En.No.4090500117
37. M. Ganeshbabu, “Impact of MNCs on Indian Home Appliances Market – A Study With Reference to Thanjavur and Kumbakonam Towns”, Alagappa University, February 2007, En.No. 046040265
38. S. Charumathy, “A Study on the working of Pamini Fertilizer in Mannarkudi”, Allagappa University, February 2007, En.No. 056030235
39. L. Helan Praba, “Lending and Recovery Performance of the Primary Cooperative Agricultural and Rural Development Bank Ltd., Kumbakonam”, Annamalai University, May 2007, En. No. 4090500359
40. V. Jayashree, “Performance Evaluation of the Tamil Nadu State Transport Corporation Ltd., Kumbakonam”, Allagappa University, May 2007, En.No. 036030276
41. S. Jaipalin, “A Study of the Behaviour and Satisfaction of Health Drinks Consumers in Kumbakonam”, Allagappa University, June 2007, En.No. 066032313
42. G. Marudavanan, “Management of Non Performing Assets - A Comparative Study of Thanjavur Urban Cooperative Bank and Kumbakonam Urban Cooperative Bank”, Allagappa University, June 2007, En.No. 066030654
43. T. Subha, “Analysis of the Financial Statements of Bank of Baroda”, Allagappa University, July 2007, En.No. 066031461
44. G. Sivakumaran, “Motor Vehicle Insurance – A Study of the Perception of the Insured in Kumbakonam”, Allagappa University, July 2007, En.No. 066030904
45. P. Maheswari, “Financial Appraisal of the Thanjavur Central Cooperative Bank Ltd.”, Allagappa University, August 2007, En.No. 066031462
46. S. Rajani, “A Study on Problems and Prospects of Icon Industry in Swamialai” Bharathidasan University, August 2007, Reg.No. 06CD 27903
47. K. Rajkumar, “Working of Indian Overseas Bank with Special Reference to Sholapuram Branch”, Bharathidasan University, August 2007, Reg.No. 2K6FT 20969
48. D. Dhanalakshmi, “Working of THICO Silks – A Case Study”, Bharathidasan University, August 2007, Reg.No. 2K6FT 20960
49. L. Jency Priya Mary, “Oil and Natural Gas Corporation Ltd. – A Financial Analysis”, Bharathidasan University, August 2007, Reg.No. 2K6FT 20962
50. R. Nandini, “Working of Mannarkudi Urban Cooperative Bank Ltd. – A Case Study”, Bharathidasan University, September 2007, Reg. No. 06CD 27885
51. C. Philomina, “Workers Participation in Management – A Study of Shree Ambika Sugars Ltd., Kottur”, Bharathidasan University, September 2007, Reg. No. 06CD 26083
52. T. Murukanandam, “A Study on the Financial Performance of the Urban Cooperative Banks in the Thanjavur District”, Periyar University, Salem, September 2007, Reg. No. 06DCCB1837
53. B. Meenakshi, “Advances and Recovery Performance of Cuddalore Central Cooperative Bank Ltd”, Bharathidasan University, October 2007, Reg. No. 06CD 26076
54. M. Rethinakumar, “Performance of Lending Operation: A Study with Reference to the Urban Cooperative Banks in Thanjavur Dt.”, Annamalai University, January 2008, En.No. 4090602026

55. S. Sasikala, "Working Capital Management of Nadipisai Pulavar K.R.Ramasamy Cooperative Sugar Mill Ltd., Thalainayar", Allagappa University, January 2008, En.No. 056030224
56. M. Jaganathan, "Analysis of the Deposit Mobilisation of the Urban Cooperative Banks in Thanjavur Dt", Annamalai University, January 2008, En.No. 4090602027
57. V. Sudhahar, "A Study of Consumer Satisfaction towards BSNL Mobile Service in Kumbakonam", Annamalai University, January 2008, En.No. 4090602028
58. R. Kalichandran, "Lending and Recovery Performance of the Thanjavur Central Cooperative Bank Ltd.", Madurai Kamaraj University, February 2008, En.No.93940232
59. T. Mala, "Marketing of Cotton – A Study With Reference to Tiruchengode Taluk", Madurai Kamaraj University, April 2008, En.No. A2A 6096085
60. V. Karthikeyan, "A Study of Women Consumer Preference Towards Two Wheelers With Reference to Kumbakonam Town", Annamalai University, June 2008, En.No. 4090601255
61. J. Bama, "Consumer Behavior Towards Household Appliances in Kumbakonam", Bharathidasan University, October 2008, Reg.No.2K7FT 32316
62. N. Kavitha, "Consumer Behavior Towards Products of the Hindustan Lever Ltd., with Special Reference to Kumbakonam Town", Bharathidasan University, Deceber 2008, Reg.No.2K7FT 32319
63. K. Ganesh, "Financial Performance of Select Paper Indusries in India", Allagappa University, April 2009, En.No. 046020029
64. N. Menaka, "Women Perception Towards Mobile Phones and Service Providers", Allagappa University, April 2009, En.No. 056030203
65. M. Vimala, "Consumer Behaviour: A Study of Selected Consumer Desktops and Consumer Notebooks", Allagappa University, May 2009, En.No. 036030269
66. D. Gomathi, "A Study on the Purchase of Readymade Dresses in Kumbakonam", Allagappa University, May 2009, En.No. 056030254
67. Pooja Khurana, "Reliance Industries Ltd., - A Financial Analysis", Annamalai University, July 2009, En.No. 4090601322
68. S. Usha, "A Study on Financial Performance of the Kumbakonam Mutual Benefit Fund Ltd.," Bharathidasan University, August 2009, Reg.No.2K8FT33258
69. P. Mangalam, "Financial Analysis of Winway Packed Drinking Water, Kumbakonam", Bharathidasan University, August 2009, Reg.No.2K8FT33250
70. S. Rameshkumar, "Brand Preference Towards Two Wheelers in Kumbakonam Taluk", Annamalai University, December 2009, En.No. 4090601156
71. R. Uma, "Women Entrepreneurship in Thiruvidaimaruthur Taluk", Bharathidasan University, August 2009, Reg.No.2K8FT33257
72. N. Santhi, "A Study on Brand Loyalty of Consumer Towards Idhayam Gingily Oil", Allagappa University, March 2010, En.No. 056030223
73. R. Kamala, "Perception of Investors Towards Mutual Funds in Kumbakonam", Bharathidasan University, August 2010, Reg.No.2K9FT 34450
74. U. Rajeswari, "A Study on the Financial Performance of Parry Agro Industries Ltd., Chennai", Bharathidasan University, October 2010, Reg.No.2K9FT 34452

75. J. Nagarajan, "Performance Evaluation of Life Insurance Corporation of India, Kumbakonam – Unit II Branch", Bharathidasan University, December 2010, Reg.No.2K9FT 34451
76. S. Sudha, "Buyer Behaviour Towards Britannia Biscuits: A Study with Reference to Kumbakonam Town", Bharathidasan University, August 2011, Reg.No.2K10FT 35718
77. S. Vidhubala, "Financial Statement Analysis of Neyveli Lignite Corporation", Bharathidasan University, October 2011, Reg.No.2K10FT 35720
78. M. Sabari, "A Study on the Buying Pattern of Washing Machines Among Women With Reference to Kumbakonam Town", October 2012, Reg.No.2K11FT 37136
79. R. Sangeetha, "A Study on Customer Satisfaction Towards Direct-To-Home Television Services With References to Kumbakonam Town", October 2012, Reg.No.2K11FT 37137
80. V. Vimala, "Customer Buying Behavior Towards Packed Milk in Kumbakonam", October 2013, Reg.No. 2K12FT 38759
81. R. Karthika, "Consumer Satisfaction Towards E-Banking Services and Facilities Provided by City Union Bank Ltd., Kumbakonam", August 2014, Reg.No. 2K13FT 40393
82. K. Ramji, "Marketing of Britannia Biscuits in Kumbakonam", August 2014, Reg.No. 2K13FT 40397
83. R. Thaiyalnayaki, "Consumers Attitude Towards Commercial Banks in Kumbakonam" August 2016, Reg.No. 2K15FT 42998
84. R. Suganthi, "A Study on Non-Performing Assets in Indian Overseas Bank", January 2017, Reg No. 2K14FT 41103
85. B. Deepa, "Perception and preference of Policyholders Towards LIC of India – A Study With Reference to Kumbakonam", January 2017, Reg No. 2K15FT 42995
86. K. Kalidoss, "Financial Analysis of Infosys Ltd", August 2017, Reg.No. 2K16FT 16340
87. R. Abinaya, "Analysis of Financial Performance of Sri Lakshmi Chit Funds Pvt Ltd., Kumbakonam", August 2018, Reg No. 2K17FT 18314
88. J. Arthi, "A Study on Hotel Management with Special Reference to Kumbakonam", August 2018, Reg No. 2K17FT 18316
89. S. Vinitha, "A Study on Consumer Behaviour Towards Two Wheelers with Reference to Thanjavur District", August 2018, Reg No. 2K17FT 18318
90. B. Deepana, A Study on the Marketing of Britania Biscuits in Kumbakonam Town", August 2019, 2K18FT 20266
91. S. Ganeshkumar, "Role of Children on Purchase Decision", June 2022, 2K20FT 22325
92. K. Prahan nayaki, "Consumers Behaviour Towards Packed Milk in Kumbakonam", August 2022, 2K21FT 23056