



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAISAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
INTERNSHIP / SUMMER TRAINING
ACADEMIC YEAR 2023 - 2024

S.NO	REG.NO	NAME	TITLE	ORGANIZATION NAME
1	211422631001	AKILA A	A STUDY ON STUDENTS PERCEPTION ON NEW SOFTWARE	UNIQ TECHNOLOGIES
2	211422631002	ANDREW ARPUTHARAJ C R	AN STUDY OF THE CUSTOMER SATISFACTION WITH A SPECIAL REFERENCE ON LANSON TOYOTA	LANSON TOYOTA
3	211422631003	ANGEL SHEFRINE T	A REPORT ON WORKER'S PERCEPTION TOWARDS HEALTH, WELFARE AND SAFETY PRACTICES IN RVR GARMENT EXPORTS COMPANY	RVR GARMENT EXPORTS , CHENNAI
4	211422631004	ANILSHIYYAMKUMAR S B	A STUDY ON CUSTOMER SATISFACTION TOWARDS NON-GEAR TWO WHEELERS OF HONDA MOTOR CYCLES INDIA LTD	SRI LINGAM AUTOMOBILES, KANCHIPURAM
5	211422631005	ANTONY ROSHAN S	WORK LIFE BALANCE	SHIBAURA MACHINE INDIA PRIVATE LIMITED
6	211422631006	ANUPRIYA R	A STUDY ON EMPLOYEES SAFETY HEALTH ENVIRONMENT	SRIRAM INDUSTRIES, CHENNAI
7	211422631007	ANUSHA T	A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE RENAULT NISSAN AUTOMOTIVE INDIA PRIVATE LIMITED	MRF
8	211422631008	ARUN KUMAR S	WORKPLACE HEALTH AND BENEFITS	GAYATH INDUSTRIES PRIVATE LIMITED, CHENNAI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

9	211422631009	ARUN M	"ASSESSING CONSUMER AWARENESS AND PERCEPTION IN INDECHROME PROJECTS PVT. LTD "	INDECHROME PROJECTS PRIVATE LIMITED
10	211422631010	ASHWINI K	A STUDY ON ROLE OF WOMEN IN TOP MANAGEMENT AND IT'S IMPACT ON LEADERSHIP	SPIDER CORPORATION
11	211422631011	ASIQA SHAREEN M	GAMIFICATION- A TOOL TO ENHANCE EMPLOYEE ENGAGEMENT AND PERFORMANCE WITH REFERENCE TO HINDUSTAN COCA COLA BEVERAGES PVT. LTD	HINDUSTAN COCA COLA BEVERAGES PRIVATE LIMITED
12	211422631012	AVULAPOLU DEVI	A STUDY ON UNDERSTANDING THE SIGNIFICANCE OF CUSTOMS CLEARANCE AND REGULATORY COMPLIANCE IN SUPER LOGISTICS COMPANY	SUPER LOGISTICS COMPANY, CHENNAI- 600001
13	211422631013	BENJAMIN SAMUEL R	AN EMPIRICAL STUDY ON GOOGLE AD CAMPAIGN STRATEGIES ENHANCING SALES AND CUSTOMER ENGAGEMENT	PULSE TELESYSTEMS PRIVATE LIMITED
14	211422631014	BRINDHA A S P	A STUDY ON PURCHASING DECISION OF FOOD PRODUCTS WITH REFERENCE TO ADITYA HYPER MARKET	ADITYA HYPER MARKET
15	211422631015	CHERUB JESHURUN ALLWYN J	A STUDY ON TRAINING AND DEVELOPMENT IN APPEXERT	APPEXERT



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

16	211422631016	CHRISTINA MISHAEL M	A STUDY ON FOSTERING TEACHER PARTICIPATION IN EDUCATIONAL TRANSFORMATION: CURRICULUM DEVELOPMENT AT AMELIO EARLY EDUCATION.	AMELIO EARLY EDUCATION PRIVATE LIMITED
17	211422631017	DEEPAK KUMAR R G	A STUDY ON EFFECTIVENESS OF TRAINING ON EMPLOYEE PERFORMANCE WITH REFERENCE TO TI CYCLES	TUBE INVESTMENTS OF INDIA LIMITED
18	211422631018	DEEPALAKSHMI S	A STUDY ON CUSTOMER BRAND LOYALTY TOWARDS TWO WHEELER WITH REFERENCE TO JSP HONDA SHOWROOM	JSP HONDA SHOWROOM
19	211422631019	DEEPIKA M	A STUDY ON ASSESSING THE EFFECTIVENESS OF PLACEMENT SERVICES PROVIDED BY GRAMEYA JOBS	GRAMEYA JOBS PRIVATE LIMITED, CHENNAI
20	211422631020	DHANANJAI P	A STUDY ON EFFECTIVENESS OF EMPLOYEE HEALTH AND SAFETY MEASURES	SATHYA AUTO PRIVATE LIMITED
21	211422631021	DHANUSHYA V	A REPORT ON ENHANCING POST PURCHASE EXPERIENCE AND FOLLOW UP WITH REFERENCE TO LASHRON TRADING COMPANY	LASHRON TRADING COMPANY PRIVATE LIMITED
22	211422631022	DHARSHINI C	QUALITY OF WORK LIFE BALANCE AT KAUSIKH THERAPEUTICS PVT.LTD.	KAUSIKH THERAPEUTICS PRIVATE LIMITED, CHENNAI
23	211422631023	DHARSHINI G	A STUDY ON CUSTOMER INTELLECT AND ADOPTION HINDRANCE ABOUT ELECTRIC VEHICLES	SHUTTLE CARS INDIA PRIVATE LIMITED



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

24	211422631024	DHAYALAN D	A STUDY ON STUDENT PERCEPTION TOWARDS INFRASTRUCTURE FACILITIES WITH SPECIAL REFERENCE TO THE PANIMALAR ENGINEERING COLLEGE	PANIMALAR ENGINEERING COLLEGE CHENNAI
25	211422631025	DHIVYA DHARSHINI R	ATTRITION RATE OF EMPLOYEE IN DAY N DAY SERVICES.	DAY N DAY SERVICES PRIVATE LIMITED, CHENNAI
26	211422631026	DINESH M	A STUDY ON CULTURAL VARIATIONS IMPACT WORK RELATED ATTITUDES WITH REFERENCE TO SUN INDUSTRIAL SOLUTIONS AND AUTOMATION PVT LTD	SUN INDUSTRIAL AUTOMATIONS AND PRIVATE LIMITED
27	211422631027	DINESH S	A STUDY ON DIGITAL MARKTING AND ITS EFFECT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO SARVAM SAFETY EQUIPMENT PRIVATE LIMITED	SARVAM SAFETY EQUIPMENT PRIVATE LIMITED
28	211422631028	DINESH V	A STUDY OF SKILL ENHANCEMENT INITIATIVES ON EMPLOYEE PERFORMANCE WITH REFERENCE TO HYUNDAI WIA	HYUNDAI WIA INDIA PVT. LTD.
29	211422631029	DIVAKAR J	A STUDY ON LEVERAGING EMPLOYER BRANDING TO ATTRACT AND RETAIN POTENTIAL CANDIDATES IN HWASEUNG MATERIALS INDIA PRIVATE LIMITED AT MEVALOORKUPPAM	HWASEUNG MATERIALS INDIA PRIVATE LIMITED, MEVALOORKU PPAM
30	211422631030	DIVEENA G	A STUDY ON FINANCIAL PERFORMANCE: A COMPREHENSIVE ANALYSIS OF FINANCIAL STATEMENTS WITH REFERENCE TO TRP PVT LTD	TRP PVT LTD



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAISAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

31	211422631031	DIVYA BHARATHI J	A STUDY ON MEASURING EMPLOYEE ENGAGEMENT METRICS WITH REFERENCE TO SPACE ZEE TECHNOLOGIES	SPACE ZEE TECHNOLOGIES PRIVATE LIMITED
32	211422631032	DIVYA J	A STUDY ON HOLISTIC APPROACH TO EMPLOYEE WELFARE AT SRIRAM INDUSTRIES	SRIRAM INDUSTRIES
33	211422631033	DIVYA S	A STUDY ON EMPLOYEE PERCEPTION TOWARDS QUALITY OF WORK LIFE BALANCE IN NEW VENKATESWARA AUTOMOBILES	NEW VENKATESHWARA AUTOMOBILE PRIVATE LIMITED, CHENNAI
34	211422631034	DIVYA S M	A STUDY ON THE EFFECTIVENESS OF THE SELECTION PROCESS ON LABOR TURNOVER AND EMPLOYEE PRODUCTIVITY	BUTTERFLY GANDHIMATHI APPLIANCES LIMITED, CHENNAI
35	211422631035	ELANGANI V	A STUDY ON EMPLOYEE PERCEPTION TOWARDS 360-DEGREE PERFORMANCE APPRAISAL SYSTEM WITH REFERENCE TO ARCHIMEDIS DIGITAL PRIVATE LIMITED, CHENNAI.	ARCHIMEDIS DIGITAL PRIVATE LIMITED, CHENNAI
36	211422631036	ESTHER AGNES J	A STUDY ON EMPLOYEE ENGAGEMENT AT MVG DIGITAL	MVG DIGITAL CONSULTING PRIVATE LIMITED, CHENNAI
37	211422631037	EVAANS EDWARD S	A STUDY ON WORKPLACE DIVERSITY AND INCLUSION.	HWASEUNG MATERIALS (INDIA) PRIVATE.LTD.
38	211422631038	GAYATHRI B	CONSUMER BEHAVIOUR OF WATER HEATER IN HAVELLS INDIA LIMITED COMPANY	HAVELLS INDIA LIMITED COMPANY



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAISAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

39	211422631039	GAYATHRI G	A REPORT ON EFFECTIVENESS OF PERFORMANCE APPRAISAL AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO KUMAR AGRO TECH PRIVATE LIMITED	KUMAR AGRO TECH PRIVATE LIMITED
40	211422631040	GAYATHRI L	A STUDY ON EFFECTIVENESS OF ORGANIZATIONAL CULTURE AND CLIMATE	HYUNDAI MOTOR INDIA LIMITED
41	211422631041	GIRIJA B	A REPORT ON OVERCOMING COMMUNICATION OBSTRUCTIONS IN CROSS UTILITARIAN MANUFACTURING TERMS	OM MURUGAN ENTERPRIZE
42	211422631042	GOWSHIK R V	A STUDY ON EMPLOYEE SATISFACTION AND EFFECTIVENESS OF EMPLOYEE ENGAGEMENT AND TRAINING AT SMR	SMR AUTOMOTIVE SYSTEMS INDIA LIMITED, KANCHEEPURAM
43	211422631043	GOWTHAMI D	A STUDY ON THE TRAINING PRACTICES FOR ENHANCED EFFECTIVENESS IN DR.RABINDRAN'S HEALTH CARE CENTRE PRIVATE LIMITED	DR.RABINDRAN'S HEALTH CARE CENTRE PVT.,LTD.,
44	211422631044	HARIHARAN S	A STUDY ON FINANCIAL DECISION MAKING WITH REFERENCE TO ACCEL LIMITED	ACCEL LIMITED
45	211422631045	HARIHAREN V	A STUDY ON HUMAN RESOURCE PRACTICES IN INDIA PISTON LIMITED	INDIA PISTON LIMITED, CHENNAI
46	211422631046	HARINEE M	A STUDY ON MEASURING TALENT MANAGEMENT METHODOLOGIES AMONG EMPLOYEES AT CMRL	CHENNAI METRO RAIL LIMITED (CMRL)



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

47	211422631047	HARSHAD L S	ASTUDY ON EMPLOYEES PERCEPTION ABOUT ORGANIZATION AND HR PRACTICES	SHABARI PRIVATE TELECABLE LIMITED
48	211422631048	HEMA MALINI B	A STUDY ON EFFECTIVENESS OF HR PRACTICES WITH REFERENCE TO HEAVY VEHICLES FACTORY	HEAVY VEHICLES FACTORY
49	211422631049	HEMANTH KUMAR K	A STUDY ON THE FINANCIAL PERFORMANCE ANALYSIS OF TAMIL NADU WAREHOUSING CORPORATION	TAMIL NADU WAREHOUSING CORPORATION
50	211422631050	HEMAVATHY T	A STUDY ON IMPACT OF SOCIAL MEDIA INFLUENCING CUSTOMER LOYALTY	OLYMPIA HONDA KHIVRAJ VAHAN PRIVATE LIMITED, CHENNAI
51	211422631051	ISSAC DANIEL S	A STUDY ON DYNAMICS OF DISTRIBUTOR AND RETAILER RELATIONSHIPS IN THE FMCG BEVERAGES SECTOR WITH REFERENCE TO NANDHA AND CO	NANDHA AND CO
52	211422631052	JAANA SHRI S	A STUDY ON NETWORK NARRATIVE UNDERSTANDING WORD OF MOUTH MARKETING IN ONLINE COMMUNITIES IN FPL VEHICLE	FPL VEHICLE PRIVATE LIMITED, AMBATTUR
53	211422631053	JAMES GNANA SELVARAJ G	THE IMPACT OF ELECTRONIC BANKING ON MODERN BANKING SYSTEMS	SARVAM SAFETY EQUIPMENT PRIVATE LIMITED, CHENNAI
54	211422631054	JANARTHANAN D	A STUDY ON ATTRITION AND RETENTION OF EMPLOYEES WITH REFERENCE TO CASTURN VALVES PRIVATE LIMITED	CASTURN VALVES PRIVATE LIMITED



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

55	211422631055	JEEVASHREE T	A STUDY ON INFUSING ENVIRONMENTAL CONSCIOUSNESS FOR SUSTAINABILITY AT MOVATEINTO EMPLOYEE ONBOARDING	MOVATE,CHENNAI
56	211422631056	JEEVITHA S	A STUDY ON INVESTORS PREFERENCES BY USING DIGITAL FINANCIAL SERVICES	MICRONE INDUSTRIES
57	211422631057	KAMALESH A	A NEED FOR DESIGNING AND IMPLEMENTING DIGITAL MARKETING STRATEGIES FOR JEPPIAAR MILK PRODUCTS PVT LTD	JEPPIAAR MILK PRODUCTS PVT LTD
58	211422631058	KANISHKA G	A REPORT ON EVALUATING HOW SEO SHAPE CONSUMER CONTENTMENT	ADITYA BIRLA COMPANY, CHENNAI
59	211422631059	KARTHIKA M	A STUDY ON GENERATION Z IN THE WORK PLACE AND IT'S PERCEPTION THROUGH VARIOUS FACTORS	MVG DIGITAL CONSULTING PRIVATE LIMITED
60	211422631060	KAVINIDHI K	A STUDY ON HEALTH AND SAFETY MEASURES & ITS IMPACT ON EMPLOYEE RETENTION WITH REFERENCE TO INTEGRAL COACH FACTORY	INTEGRAL COACH FACTORY, CHENNAI - 38
61	211422631061	KAVIYA K	A STUDY TO MEASURE EMPLOYEE TRAINING AND DEVELOPMENT AT ELECTROPLATING AND METAL FINISHERS AT AMBATTUR, CHENNAI.	ELECTROPLATING AND METAL FINISHERS, CHENNAI
62	211422631062	KAVIYA V	A STUDY ON THE INTEGRATION OF TECHNOLOGY IN TRAINING AND DEVELOPMENT IN ALLTECHZ SOLUTIONS PRIVATE LIMITED.	ALLTECHZ SOLUTIONS PRIVATE LIMITED.



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

63	211422631063	KIRAN ANTONY J	A STUDY ON THE EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS IN SHIBAURA MACHINE INDIA PRIVATE LIMITED	SHIBAURA MACHINE INDIA PRIVATE LIMITED
64	211422631064	KIRTHIKAA R	A STUDY ON MEASURING THE EFFECTIVENESS OF REWARD SYSTEM ON THE MOTIVATIONAL LEVEL OF EMPLOYEES AT CMRL	CHENNAI METRO RAIL LIMITED
65	211422631065	KIRUBAKARAN V	A STUDY ON DEALERS PERCEPTION TOWARDS ZEUESBRUT FERTILIZER WITH REFERENCE TO SRI VASAVI AGENCY	SRI VASAVI AGENCY
66	211422631066	KIRUPANITHY J	A STUDY ON THE IMPACT OF MICROLEARNING IN EMPLOYEE SKILL AND KNOWLEDGE ENHANCEMENT	HWASEUNG MATERIALS INDIA PVT LTD
67	211422631067	KIRUTHIKA R L	BARRIERS AND ENABLERS OF SUCCESSFUL CHANGE MANAGEMENT	FPL AUTOMOBILES PVT.LTD
68	211422631068	KOKILA V	A STUDY ON MANPOWER PLANNING FOR ENHANCED PRODUCTIVITY	SRIRAM INDUSTRIES
69	211422631069	KRISHNAKUMAR E	STUDENT ATTITUDE TOWARDS ONLINE SHOPPING	PANIMALAR ENGINEERING COLLEGE, CHENNAI
70	211422631070	KRISHNAVENI R	A STUDY ON SHIFT WORK ON EMPLOYEES COMPREHENSIVE WELLBEING AT RVN PAINTPRO INDIA PVT LTD	RVN PAINTPRO INDIA PVT LTD
71	211422631071	KRITHIKA P	STUDY ON INTERNATIONAL EXPORTS OF FABRICS WITH REFERENCE TO RVR GARMENT EXPORTS	RVR GARMENT EXPORTS



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

72	211422631072	LAKSHMI K	A STUDY ON IMPACT OF CROSS FUNCTIONAL TEAM BUILDING INITIATIVES IN PRODUCT DEVELOPMENT WITH REFERENCE TO HCCB PVT LTD	HINDUSTAN COCO COLA BEVERAGES PRIVATE LIMITED, VELLAVEDU
73	211422631073	LOGESHWARI H	FINANCIAL STATEMENT ANALYSIS WITH REFERENCE TO ITCOT LIMITED	ITCOT LIMITED, CHENNAI
74	211422631073	LOGESHWARI M	A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING IN PROMOTING SUSTAINABLE PRACTICES AT WASTED 360 SOLUTIONS.	WASTED 360 SOLUTIONS, CHENNAI
75	211422631074	LOKESH KUMAR R	A STUDY ON ONBOARDING AND TRAINING ENHANCEMENT IN CMRL	SMR AUTOMOTIVE SYSTEM INDIA LTD
76	211422631075	LOKESH P	A STUDY ON EMPLOYEE WELFARE MEASURE AT COMPENSATION SMR, KANCHEEPURAM	OLYMPIA HONDA KIVRAJ VAHAN
77	211422631076	MAHALAKSHMI P	A STUDY ON ANALYZING HONDA'S RECENT DECLINE IN INDIAN CAR SALES : A FUTURISTIC ROADMAP OF	AMELIO
78	211422631078	MAHALAKSHMI R	A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO BOSCO FASHION PRIVATE LIMITED COMPANY	BOSCO FASHION PRIVATE LIMITED COMPANY
79	211422631079	MANOJ KUMAR S	A STUDY ON QUALITY WORKLIFE OF EMPLOYEES WITH REFERENCE TO RAGHAVENDRA FAB	RAGHAVENDRA FAB
80	211422631080	MANOJKUMAR K	A STUDY OF EMPLOYEE ATTRITION AT GSH INDIA PRIVATE LIMITED	GSH INDIA PVT LTD



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

81	211422631081	MEENA KUMARI R	A STUDY ON IMPACT OF SKILL ENHANCEMENT COURSES ON CAREER DEVELOPMENT AT WALK HORIZONS	WALK HORIZONS, GUINDY
82	211422631082	MERLIN D	A STUDY ON FACTORS AFFECTING STOCK MARKET VOLATILITY OF S&P BSE SMALL CAP INDICES	IGARASHI MOTORS INDIA LTD., CHENNAI
83	211422631083	MOHAMED AZHARUDDIN S	THE FLEXIBILITY OF A HYBRID WORK ENVIRONMENT	ACCEL LIMITED, CHENNAI
84	211422631084	MOHAMED FAZIL N	AN EXTENSIVE REPORT ON THE FINANCIAL PERFORMANCE EVALUATION OF TAMILNADU WAREHOUSE CORPORATION : A COMPARATIVE ANALYSIS	TAMILNADU WAREHOUSING CORPORATION, GUINDY
85	211422631085	MOHAMEDAADHIL A	A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO KAPSTON SERVICE LIMITED	KAPSTON SERVICE LIMITED, CHENNAI
86	211422631086	MOHAN N	A STUDY ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO WHEELS INDIA LTD	WHEELS INDIA LIMITED, PADI
87	211422631087	MOHANA PRIYA S	A STUDY ON EMPLOYEES PERCEPTION ABOUT HR PRACTICES AND CULTURE AT WHEELS INDIA LIMITED	WHEELS INDIA LIMITED COMPANY, CHENNAI
88	211422631088	MOHANA VARSHINI D	A STUDY ON IMPACT OF SAFETY TRAINING ON WORKPLACE	HYUNDAI MOTOR INDIA LIMITED, CHENNAI
89	211422631089	MONISH D	A STUDY ON INVENTORY MANAGEMENT WITH REFERENCE TO D.R. TRADERS	D.R. TRADERS, CHENNAI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

90	211422631090	MONISHA J	A STUDY ON THE ROLE OF FINANCIAL KEY PERFORMANCE INDICATORS IN EFFECTIVE DECISION MAKING	RVK BUSINESS ADVISORY SERVICES PRIVATE LIMITED
91	211422631091	MONISHA S	A STUDY OF LOGISTICS MARKETING IN FALCON INDIA LINES PRIVATE LIMITED	WASTED 360 SOLUTIONS
92	211422631092	MOORTHY G	A STUDY ON EFFECTIVENESS OF HUMAN RESOURCE PRACTICES IN KAPSTON SERVICE LIMITED	KAPSTON SERVICES LIMITED
93	211422631093	MOULEESHWARAN J	A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR	JAY KAY GROUP OF COMPANIES
94	211422631094	NANDHINI S	A STUDY ON EMPLOYEES HEALTH AND SAFETY IN OM MURUGAN ENTERPRISES	OM MURUGAN ENTERPRISE
95	211422631095	NARENDRAN S	A STUDY ON TALENT ACQUISITION IN THE DIGITAL AGE IN VOLTECH ENGINEERS PRIVATE LIMITED	VOLTECH ENGINEERS PRIVATE LIMITED
96	211422631096	NASEEMA FATHIMA M	A STUDY ON THE BENEFITS OF EMPLOYEE STATE INSURANCE (ESI) IN LASHRON TECHNOLOGIES	LASHRON TECHNOLOGIES
97	211422631097	NAVANEETHAKRISHNAN N	A STUDY ON TRAINING AND DEVELOPMENT EFFECTIVENESS IN HONDA SHOWROOM	JSP HONDA AUTOMOTIVE, CHENNAI
98	211422631098	NAVEEN KUMAR P	A STUDY ON MARKETING STRATEGY FOR STEEL INDUSTRY	SAKTHI FERRO ALLOYS INDIA PVT LTD
99	211422631099	NAVEENA S	A STUDY ON CONTRAPTION USED BY AN COCA COLA COMPANY	COCA COLA COMPANY



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAI SAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

100	211422631100	NISHA A	A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING IN BABA ENGINEERING WORKS	BABA ENGINEERING WORKS
101	211422631101	NITHYA K	A STUDY ON INFLUENCE OF DIGITAL MARKETING COMPONENTS ON SALES GROWTH IN SRI SARVALAKSHMI SILKS	SRI SARVALAKSHMI SILKS, KANCHIPURAM
102	211422631102	NITHYA R	PERFORMANCE APPRAISAL SYSTEM	ELLAR METAL PARTS, CHENNAI
103	211422631103	NITHYA SHREE V	EXPLORING THE ORGANIZATION ONBOARDING PROCESS IN RETAINING EMPLOYEES	INCI CONSTRUCTION AND INTERIORS LIMITED
104	211422631104	NITHYASREE R	A STUDY ON EMPLOYEE RETENTION AND STRATEGIES IN PRESCION MACHINE AND AUTO COMPONENTS PVT LTD	PRECISION MACHINE AND AUTO COMPONENTS PVT LTD CHENNAI
105	211422631106	OVIYA T	A STUDY OF FINANCIAL PERFORMANCE USING RATIO ANALYSIS D SANTHOSH & CO CHARTERED ACCOUNTANT	D SANTHOSH & CO CHARTERED ACCOUNTANT
106	211422631107	PADMASHRI N	A STUDY ON CUSTOMER PREFERENCES TOWARDS TILES QUALITY WITH REFERENCE TO ANUJ TILES	ARAVIND CERAMICS PVT LTD
107	211422631108	PAMIDIMUKKALA KALPANA S	A STUDY ON FINANCIAL PERFORMANCE AND WORKING CAPITAL MANAGEMENT OF VISHA INDUSTRIAL PLASTICS	VISHA INDUSTRIAL PLASTICS
108	211422631109	PEERMOHAMED A	A STUDY ON CUSTOMER PERCEPTION OF AFTER SALES AND SERVICE TOWARDS KTM DUKE-200 MOTORCYCLES WITH REFERENCE TO ROJA AUTOS	ROJA AUTOS KTM, TENKASI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

			KTM, TENKASI.	
109	211422631110	PM PORKODI	A STUDY ON EFFECTIVE CONFLICT RESOLUTION IN MULTILINGUAL WORK ENVIRONMENT IN TRIMAAX TECHNOLOGIES PVT. LTD	TRIMAXX TECHNOLOGIES PRIVATE LIMITED, CHENNAI
110	211422631111	POOJA V	A STUDY ON CONSUMER ATTITUDE AND BUYING BEHAVIOUR OF BHUVANESHWARII FASHIONS	BHUVANESHWARII FASHIONS
111	211422631112	POOJITHA D	A STUDY ON NAVIGATING PRICE SENSITIVITY STRATEGIES ON A CHEMICAL COMPANY	SRI BALAHA CHEMICAL PRIVATE LIMITED, CHENNAI
112	211422631113	PORSELVAN D	ENFORCEMENT OF EMPLOYEES PERFORMANCE	JK GROUP OF COMPANIES
113	211422631114	PRASANNA S	A STUDY ON PRODUCT PROMOTION ACTIVITIES ON CONSUMER MARKET TOWARDS LUBRICANTS ON GERMAN PREMIUM LUBRICANTS PVT LTD	GREMAN PREMIUM LUBRICANTS PRIVATE LIMITED, CHENNAI
114	211422631115	PRAVEEN KUMAR N	THE STUDY ON EMPLOYEE JOB SATISFACTION WITH REFERENCE OF JESPA SHIPPING COMPANY	JESPA SHIPPING COMPANY PRIVATE LIMITED, CHENNAI
115	211422631116	PRIYADHARSHINI A	A STUDY ON BLOCKCHAIN EFFICIENCY IN SUPPLY CHAIN MANAGEMENT AT YANU LEATHERS	YANU LEATHERS EXPORTS AND TANNERS
116	211422631117	PRIYADHARSHINI K	A STUDY ON EVALUATING THE EFFECTIVENESS OF HRIS IN KTV HEALTH FOOD PVT LTD.	KTV HEALTH FOOD PRIVATE LIMITED, CHENNAI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

117	211422631118	PUJAA U	A STUDY ON PRICING STRATEGIES AND CONSUMER PERCEPTION IN SANTHOSH HYPER MARKET-ADAMBAKKAM	SANTHOSH HYPER MARKET
118	211422631119	RAGAV KUMAR K G	A STUDY ON CONSUMER BUYING BEHAVIOUR ON THE PURCHASE OF LIFE INSURANCE POLICY IN KC FINANCIAL SERVICES	KC FINANCIAL SERVICE
119	211422631120	RAHUL A	A STUDY ON EFFECTIVENESS IN WAREHOUSE MANAGEMENT SYSTEM	SERAMA LOGISTICS PRIVATE LIMITED, CHENNAI
120	211422631121	RAKESH J	A STUDY ON EMPLOYEE ENGAGEMENT TOWARDS ORGANIZATIONAL PERFORMANCE WITH VIZZA INVESTMENT CENTER	VIZZA INVESTMENT CENTER PRIVATE LIMITED, CHENNAI
121	211422631122	RAMYA K	A STUDY ON ANALYZING OVERALL EQUIPMENT EFFICIENCY (OEE) TO DRIVE TRANSFORMATION IN MACHINE UTILIZATION EFFICIENCY AND ENHANCE OPERATIONAL PERFORMANCE IN KOBELCO	KOBELCO INDUSTRIAL MACHINERY INDIA PRIVATE LIMITED
122	211422631123	RAMYA K	A STUDY ON CUSTOMER SATISFACTION TOWARDS RAMRAJ BRAND WITH REFERENCE TO MUNNA FASHION	MUNNA FASHION ,CHENNAI
123	211422631124	RAVINDRAN V	A STUDY ON EMPLOYEE DISCRETIONARY EFFORT WITH REFERENCE TO HYUNDAI WIA	HYUNDAI WIA INDIA PVT. LTD.
124	211422631125	RINTHIYA M	A STUDY ON ENHANCING CUSTOMER LOYALTY THROUGH PERSONALIZED AND SHOPPING EXPERIENCES AT SMART	SMART SUPERMARKET, NEYVELI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAISAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

			SUPERMARKETS	
125	211422631126	RITHIKA M	A STUDY ON FLEXIBLE WORKING HOURS AT PLEASANT FOODS PRIVATE LIMITED	PLEASANT FOODS PRIVATE LIMITED, CHENNAI
126	211422631127	ROHITH S	CONSUMER RELATIONSHIP MANAGEMENT	ROYAL ENFIELD (RUDRAA MOTORS)
127	211422631128	RUPA RANI P	A REPORT ON THE STUDY OF TECHNOLOGY DETOX TECHNIQUES IN ALLSET BUSINESS SOLUTIONS LIMITED	ALL SET BUSINESS SOLUTIONS LIMITED
128	211422631129	RUPACHANDRAN P	BUSINESS WEBSITE PROMOTION USING DIGITAL MARKETING	CODEBIND TECHNOLOGIES, CHENNAI
129	211422631130	SAI BHAVANI A	A STUDY ON PRICING STRATEGY TO MAXIMIZE ITS PROFITABILITY IN CPS SUPERMARKET	CPS SUPERMARKET, CHENNAI
130	211422631131	SAKTHIVEL S	A STUDY ON MANAGING INVENTORIES IN A SUPPLY CHAIN MANAGEMENT WITH REFERENCE TO JESPA SHIPPING AGENCIES	JESPA SHIPPING AGENCIES PVT. LTD
131	211422631132	SALOMON K	VARIOUS FACTOR THAT INFLUENCE BY BRAND LOYALTY	OLMPIYA HONDA
132	211422631133	SANJANA UMASHANKAR U S	A STUDY ON MULTIGENERATIONAL WORKFORCE DYNAMICS AT KTV OIL MILL, KODUNGAIYUR	KTV OIL MILL PRIVATE LIMITED, CHENNAI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

133	211422631134	SANJAY K	A REPORT ON IMPACT OF WORK LIFE BALANCE ON EMPLOYEE PERFORMANCE	SAS PATNERS CORPORATE ADVISORY
134	211422631135	SANJU R	A STUDY ON INVESTOR'S PERCEPTION TOWARDS ONLINE TRADING	GPRR & CO
135	211422631136	SANTHOSH R	ELEVATE: A HOLISTIC APPROACH TO TALENT ACQUISITION EXCELLENCE ON FLEXICODE P.LTD	FLEXICODE TECHNOLOGIES P LTD
136	211422631137	SARANYA M	A STUDY ON EMPLOYEES DISSONANCE TOWARDS HEALTH AND SAFETY AT PLEASANT FOODS PRIVATE LTD	PLEASANT FOODS (P) LIMITED
137	211422631138	SARATHA PRIYA S	A STUDY ON COMPETENCY GAP ANALYSIS OF THE EMPLOYEES IN STIFFENERS PROPERTY VALUATION AND CONSULTANCY	STIFFENERS PROPERTY VALUATION AND CONSULTANCY, CHENNAI
138	211422631139	SARUMATHI A	A STUDY ON IMPACT OF HRIS ON HUMAN RESOURCES FUNCTION AT LOTTE CHOCO PIE	LOTTE INDIA CORPORATION LTD
139	211422631140	SARUNYA R	INCLUSIVE RECRUITMENT PRACTICES: OVERCOMING BIAS AND PROMOTING EQUAL OPPORTUNITIES	LUCAS TVS, PONDICHERRY
140	211422631141	SATHYA NARAYANA K J B	A STUDY ON SOCIAL MEDIA MARKETING FOR REAL ESTATE AGENTS	VIJAYA NIRMALA BUILDERS
141	211422631142	SEETHA RAMAN K	A STUDY OF CUSTOMER SERVICE IN VTP SUPERMARKET USING SERVQUAL MODEL	VTP SUPERMARKET, ARCOT
142	211422631143	SHAKTHIVEL R	A STUDY ON IMPLEMENTATION OF E-RECRUITMENT FROM THE PERSPECTIVE OF JOB	CSN SYSTEMS PRIVATE LIMITED, CHENNAI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAISAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

			APPLICANTS	
143	211422631144	SHARLI M	A STUDY ON ACHIEVING ACCURACY IN THE ART OF SHOE MAKING WITH REFERENCE TO BBK SHOES	BBK SHOES, RANIPET
144	211422631145	SHARMILA S	A STUDY ON UNVEILING THE IMPACT OF TRAINING & DEVELOPMENT PROGRAMMES WITH REFERENCE TO PIONEER LTD.	PIONEER LEATHER APPARELS (EXPORT)PRIVATE LIMITED, CHENNAI
145	211422631146	SHOBA S	A STUDY ON THE IMPACT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR IN HONDA	OLYMPIA HONDA PRIVATE LIMITED, CHENNAI
146	211422631147	SHRIPRAKASH S	A STUDY ON RETAIL STORE DESIGN AND ITS IMPACT ON CONSUMER BEHAVIOUR	PRAKASH AGENCIES
147	211422631148	SHUBASHRI M	A STUDY ON CUSTOMER ATTITUDE TOWARDS PRICING IN BOLLINENI HOMES	BSCPL INFRASTRUCTURE LIMITED, CHENNAI
148	211422631149	SIDDHARTHAN M S	A STUDY ON EMPLOYEE PERFORMANCE MANAGEMENT AND APPRAISAL SYSTEM	HWASEUNG MATERIALS INDIA PRIVATE .LTD
149	211422631150	SINDHU S	A STUDY ON EMPLOYEE WELFARE MEASURES FOR ENHANCED PRODUCTIVITY	RUSTOPPERS PACK TECH PRIVATE LIMITED, CHENNAI
150	211422631151	SIRPI P	CUSTOMER SATISFACTION TOWARDS THE APACHE RR 310 BIKE WITH REFERENCE TO SVS TVS PVT LTD	SVS TVS PRIVATE LTD CHENNAI



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAI SAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

151	211422631152	SIVASHREE A K	A STUDY ON EFFECTIVENESS OF HUMAN RESOURCE TRAINING THROUGH VIRTUAL REALITY AMONG EMPLOYEES OF HYUNDAI MOTOR INDIA LIMITED	HYUNDAI MOTOR INDIA LIMITED, SRIPERUMBUDUR
152	211422631153	SNEHA C R	UNRAVELING THE FACTORS DRIVING EMPLOYEE TURNOVER AT SRIRAM INDUSTRIES	SRIRAM INDUSTRIES, KALLIKUPPAM
153	211422631154	SNEHA K	A STUDY ON BRIDGING GAP AT WORK. AN EXAMINATION OF WORKFORCE DYNAMICS	DOTEXINFOSOL , KORATTUR
154	211422631155	SNEHA M	A STUDY ON WORKPLACE ENVIRONMENT TOWARDS EMPLOYEE ENGAGEMENT WITH REFERENCE TO TUBE PRODUCTS OF INDIA	TUBE PRODUCTS OF INDIA
155	211422631156	SNEHA R	A STUDY ON BEST HR PRACTICES IN SERVICE INDUSTRY	UNIQ TECHNOLOGY ,CHENNAI
156	211422631157	SODHAMINI D	A STUDY ON IDENTIFYING THE EMPLOYEES LEARNING NEEDS FOR COMPANY SUCCESS AT COSMIC EQUIPMENT INDIA PVT LTD	COSMIC EQUIPMENTS (INDIA) PVT.LTD, CHENNAI
157	211422631158	SOWMIYA M	A STUDY ON EFFECTIVENESS OF GRIEVANCE HANDLING MECHANISM IN SHRI BHOOMI DURGA PRIVATE LIMITED.	SHRI BHOOMI DURGA ENTERPRISES PRIVATE LIMITED
158	211422631159	SOWNDARYA M	A STUDY ON OPTIMIZING MANUFACTURING EFFICIENCY THROUGH AI-DRIVEN PROCESS AUTOMATION IN MM FORGINGS COMPANY, CHENNAI	MM FORGINGS



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

159	211422631160	SRIJA T S	CUSTOMER SATISFACTION TOWARDS THE APACHE RR 310 BIKE WITH REFERENCE TO SVS TVS PVT LTD	3M INDIA LTD
160	211422631161	SRIPRIYA S	A STUDY ON WELFARE MEASURES AND ITS IMPACT ON EMPLOYEE CONTENTMENT WITH REFERENCE TO SUPER AUTO FORGE PRIVATE LIMITED	SUPER AUTO FORGE PRIVATE LIMITED
161	211422631162	STEPHAN AKASH A	A REPORT ON COMPENSATION AND BENEFIT PACKAGE OF THE EMPLOYEES	TVS SVS AUTO MART LLP, CHENNAI
162	211422631163	SUBHA MEENA M	A STUDY ON THE FACTORS INFLUENCING EMPLOYEE JOB SATISFACTION AT KALPANA FURNITURE PRIVATE LIMITED	KALPANA FURNITURE PRIVATE LIMITED
163	211422631164	SUBHASHINI C	A STUDY ON COMPENSATION MANAGEMENT TOWARDS EMPLOYEE JOB SATISFACTION AT KSR FREIGHT FORWARDERS	KSR FREIGHT FORWARDERS PRIVATE LIMITED
164	211422631165	SUNIL KUMAR C	A STUDY ON FACTORS INFLUENCING BRAND PREFERENCES OF SMARTPHONES IN CHENNAI REGION	INDECHROME INTERIOR CONSTRUCTION
165	211422631166	SUPRABHA S	A STUDY ON THE OCCUPATIONAL HAZARDS IN IT COMPANY OF XMEDIA SOLUTIONS	XMEDIA SOLUTIONS
166	211422631167	SUPRAJA K	A STUDY ON THE ORGANIZATIONAL INITIATIVES TO IMPROVE THE CLIENT SATISFACTION AT HOME DEVELOPERS	MY HOME DEVELOPERS



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai

Approved by UGC for 2(f) & 12(B) status

(JAISAKTHI EDUCATIONAL TRUST)

Approved by All India Council of Technical Education

Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

167	211422631168	SUTHANTHARA RAJA MALAR J	ANALYSIS OF MATURITY OF TEAM DEVELOPMENT WITH REFERENCE TO TUCKMAN'S MODEL OF TEAM DEVELOPMENT IN AAI RHQ SR (CHENNAI).	AIRPORTS AUTHORITY OF INDIA, CHENNAI
168	211422631169	SUVALAKSHMI B	A STUDY ON EXPLORING THE IMPACT OF OVER THE TOP PLATFORM ON CABLE TV SERVICES	THAMIZHAGA CABLE TV COMMUNICATION LIMITED, CHENNAI
169	211422631170	SWATHI R	A STUDY ON CUSTOMER PERCEPTION TOWARDS LUBRICANT PRODUCT OF YAH NETWORK PRIVATE LIMITED	YAH NETWORK PRIVATE LIMITED, CHENNAI
170	211422631171	SWETHA B	A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES WITH REFERENCE TO PACHAIYAPPAS SILKS- KANCHIPURAM	PACHAIYAPPAS SILKS PRIVATE LIMITED, KANCHIPURAM
171	211422631172	SWETHA H	A STUDY ON THE EFFECTIVNESS OF EMPLOYEE RETENTION STRATEGY AT ROOP AUTOMOTIVES LIMITED.	ROOP AUTOMOTIVE LIMITED, CHENNAI
172	211422631173	SWETHA HARINI A S	A REPORT ON THE IMPACT OF EMPLOYEE TURNOVER AND RETENTION STRATEGY AT GOT SOFTWARES	GOT SOFTWARES PRIVATE LIMITED, CHENNAI
173	211422631174	SWETHA JEBA MALAR J	A STUDY ON EMPLOYEES ATTITUDES TOWARDS STRESS MANAGEMENT WITH REFERENCE TO HONEY TRANSLATION SERVICES	HONEY TRANSLATION SERVICES
174	211422631175	SWETHA K	A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS UNIQUETECHNOLOGIES	FAIRMACS SHIPPING



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAISAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

175	211422631176	SWETHA K	A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS UNIQ TECHNOLOGIES	UNIQ TECHNOLOGIES
176	211422631177	THENMOZHI G	A STUDY ON INNOVATIVE STRATEGIES TOWARDS CUSTOMER ATTRACTION IN SPACE ZEE TECHNOLOGIES	SPACE ZEE TECHNOLOGIES
177	211422631178	UMA SHANKAR S	THE STUDY EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS	INNOV SOURCE SERVICES PVT LTD,CHENNAI
178	211422631179	V V N KASHYAP	A STUDY ON FACTORS INFLUENCING THE ONLINE PURCHASE DECISION OF BUYERS FOR EMERGING ALLIANCE PRIVATE LIMITED	EMERGING ALLIANCE PRIVATE LIMITED
179	211422631180	VARSHINEE A	A STUDY ON CONTINUOUS LEARNING AND COMPETENCY ASSESSMENT	WISH TREE CONSULTANTS PRIVATE LIMITED, CHENNAI
180	211422631181	VASUNTHARADEVI M	A STUDY ON CUSTOMER PERCEPTION TOWARDS VARIOUS SEASONAL OFFERS AND DISCOUNTS	PRAKASH PROPERTY AND HOLDINGS PVT LTD
181	211422631182	VIGNESH S	A STUDY ON WORK LIFE BALANCE OF EMPLOYEES WITH REFERENCE TO TI CYCLES	TUBE INVESTMENT OF INDIA
182	211422631183	VIJAYA RAGHAVAN M	A STUDY ON THE EFFECTIVENESS OF EMPLOYEE RETENTION TECHNIQUE	DS CONNECTOR AND CABLES INDIA PVT.LTD
183	211422631184	VINOTH KUMAR P	STUDY OF ENHANCING THE WORKERS PARTICIPATION IN THE ORGANIZATION WITH REFERRCE TO SARVAM SAFETY EQUIPMENT PRIVATE LIMITED	SARVAM SAFETY EQUIPMENT PRIVATE LIMITED



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution, Affiliated to Anna University, Chennai
 Approved by UGC for 2(f) & 12(B) status
(JAI SAKTHI EDUCATIONAL TRUST)
 Approved by All India Council of Technical Education
 Bangalore Trunk Road, Varadharajapuram, poonamallee, Chennai-600 123

184	211422631185	YAMINI KRISHNA	A STUDY ON THE AWARENESS LEVEL OF STATUTORY COMPLIANCES AMONG THE EMPLOYEES OF INDIA SHOES EXPORTS PVT. LTD.	INDIA SHOES EXPORTS PRIVATE LIMITED, CHENNAI
185	211422631186	YAMUNA V P	A STUDY ON EMPLOYEE RELATIONS AND ITS EFFECT ON PRODUCTIVITY AT NICHAS INDUSTRIAL PRODUCTS PRIVATE LIMITED	NICHAS INDUSTRIAL PRODUCTS PRIVATE LIMITED
186	211422631187	YUGANTHAN B S	A STUDY ON EFFECTIVENESS OF VISUAL MERCHANDISING IN RETAIL.	SRI VASAVI AGENCY
187	211422631188	YUVASHREE S	A STUDY ON EFFECT OF HUMAN RELATION ON ORGANISATIONAL PRODUCTIVITY IN KTV HEALTH FOOD PRIVATE LTD AT KODUNGAIYUR	KTV HEALTH FOOD PRIVATE LIMITED, CHENNAI