



# G.VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS),

Re -Accredited with 'A' Grade by NAAC|DBT Star College Scheme  
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

**KOVILPATTI – 628 502**

## Department of Commerce (Professional Accounting)

### Research Guide and Scholars Details

S.No	Name of the Guide	Guideship Order Number and Date
1	Dr.K.Mariappan Research Guide and Supervisor	MSU/RES/INT/SF/GUIDESHIP/R5/2017/Dated 06-09-2017

S.No	Name of the Scholar	Title of the Thesis	Year of Registration	Year of Completion	Status
1	Mrs.S.Maheswari Full Time	A Study on Unorganised Retailing in Thoothukudi District	2018	2022	Awarded
2	Mrs.S.Manjula Part Time	A Study on Farmers Opinion towards Agricultural Credit Dispensed by Various Sources in Tirunelveli District	2018	2023	Awarded
3	Mr.J.Anand Part Time	A Study on Consumers Attitude towards E- Service Marketing on Durable Goods	2018	2023	Awarded

		in Kovilpatti Taluk			
4	Mrs.S.Praba Full Time	A Study on Flower Vending Business in Tirunelveli District	2019	2025	Awarded
5	Mr.S.Krishna Kumar Part Time	A Study on Beneficiaries Perceptions towards Employee State Insurance Schemes in Tirunelveli District	2022	-	Doing
6	Mrs.M.Selva Nanthini Full Time	A Study on Marketing Strategies of Agricultural Produces in Virudhunagar District	2023	-	Doing
7	Mr.A.Muralitharan Full Time	Arts College Students Perception towards Advertisement Media Social Responsibility - A Study with Special Reference to Thoothukudi District	2023	-	Doing
8	Ms.S.Preethi Full Time	An Analysis of Employee Retentions Measures adopted	2025	-	Doing

		by Private Sector Banks in Thoothukudi District			
--	--	--	--	--	--