



G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI.
(Re-Accredited with 'A' Grade by NAAC)
PG and Research Department of Commerce
PH.D SCHOLAR DETAILS

Date: 06.10.2025

S. No	Register. No & Date of Commencement	Name of the Scholar	Name of the Guide	Title	Full time/ Part time	Status
1.	18212051012001 June 2018	Mrs. S.Vinayasree	Dr. S.Krishnasamy (Retired) Principal G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	A Study on Problems and Prospectus of Women Entrepreneur in Tourism Sector in Tamilnadu	Full Time	Mar 2023
2.	1821051012002 June 2018	Mrs. A.Andal	Dr. S.Krishnasamy (Retired) Principal G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Perception of Employees towards ESI Schemes in Tirunelveli District	Full Time	Aug 2021
3.	18222055271004 June 2018	Mr. S.Sivasankar	Dr. S.Krishnasamy (Retired) Principal G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Impact of Advertisements on the purchasing behaviour of Teenage Girls about Cosmetics in Tuticorin District	Part Time	October 2024
4.	19132051012001 Dec.2018	Mrs. M.Sundara Bharathi	Dr. C.Muthulakshmi (Relieved) Head and Assistant Professor, Department of Commerce (Business Analytics) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	A Study on Perception of Consumers Towards Value Added Service of Super Markets in Theni.	Part Time	April 2024
5.	19122051012003 Dec.2018	R.Subha Ranjani	Dr. C.Muthulakshmi (Relieved) Head and Assistant Professor, Department of Commerce (Business Analytics) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	A Study on Service Quality of Arts and Sciences Colleges in Thoothukudi District	Part Time	January 2024
6.	1911205111004 Dec.2018	A.Arun Kumar	Dr. C.Muthulakshmi (Relieved) Head and Assistant Professor,	SWOT Analysis on Sustainability of Printing	Full Time	October 2025

			Department of Commerce (Business Analytics) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Units in Sivakasi		
7.	1822051011005 Dec 2018	Mr. K.Kumar	Dr. C.Muthulakshmi (Relieved) Head and Assistant Professor, Department of Commerce (Business Analytics) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Corporate Social Responsibility practices towards employees followed by private sector banks in Tirunelveli district	Part Time	April 2023
8.	19122051011008 Jan 2019	Mr. R.Sockrates	Dr. S.Krishnasamy (Retired) Principal G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Consumer's Perception towards Readymade jewels in Thoothukudi District	Part Time	On-going
9.	19112051012010 Jan.2019	Mrs.S.Praba	Dr. K.Mariappan Head and Assistant Professor, Department of Commerce (Professional Accounting) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	A Study on Logistics Problems of Flower Distributions in Tirunelveli District	Full Time	October 2025
10.	19112051012002 Jan.2019	Mrs.S.Anupriya,	Dr. M.Sivakumar (Relieved) Head and Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Consumer behaviour towards branded fast moving consumer goods with reference to personal care products in Thoothukudi district	Full Time	On-going
11.	19222051011001 Aug.2019	Mr.R.Selvakumar	Dr. M.Sivakumar (Relieved) Head and Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	A study on consumers perception towards retail trade in Thoothukudi district	Part Time	On-going
12.	19122051061006 Jan.2019	Mr.B.Kirubaharan	Dr. M.Sivakumar (Relieved) Head and Assistant Professor, PG and Research Department of Commerce,	Rural customer perception towards E-Services of public and private banks	Part Time	September 2023

			G.Venkataswamy Naidu College (Autonomous), Kovilpatti.			
13.	19221041012005 July 2019	S.R. Sheeba Gnanamalar	Dr. P.K.Ajit Associate Professor and Head Department of Commerce Government Arts and Science College, Kovilpatti	An Analysis of Users views towards internet banking service provided by public sector banks in Tirunelveli district	Part time	March 2025
14.	21112051012004 Jan 2021	K.Bhavithravani	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Customers perception towards technologies Banking services of public and private commercial banks at thoorhukudi dist	Full time	July 2024
15.	21112051012003 Jan 2021	M.Sumaiya	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	role of commercial banks in financial inclusion for rural development at thoothukudi dist	Full time	April 2025
16.	21112051011001 Jan 2021	P.Anandakalidoss	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Problems and Propectus of Digital Payments among customers in Public and Private Sector banks at Thoothukudi Dist	Full time	October 2024
17.	21112051012002 Jan 2021	P.Muthulakshmi	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Customer's perception towards indian post payments banks at thoothukudi dist	Full time	October 2024
18.	22212051012001 Nov 2022	Mrs. P.Muthulakshmi	Dr. R.Nirmala Assistant Professor Department of Commerce Government Arts and Science College, Kovilpatti	A Study on impact of Service Quality of Super Markets on customer retention in Thoothukudi district	Full time	Doing

19.	23112051011001 May 2023	Mr.A.Muralitharan	Dr. K.Mariappan Head and Assistant Professor, Department of Commerce (Professional Accounting) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Arts College Students Perception towards Advertisement Media Social Responsibility - A Study With Special Reference to Thoothukudi District	Full Time	On-going
20.	23112051012002 May 2023	M Selva Nanthini	Dr. K.Mariappan Head and Assistant Professor, Department of Commerce (Professional Accounting) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Rural Consumer Awareness and Satisfaction towards Digital Payment System - A Study with Special Reference to Virudhunagar District	Full Time	On-going
21.	22122051011001 May 2023	S.Krishnakumar	Dr. K.Mariappan Head and Assistant Professor, Department of Commerce (Professional Accounting) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Functioning of Employees State Insurance Corporation and its Impact on the Economic Conditions of the Insured Persons	Part Time	On-going
22.	241220506046 Jan 2024	L.Kavitha	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Leveraging technology in banking strategies to enhance customer reach at Thoothukudi district	Part Time	On going
23.	241120506027 May 2024	Ms. S.Preethi	Dr. K.Mariappan Head and Assistant Professor, Department of Commerce (Professional Accounting) G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	An Analysis of employee's retention measures adopted by private sector banks in Thoothukudi district	Full time	Doing
24.	241120506037 May 2024	S. Rajalakshmi	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College	Customer retention strategies implemented by public sector banks at Thoothukudi District	Full time	On going

			(Autonomous), Kovilpatti.			
25.	241220506036 May 2024	S.Susmitha	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Assessing challenges and opportunities in unified payment systems – An Empirical study of selected public sector banks at Thoothukudi district	Part Time	On going
26.	241220506019 May 2024	V.Arunkumar	Dr. R.Nirmala Assistant Professor Department of Commerce Government Arts and Science College, Kovilpatti	A Study on Role of Women entrepreneur and women empowerment in Thoothukudi district	Part time	On going
27.	2422205062001 May 2025	D.Gangadevi	Dr. M.Vairavan Assistant Professor, PG and Research Department of Commerce, G.Venkataswamy Naidu College (Autonomous), Kovilpatti.	Challenges and Opportunities in the adoption of technological services by retail customers at Thoothukudi district	Part Time	On going