



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Ph. D. Programme in Commerce - 2021 Admission - Course Work Paper III - Syllabus - Approved - Orders issued.

ACADEMIC A 10 SECTION

No. 146/AC A 10/2023/MGU

Priyadarsini Hills, Dated: 06.01.2023

*Read:-*1. Mahatma Gandhi University Ph. D. Regulations, 2016

2. U.O.No.6068/AC A10/2021/MGU dated 15.11.2021

3. U.O.No.4228/AC A10/2022/MGU dated 25.04.2022

4. U.O.No.4510/AC A10/2022/MGU dated 29.04.2022

ORDER

The following research scholars were granted registration for Ph.D. Programme in Commerce under the faculty of Commerce, vide orders read as (2), (3) & (4) above.

The syllabi of Paper III Course Work Examination of the research scholars, prepared and submitted by the respective Research Supervising Teachers, are given below;

Regn. No. & Year	Name & address of the research scholar	Discipline	Name of supervising teacher	Centre of research	Title of research work	Title of Course Work Paper III	Nature of regn.
06/2021	ANJALI C. M.	Commerce	Dr. Anitha M.N.	Maharaja's College, Ernakulam	EASE OF DOING BUSINESS IN KERALA	Ease of Doing Business in Kerala	Full time (JRF)
07/2021	ARABHI KRISHNA K.A.	Commerce	Dr. Bino Joy	Bharata Mata College, Thrikkakara	DECISION MAKING BIASES IN THE PURCHASE OF HEALTH INSURANCE PRODUCTS	Behavioural Finance and Insurance Decision -Making	Full time (JRF)
08/2021	FABEENA FASAL	Commerce	Dr. Rafeeka Mol C.A.	Bharata Mata College,	PERSONAL FINANCIAL PLANNING : A STUDY IN THE KERALA CONTEXT	Personal Financial Management	Full time (JRF)
283/2021	MERLIYN ANNA THOMAS	Commerce	Dr. Jyothis T	St. Thomas College, Kozhencherry	DIGITAL NUDGES ON E-COMMERCE ENVIRONMENT - AN EVALUATIVE STUDY FROM THE CUSTOMERS' PERSPECTIVE	Digital Nudging on E-Commerce Environment	Full Time (JRF)
284/2021	NEETHU MARIAM AJITH	Commerce	Dr. Jyothis T	St. Thomas College, Kozhencherry	WOMEN AGRIPRENEURSHIP IN KERALA : CHALLENGES AND OPPORTUNITIES	Agripreneurship	Part Time
285/2021	ANTU THOMAS	Commerce	Dr. Leena K Cherian	St. Thomas College, Kozhencherry	FOREIGN EXCHANGE RISK MANAGEMENT OF IMPORTERS AND EXPORTERS IN KERALA	Foreign Exchange Risk Management	Full Time
286/2021	JUSTIN P JAMES	Commerce	Dr. Leena K Cherian	St. Thomas College, Kozhencherry	MARKETING PRACTICES OF FAMILY OWNED BUSINESSES IN KERALA	Family Business and its Marketing	Full Time

287/ 2021	SHEBA SARA VARUGHESE	Commerce	Dr. Leena K Cherian	St. Thomas College, Kozhencherry	CUSTOMER PERCEPTION ON E-SERVICE QUALITY OF PRIMARY AGRICULTURAL CREDIT CO-OPERATIVE SOCIETIES IN KERALA	E-Service Quality of Co-Operative Societies	Part Time
288/ 2021	SARI P S	Commerce	Dr. Suresh V N	Maharaja's College, Ernakulam	Influence of Dynamic Capabilities on Firms Sustainable Performance : A study with special reference to small and medium enterprises in Kerala	Small and Medium Enterprises - Strategies for Sustainability	Part Time
289/ 2021	LAKSHMI PRIYA K S	Commerce	Dr. Suresh V. N.	Maharaja's College, Ernakulam	MERGERS AND ACQUISITIONS IN INDIA : MOTIVES, FINANCIAL PERFORMANCE AND IMPACT ON SHAREHOLDERS WEALTH	Mergers and Acquisitions	Full Time (JRF)
290/ 2021	VINEESH K A	Commerce	Dr. Deepa Mathew	K G College, Pampady	EVALUATION OF SOCIO- ECONOMIC AND FINANCIAL ENVIRONMENT OF THE UNORGANISED TRAWL LABOUR COMMUNITY IN THE COASTAL AREAS OF KERALA	Marine Fishing Industry and Trawl Fishing	Part Time
291/ 2021	HARI U.	Commerce	Dr. Deepa Mathew	K G College, Pampady	FINANCIAL MANAGEMENT PRACTICES IN KERALA FILM INDUSTRY IN THE POST DIGITALISATION ERA OF FILM MAKING	Financial Management and Film Industry	Part Time
292/ 2021	ABYSON KURIAN	Commerce	Dr. Deepa Mathew	K G College, Pampady	ROLE OF KERALA STARTUP MISSION IN FOSTERING ENTREPRENEURIAL CULTURE AND DEVELOPMENT OF STARTUPS IN KERALA	Role of Kerala Startup Mission in Fostering Entrepreneurial Culture and Development of Startups in Kerala	Part Time
293/ 2021	DEEPA TES GEORGE	Commerce	Dr. Deepa Mathew	K G College, Pampady	Digital Financial Literacy and Socio-Economic Empowerment of Women in Kerala	Digital Financial Literacy and Socio-Economic Empowerment of Women in Kerala	Part Time
294/ 2021	AKHIL SEBASTIAN	Commerce	Dr. Aneeshkumar G S	B A M College, Thuruthicad	INFLUENCE OF DIGITAL MARKETING ON CUSTOMER SERVICE OF PUBLIC AND PRIVATE SECTOR BANKS IN KERALA	Introduction to Digital Marketing & Customer Relationship Management in Banks	Part Time
295/ 2021	NIKHIL S NAIR	Commerce	Dr. Aneeshkumar G. S.	B A M College, Thuruthicad	Financial Inclusion Among Transgender Community in Kerala	Strategies of Financial Inclusion for Transgender Community	Full Time

296/ 2021	NIKHI MANOHARAN	Commerce	Dr. Aneeshkumar G. S.	B A M College, Thuruthicad	A Study on Emerging Role of Corporate Governance, Intellectual Capital and Corporate Social Responsibility of Private and Public Sector Banks in Kerala	An Introduction to Corporate Governance, Intellectual Capital and CSR in Banking Sector	Full Time
297/ 2021	AKHIL M A	Commerce	Dr. Gimson D Parambil	Bharata Mata College, Thrikkakara	AGRIBUSINESS MARKETING IN KERALA	Agricultural Marketing	Full Time
298/ 2021	ANILA TITUS	Commerce	Dr. Gimson D Parambil	Bharata Mata College, Thrikkakara	FARMER PRODUCER ORGANIZATIONS (FPOs) IN KERALA : AN ASSESSMENT OF PERFORMANCE AND IMPACTS	Farmer Producer Organizations (FPOs)	Full Time
299/ 2021	AMEER BABU K	Commerce	Dr. Sheena Sasidharan V	S B College, Changanassery	RISK MANAGEMENT PRACTICES OF THE KERALA BANK	Risk Management practices of the Kerala Bank	Part Time
300/ 2021	KARTHIKA P NAIR	Commerce	Dr. Sheena Sasidharan V	S B College, Changanassery	PURCHASE BEHAVIOUR OF HEALTH INSURANCE PRODUCTS	Purchase Behaviour of Health Insurance Products	Part Time
301/ 2021	LIBINA BABU	Commerce	Dr. Gireesh Kumar G S	Nirmala College, Muvattupuzha	A USER-CENTRIC STUDY ON ADOPTION OF FINTECH SERVICES IN KERALA	Financial Technology Services	Full Time
302/ 2021	SERENE ANNA SAM	Commerce	Dr. Gireesh Kumar G S	Nirmala College, Muvattupuzha	IMPACT OF ONLINE REVIEWS ON BRAND EQUITY DIMENSIONS AND ONLINE PURCHASE INTENTION	Online Reviews, Brand Equity and Purchase Intention	Part Time
303/ 2021	JENIPHER CARLOS HOSANNA	Commerce	Dr. Gireesh Kumar G S	Nirmala College, Muvattupuzha	Effect of Media Interactivity on Customer Involvement and Engagement : A Study in the Context of Social Commerce in Kerala	Media Interactivity in Social Commerce	Part Time
305/ 2021	VISMAYA K	Commerce	Dr. Babu Jose	St. Thomas College, Pala	Mediating Role of Availability Heuristic on Cognitive Dissonance in Conditioning Asset Mispricing in Indian Equity Futures Market	Investment Behaviour and Behavioural Finance in Derivatives Market	Full Time (JRF)
306/ 2021	LIMISHA MATHEWS	Commerce	Dr. O.C. Aloysius	Pavanatma College, Murickassery	INFLUENCE OF REALITY- VIRTUALITY TECHNOLOGIES ON CUSTOMER EXPERIENCE	Influence of Reality- Virtuality Technologies on Customer Experience	Part Time
307/ 2021	AMRUTHA ANTONY	Commerce	Dr. Bino Joy	Bharata Mata College, Thrikkakara	OPERATIONAL EFFICIENCY AND CONSUMER ADOPTION TOWARDS FINTECH PRODUCTS IN PAYMENT VERTICALS	Operational Efficiency and Consumer Behaviour of Fintech Services	Part Time

308/ 2021	NAYANA VIJAYAN	Commerce	Dr. Sushan P K	Nirmala College, Muvattupuzha	HOUSING FINANCES IN KERALA : PROSPECTS AND STRATEGIES	Housing Finances : Prospects and Strategies	Full Time
309/ 2021	SRUTHY S	Commerce	Dr. Stephen Mathew	St. Stephen's College, Uzhavoor	LENDING DECISION MAKING AND NPA MANAGEMENT IN COMMERCIAL BANKS IN KERALA	Modern Banking and Practices	Part Time
392 /2021	JOSNA SUSAN FRANCIS	Commerce	Dr. Vineeth K M	Maharaja's College, Ernakulam	INFLUENCE OF NUDGES ON FINANCIAL BEHAVIOUR AND FINANCIAL WELLBEING OF SALARIED INDIVIDUALS	Financial Behaviour and Financial Wellbeing of Salaried Individuals	Full time (JRF)

The Director of Research has verified the syllabi and recommended the same for approval and the Pro Vice Chancellor in charge of the Vice Chancellor approved the syllabi of Paper III of the Course Work Examination in respect of the above said research scholars.

Orders are issued accordingly.

HEMAKALA S

ASSISTANT REGISTRAR IV (ACADEMIC)
For REGISTRAR

Copy To

1. The research scholars concerned
2. The research supervising teachers concerned
3. The heads of the research centres concerned
4. Director of Research
5. Members of Doctoral Committee
6. PS to VC / PVC
7. PA to Registrar / CE
8. Ac A 1/Ac A 6/P&D 2/CD 1/Ac A XV Sections
9. JR II (Admn)/ DR I (Acad)/ AR IV (Acad)
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Forwarded / By Order

Section Officer