



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Ph.D. Programme in Commerce - 2023 Admission - Registration for research - Granted - Orders issued.

ACADEMIC A 10 SECTION

No. 423/AC A 10/2024/MGU

Priyadarsini Hills, Dated: 12.01.2024

- Read:-1. Mahatma Gandhi University Ph.D. Regulations, 2016
2. Notification No. 61884/AC A10-4/2023/AC A10 dated 30.06.2023
3. U.O.No.12231/AC A10/2023/MGU dated 07.12.2023
4. Minutes of the meeting of the Doctoral Committee held on 23.12.2023 & 26.12.2023
5. U.O No.13013/AC A10/2023/MGU dated 30.12.2023

ORDER

Applications were invited, vide notification read as (2) above, from eligible candidates for the registration for research leading to the award of Ph.D. Degree of Mahatma Gandhi University in the discipline of Commerce, for 2023 Admission. As such, scrutiny of the applications submitted by candidates and their Doctoral interview Stage I was conducted on 18.12.2023 and 22.12.2023, and the Doctoral Interview Stage II was conducted on 23.12.2023 and 26.12.2023, as per U.O. cited (3) above. The Doctoral Committee, vide minutes read as (4) above, has forwarded the list of candidates recommended for registration for research.

Sanction has therefore been accorded by the Vice Chancellor to grant registration for research in the year 2023 to the the below mentioned candidates, under the faculty of Commerce;

Regn. No. & Year	Name & address of the research scholar	Discipline	Name of the research supervising teacher	Centre of research	Area of research work	Nature of regn.
MGUPHD232246	MILCAH ELIZABETH SHIBU Perumpoikayil (H) Thompikandom P.O., Ranni Pathanamthitta PIN 689676	Commerce	Dr. Ajimon George	Marian College, Kuttikkanam	Social Media Influencer Marketing : Customer Perspective	Full Time
MGUPHD233599	MARIA SUSAN MATHEW Velickakathu (H) Mundakayam P.O. Kottayam PIN 686513	Commerce	Dr. Ajimon George	Marian College, Kuttikkanam	A STUDY ON THE INFLUENCE OF SOCIAL MEDIA ON ARTREPRENEURSHIP	Full Time

MGUPHD232078	SALVY MATHEW Thuravatukkal (H) Punchavayal P.O. Anikunnu Kottayam PIN 686513	Commerce	Dr. Stephen Mathew	St. Stephen's College, Uzhavoor	A STUDY ON ROLE OF INFORMATION SYSTEM ON SUPPLY CHAIN MANAGEMENT OF PORTS AND HARBOURS IN KERALA	Part Time
MGUPHD234324	REETA BABU Kottackal (H) Nayathode P.O. ANGAMALY Ernakulam PIN 683572	Commerce	Dr. Stephen Mathew	St. Stephen's College, Uzhavoor	HRM Practices and employee engagement in the IT Sector of Kerala	Full Time
MGUPHD236729	ABHISHEK THOMAS Keezhettukunnel (H) Veliyannoor (P.O.) Kottayam PIN 686634	Commerce	Dr. Jisha George	St. Stephen's College, Uzhavoor	Artificial Intelligence in Customer Relationship Management - A Study in Service Sector	Part Time
MGUPHD233491	AYANA P J Pathazhakattil (H) Kothaparambu Ala Thrissur PIN 680668	Commerce	Dr. Rafeeka Mol C A	Bharata Mata College, Thrikkakara	FINANCIAL AND MARKETING INNOVATIONS IN JEWELLERY INDUSTRY WITH REFERENCE TO KERALA	Full Time
MGUPHD236598	OTTINA TREASA MENDEZ Zejon 18/2453 Parry Junction Thoppumpady P.O. Kochi PIN 682005	Commerce	Dr. Rafeeka Mol C A	Bharata Mata College, Thrikkakara	WOMEN ENTREPRENEURSHIP PROGRAMMES AND SUSTAINABLE DEVELOPMENT GOALS : AN EVALUATIVE STUDY	Full Time
MGUPHD236419	ALPHONSA SMITHA K J St. Xaviers Convent Aluva Ernakulam PIN 683101	Commerce	Dr. Joseph Joy Puthussery	Bharata Mata College, Thrikkakara	FINANCIAL ACCESSIBILITY FOR MSMEs THROUGH FINTECH STARTUPS - AN EVALUATION	Part Time
MGUPHD234416	REVATHY A R Pallippattu (H) Meladoor P.O. Meladoor Thrissur PIN 680741	Commerce	Dr. Joseph Joy Puthussery	Bharata Mata College, Thrikkakara	Financial Consequences and Mitigation Strategies of Behavioural Biases an Individual Investors	Full Time
MGUPHD236358	JOSMY VARGHESE Kottarathil House Thopramkudy P.O. Idukki District PIN 685609	Commerce	Dr. Nimmy A George	Bharata Mata College, Thrikkakara	INFLUENCE OF GREEN MARKETING INITIATIVES ON CONSUMER BEHAVIOUR	Part Time

MGUPHD236384	ANNAMMA SHAJI Kuntharayil (H) Puthumala P.O. Ezhamkulam Pathanamthitta PIN 691554	Commerce	Dr. Preetha S Pillai	Catholicate College, Pathanamthitta	EFFECT OF DIGITAL TRANSFORMATION AND ROLE CONFLICT IN BANKING INDUSTRY	Full Time
MGUPHD234566	MONISHA DEVARAJAN Naduvileparampil Peringara P.O. Thiruvalla Pathanamthitta PIN 689108	Commerce	Dr. Preetha S Pillai	Catholicate College, Pathanamthitta	GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN BANKING INDUSTRY	Full Time
MGUPHD233515	DHANYA R REJI Shaiji Vilasam Moongodu P.O. Thettikulam Varkala Thiruvananthapuram PIN 695144	Commerce	Dr. Preetha S Pillai	Catholicate College, Pathanamthitta	RURAL ENTREPRENEURSHIP AND FARM TOURISM : A FRUGAL APPROACH	Full Time
MGUPHD234154	NAYANA P A Nayanam Alamukku Poovachal P.O. Thiruvananthapuram PIN 695575	Commerce	Dr. Roni Jain Raju	Catholicate College, Pathanamthitta	Role of Export Promotion Measures on Export Prospects of Spices in India: A Study with Special Reference to Kerala	Full Time
MGUPHD236611	SEBIN SEBASTIAN Poriyathu House Poovathodu P.O. Bharananganam Kottayam PIN 686578	Commerce	Dr. Roni Jain Raju	Catholicate College, Pathanamthitta	Subliminal Advertising and Purchase Behavior of Customers in Kerala : A Study of Branded Products	Part Time
MGUPHD236426	ALEENA JOHNSON Kizhakkethalackal Thittamel Chengannur Alappuzha Dist Kerala PIN 689121	Commerce	Dr. Roni Jain Raju	Catholicate College, Pathanamthitta	Stress Management of Private Healthcare Workers in Kerala	Part Time
MGUPHD236474	RESMI G NAIR Chandralayam (H) S.H. Mount P.O. Kottayam PIN 686006	Commerce	Dr. Mini Joseph	K G College, Pampady	Role of financial self efficacy on the financial discipline among employees of MSMEs in Kerala	Full Time
MGUPHD236211	JOSEPH VINEETH JOY Panacheenani Kuruvanmakel (H) Pravithanam P.O. Kottayam Kerala PIN 686651	Commerce	Dr. Mini Joseph	K G College, Pampady	ROLE OF MONETARY INTELLIGENCE ON THE POSITIVE FINANCIAL BEHAVIOUR AND FINANCIAL CONFIDENCE AMONG BPL HOUSEHOLDS IN	Part Time

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MGUPHD236357	ANOOP JOSEPH Kottarathil House Thoprakudy P.O. Idukki District Kerala PIN 685609	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	AGRO - TOURISM AND RURAL DEVELOPMENT IN KERALA	Part Time
MGUPHD236647	ATHIRA MURALI Mattamthottathil (Kannotheukudi) House Erumathala P.O. Keezhmad Aluva Ernakulam Dist PIN 683112	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	FINTECH SERVICES IN BANKING : A STUDY OF USER PERCEPTIONS AND ORGANISATIONAL STRATEGIES	Part Time
MGUPHD236685	VINEETHA SHIBU Plavanakuzhiyil House Vazhavara P.O. Kattappana Idukki PIN 685515	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	INDIAN POST OFFICE SCHEMES - A COMPARATIVE STUDY WITH SCHEMES OF COMMERCIAL BANKS IN KERALA	Full Time
MGUPHD236477	RIA FRANCIS Thundiyl House Kattappana P.O. Idukki District Kerala PIN 685515	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	BEHAVIOURAL ECONOMICS AND FINANCIAL LITERACY OF GRADUATED URALI TRIBES IN IDUKKI DISTRICT	Part Time
MGUPHD236695	CILLA JOSEPH K Koilparambil (H) Pallithode P.O. Thuravoor Alappuzha PIN 688540	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	GLASS CEILING AND PROFESSIONAL GROWTH OF WOMEN EMPLOYEES IN SERVICE SECTOR IN KERALA	Full Time
MGUPHD232414	ARUN KRISHNAN Sai Krishna (H) K.S.Mangalam P.O. Vaikom Kottayam PIN 686608	Commerce	Dr. Vineeth K M	Maharaja's College, Ernakulam	A STUDY ON THE PROSPECTS OF ARTIFICIAL INTELLIGENCE SYSTEM IN E- COMMERCE	Part Time
MGUPHD220478	AMALA JOSEPH Mattappallil (H) T.V.Puram P.O. Vaikom Kottayam (Dist) PIN 686606	Commerce	Dr. Vineeth K M	Maharaja's College, Ernakulam	INCLUSIVENESS IN SUSTAINABLE TOURISM INITIATIVES IN KERALA	Part Time
MGUPHD234413	RESHMA RAMANAN Mundekkudy (H) Airapuram P.O. Keezhillam (Via) Ernakulam	Commerce	Dr. Smrithi Ashokan	St.Xavier's College for Women, Aluva	IMPACT OF BEHAVIORAL BIASES AMONG MUTUAL FUND INVESTORS IN	Full Time

	Ernakulam PIN 683541			Aluva	KERALA	
MGUPHD236629	SREEJA ANAND Choorakutty (H) Mammood P.O. Mammood Changanacherry Kottayam PIN 686536	Commerce	Dr. Smrithi Ashokan	St.Xavier's College for Women, Aluva	Optimising Healthcare Excellence: A Comprehensive Study on Total Quality Management in Urban Health Centres	Part Time
MGUPHD234185	JESSYMOL JOSE Njaliyil House Kanjirappally P.O. Kanjirappally Kottayam PIN 686507	Commerce	Dr. Jyothis T	St.Thomas College, Kozhencherry	A Study of Augmented Reality and Virtual Reality on Consumer Behaviour in FMCG Sector	Part Time
MGUPHD236502	DIVYA C K Makaramkudi (H) Kumarapuram P.O. Pallikkara Ernakulam PIN 683565	Commerce	Dr. Nimmy A George	Bharata Mata College, Thrikkakara	Green Human Resource Management Practices and Employee Outcomes	Part Time
MGUPHD220693	MISHMA JOY Kuriathara House Elamkunnappuzha P.O Vypin Ernakulam PIN 682503	Commerce	Dr. Liance Mathew	The Cochin College, Kochi	SUSTAINABLE DEVELOPMENT GOALS THROUGH GREEN ENTREPRENEURSHIP; AN EVALUATION STUDY	Full Time
MGUPHD234310	GISSMOL MARY Kattisherry (H) Mamangalam- Pottakuzhy Road, Chetana Jn Palarivattom P.O. Kochi PIN 682025	Commerce	Dr. Bino Joy	Govt. College, Kottayam	ANALYSIS OF CALENDAR ANOMALY IN INDIAN STOCK MARKETS : A COMPARATIVE STUDY OF NSE & BSE	Part Time
MGUPHD233286	ATHUL CHACKO VARUGHESE Cheenikalayil (H) Muttambalam P.O. Kottayam PIN 686004	Commerce	Dr. Rema Devi V.N	Govt. College, Kottayam	THE SUSTAINABLE PERFORMANCE AND DEVELOPMENT IN ECO TOURISM INDUSTRY IN KERALA	Full Time
MGUPHD236707	RAJIL K V Kumaramparambil (H) Elackad P.O. Kottayam PIN 686587	Commerce	Dr. Renjith Mohan P	Govt. College, Kottayam	JOB SATISFACTION AND INSTITUTIONAL COMMITMENT AMONG ANGANWADI WORKERS AND CRECHE WORKERS IN KERALA	Full Time
MGUPHD236543	SHERIN ELIZABETH JOHN Pullattu House Pala P.O. Vellapad	Commerce	Dr.Babu Jose	St. Thomas College, Palai	Investor Sentiments on Financial Decision Making: A Neurofinance	Part Time

	Pala, Kottayam PIN 686575				Perspective	
MGUPHD236237	AGNA MARIYAM LAJI Muthuthottathil (H) Mallappally North P.O. Mallappally Pathanamthitta PIN 689594	Commerce	Dr. Vimal George Kurian	CMS College, Kottayam	DYNAMIC INTERLINKAGES BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND STOCK MARKET RETURNS	Part Time
MGUPHD236672	NEETHU JOSE Chavara (H) Pala P.O. Kottayam PIN 686575	Commerce	Dr. Ajimon George	Marian College, Kuttikkanam	SOCIAL COMMERCE FOR ENTREPRENEURSHIP DEVELOPMENT - A STUDY AMONG WOMEN ENTREPRENEURS IN KERALA	Part Time
MGUPHD234440	JIYA JOHN PARAYIL Chemmla (H) KRA Road Rayamangalam P.O Kuruppampady Ernakulam Dist PIN 683545	Commerce	Dr. Claudin Rocha	Mar Athanasius College, Kothamangalam	Financial Planning of Plantation Workers in Kerala	Part Time
MGUPHD236504	JILI K ELDHOSE Karimpanakkal (H) Kuthukuzhy P.O. Kothamangalam Ernakulam PIN 686691	Commerce	Dr. Claudin Rocha	Mar Athanasius College, Kothamangalam	Green Accounting Practices of Small Scale Industries in Kerala	Part Time
MGUPHD236114	S GOWRI ANTHERJANAM TT 24 A Thekke Koramangalam Illam Vengoor P.O. Angamaly Ernakulam Dist. PIN 683572	Commerce	Dr. Diana Ann Issac	Mar Athanasius College, Kothamangalam	INTEGRATED REPORTING BY INDIAN CORPORATES : AN EMPIRICAL STUDY	Part Time
MGUPHD232175	NIRUPAMA ANNA BIJOY Thoompunkal Mavelikara P.O. Mavelikara Alappuzha Dist. PIN 690101	Commerce	Dr. Diana Ann Issac	Mar Athanasius College, Kothamangalam	INSTITUTIONAL SUPPORT FOR ENTREPRENEURSHIP DEVELOPMENT IN KERALA	Full Time
MGUPHD236402	DIVYA E Sri Balambika TGS-39 Thondikulam Nurani P.O.	Commerce	Dr. Diana Ann Issac	Mar Athanasius College, Kothamangalam	A STUDY ON SVEP PROJECT - COMPARISON BETWEEN KERALA	Part Time

	Palakkad PIN 678004				AND TAMILNADU	
MGUPHD236523	ROY JOSE Njaliyil (H) Kanjirappally P.O. Kanjirappally Kottayam PIN 686507	Commerce	Dr. Claudin Rocha	Mar Athanasius College, Kothamangalam	Study on Green Practices on Consumer Purchase Intentions and Brand Loyalty in FMCG Sector in Kerala	Part Time
MGUPHD220533	ANU K S Kottarathil Elanthoor P.O. Pathanamthitta PIN 689643	Commerce	Dr. Sushan P K	Nirmala College, Muvattupuzha	MANAGEMENT OF CO-OPERATIVE BANKS AND CUSTOMER LOYALTY - A STUDY OF KERALA	Full Time
MGUPHD236621	SOUMYA VARGHESE Vadakkurikayil House Janatha Road vytila P.O. Ernakulam PIN 682019	Commerce	Dr. Gireesh Kumar G S	Nirmala College, Muvattupuzha	ARTIFICIAL INTELLIGENCE IN BANKS - A CUSTOMER - CENTRIC STUDY IN PUBLIC AND PRIVATE SECTOR BANKS IN KERALA	Part Time
MGUPHD236372	RENSON TOMY Karikkattil House Kadumeni P.O. Kasaragod PIN 670511	Commerce	Dr. Joseph George	Sacred Heart College, Thevara	BEHAVIOURAL BIAS IN SELECTION OF BLUE CHIP STOCKS AMONG MILLENNIALS' INVESTMENT DECISION	Full Time
MGUPHD236591	PRIYAMVADA J Suprabhatham Vaikom Udayanapuram Kottayam PIN 686143	Commerce	Dr. Joseph George	Sacred Heart College, Thevara	INSTITUTIONAL INVESTMENT AND INVESTMENT BEHAVIOUR OF RETAIL EQUITY INVESTORS	Full Time
MGUPHD236709	JOSEPH ABEY Vettuvayalil House Maalam P.O. Manarcad Kottayam PIN 686019	Commerce	Dr. Joseph George	Sacred Heart College, Thevara	SMALL FINANCE BANKS AND RURAL DEVELOPMENT IN KERALA	Part Time
MGUPHD236418	JOMSY THOMAS Panachipuram Mariyil-Pipeline Road Asokapuram Aluva Ernakulam	Commerce	Dr. Raji Mohan	St.Xavier's College for Women, Aluva	Omni Channel Marketing in MSMEs in Kerala	Full Time

* The research scholars have to report to the research centre immediately after obtaining the registration order and shall undergo Course Work in the University Department/Approved Research Centre which commences on 15.01.2024 for Full Time Scholars and on 01.04.2024 for Part time Scholars (if it is a holiday, on the next working day) as per Mahatma Gandhi University Ph.D. Course Work Guidelines 2016.

* The effective date of registration of the research scholars in the University Departments, irrespective of full time or part time, shall be the date of joining the research centre after obtaining the registration order.

* The effective date of registration of the research scholars in Approved research centres, irrespective of full time or part time, shall be the date of commencement of course work in the research centre.

* In the case of candidates eligible for Anytime Registration (CSIR/JRF/KSCSTE/INSPIRE etc.), the date of effect of registration will be the date of joining the research centre after obtaining the registration order.

* The registration granted will be confirmed only after the successful completion of Course Work and on submission of original documents related to research.

* The registration order is issued based on Mahatma Gandhi University Ph.D. Regulations, 2016. The registration procedures of the scholars of 2023 admission shall be governed by the University Grants Commission (Minimum Standards and Procedure for Award of Ph.D Degree) Regulations, 2022, from the date of its implementation in the University.

Orders are issued accordingly.

SEBASTIAN P JOSEPH

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. PS to VC / PA to Registrar / Director of Research
5. Members of the Doctoral Committee
6. Ac A 6 / Ac A XV / Records Sections
7. JR II (Admn)/ DR I (Acad)/ AR IV (Acad)
8. PRO section (to upload in the website) / IT Cell
9. Stock File / File No. 140991/ACA10-1/2023/AC A 10

Forwarded / By Order

Section Officer