



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Ph. D. Programme in Commerce - 2023 Admission - Course Work Paper III - Syllabus - Approved - Orders issued.

ACADEMIC A 10 SECTION

No. 1324/AC A 10/2025/MGU

Priyadarsini Hills, Dated: 07.02.2025

- Read:-**
1. Mahatma Gandhi University Ph. D. Regulations, 2016
 2. U.O.No. 423/AC A10/2024/MGU dated 12.01.2024
 3. U.O.No. 421/AC A10/2024/MGU dated 12.01.2024
 4. U.O.No. 6644/AC A10/2024/MGU dated 22.07.2024
 5. U.O.No. 176/AC A10/2024/MGU dated 06.01.2024

ORDER

The following research scholars were granted registration for Ph.D. Programme in Commerce under the faculty of Commerce, vide orders read (2) , (3), (4) & (5) above.

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

Regn. No.	Name & address of the research scholar	Discipline	Name of the research supervising teacher	Centre of research	Title of research work	Title of Course work Paper III	Nature of regn.
MGUPHD232246	MILCAH ELIZABETH SHIBU	Commerce	Dr. Ajimon George	Marian College, Kuttikkanam	Social Media Influencer Marketing : Customer Perspective	SOCIAL MEDIA INFLUENCER MARKETING	Full Time
MGUPHD233599	MARIA SUSAN MATHEW	Commerce	Dr. Ajimon George	Marian College, Kuttikkanam	A STUDY ON THE INFLUENCE OF SOCIAL MEDIA ON ARTREPRENEURSHIP	INFLUENCE OF SOCIAL MEDIA ON ARTREPRENEURSHIP	Full Time
MGUPHD232078	SALVY MATHEW	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	SUPPLY CHAIN MANAGEMENT	Part Time
MGUPHD234324	REETA BABU	Commerce	Dr. Stephen Mathew	St. Stephen's College, Uzhavoor	HRM Practices and employee engagement in the IT Sector of Kerala	PRINCIPLES AND PRACTICES IN HRM	Full Time
MGUPHD236729	ABHISHEK THOMAS	Commerce	Dr. Jisha George	St. Stephen's College, Uzhavoor	Artificial Intelligence in Customer Relationship Management - A Study in Service Sector	CUSTOMER RELATIONSHIP MANAGEMENT AND ARTIFICIAL INTELLIGENCE	Part Time
			Dr. Rafeeqa	Bharata Mata	FINANCIAL AND MARKETING INNOVATIONS IN	FINANCIAL AND MARKETING	Full

MGUPHD233491	AYANA P J	Commerce	Dr. Rafeeka Mol C A	College, Thrikkakara	INNOVATIONS IN JEWELLERY INDUSTRY WITH REFERENCE TO KERALA	INNOVATIONS IN JEWELLERY INDUSTRY	Full Time
MGUPHD236598	OTTINA TREASA MENDEZ	Commerce	Dr. Rafeeka Mol C A	Bharata Mata College, Thrikkakara	WOMEN ENTREPRENEURSHIP PROGRAMMES AND SUSTAINABLE DEVELOPMENT GOALS : AN EVALUATIVE STUDY	SUSTAINABLE WOMEN ENTREPRENEURSHIP DEVELOPMENT	Full Time
MGUPHD236419	ALPHONSA SMITHA K J	Commerce	Dr. Joseph Joy Puthussery	Bharata Mata College, Thrikkakara	FINANCIAL ACCESSIBILITY FOR MSMEs THROUGH FINTECH STARTUPS - AN EVALUATION	FINANCIAL TECHNOLOGY FOR MSMEs	Part Time
MGUPHD234416	REVATHY A R	Commerce	Dr. Joseph Joy Puthussery	Bharata Mata College, Thrikkakara	Financial Consequences and Mitigation Strategies of Behavioural Biases an Individual Investors	BEHAVIOURAL FINANCE AND INVESTOR DECISION-MAKING	Full Time
MGUPHD236358	JOSMY VARGHESE	Commerce	Dr. Nimmy A George	Bharata Mata College, Thrikkakara	INFLUENCE OF GREEN MARKETING INITIATIVES ON CONSUMER BEHAVIOUR	GREEN MARKETING INITIATIVES AND CONSUMER BEHAVIOUR	Part Time
MGUPHD236384	ANNAMMA SHAJI	Commerce	Dr. Preetha S Pillai	Catholicate College, Pathanamthitta	EFFECT OF DIGITAL TRANSFORMATION AND ROLE CONFLICT IN BANKING INDUSTRY	BANKING AND HUMAN RESOURCE PRACTICES	Full Time
MGUPHD234566	MONISHA DEVARAJAN	Commerce	Dr. Preetha S Pillai	Catholicate College, Pathanamthitta	GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN BANKING INDUSTRY	BANKING AND GREEN HUMAN RESOURCE MANAGEMENT	Full Time
MGUPHD233515	DHANYA R REJI	Commerce	Dr. Preetha S Pillai	Catholicate College, Pathanamthitta	RURAL ENTREPRENEURSHIP AND FARM TOURISM : A FRUGAL APPROACH	ENTREPRENEURIAL FARM TOURISM AND DEVELOPMENT ECONOMICS	Full Time
MGUPHD234154	NAYANA P A	Commerce	Dr. Roni Jain Raju	St. Thomas College, Ranni	Role of Export Promotion Measures on Export Prospects of Spices in India: A Study with Special Reference to Kerala	ROLE OF EXPORT PROMOTION MEASURES ON EXPORT PROSPECTS OF SPICES IN INDIA	Full Time
MGUPHD236611	SEBIN SEBASTIAN	Commerce	Dr. Roni Jain Raju	St. Thomas College, Ranni	Subliminal Advertising and Purchase Behavior of Customers in Kerala : A Study of Branded Products	SUBLIMINAL ADVERTISING AND PURCHASE BEHAVIOUR	Part Time
	ALEENA		Dr. Roni	St. Thomas	Stress Management of	STRESS MANAGEMENT AND	Part

MGUPHD236426	JOHNSON	Commerce	Dr. Romi Jain Raju	St. Thomas College, Ranni	Private Healthcare Workers in Kerala	MANAGEMENT AND HEALTHCARE INDUSTRY	Full Time
MGUPHD236474	RESMI G NAIR	Commerce	Dr. Mini Joseph	K G College, Pampady	Role of financial self efficacy on the financial discipline among employees of MSMEs in Kerala	ROLE OF FINANCIAL SELF EFFICACY ON THE FINANCIAL DISCIPLINE AMONG EMPLOYEES OF MSMEs IN KERALA	Full Time
MGUPHD236211	JOSEPH VINEETH JOY	Commerce	Dr. Mini Joseph	K G College, Pampady	ROLE OF MONETARY INTELLIGENCE ON THE POSITIVE FINANCIAL BEHAVIOUR AND FINANCIAL CONFIDENCE AMONG BPL HOUSEHOLDS IN KERALA	ROLE OF MONETARY INTELLIGENCE ON THE POSITIVE FINANCIAL BEHAVIOUR AND FINANCIAL CONFIDENCE AMONG BPL HOUSEHOLDS IN KERALA	Part Time
MGUPHD236357	ANOOP JOSEPH	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	AGRO - TOURISM AND RURAL DEVELOPMENT IN KERALA	AGRO - TOURISM AND RURAL DEVELOPMENT IN KERALA	Part Time
MGUPHD236647	ATHIRA MURALI	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	FINTECH SERVICES IN BANKING : A STUDY OF USER PERCEPTIONS AND ORGANISATIONAL STRATEGIES	FINTECH IN BANKING: A STUDY ON USER PERCEPTIONS AND ORGANISATIONAL STRATEGIES	Part Time
MGUPHD236685	VINEETHA SHIBU	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	INDIAN POST OFFICE SCHEMES - A COMPARATIVE STUDY WITH SCHEMES OF COMMERCIAL BANKS IN KERALA	INDIAN POST OFFICE SCHEMES - A COMPARATIVE STUDY WITH SCHEMES OF COMMERCIAL BANKS IN KERALA	Full Time
MGUPHD236477	RIA FRANCIS	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	BEHAVIOURAL ECONOMICS AND FINANCIAL LITERACY OF GRADUATED URALI TRIBES IN IDUKKI DISTRICT	BEHAVIOURAL ECONOMICS AND FINANCIAL LITERACY OF URALI TRIBES	Part Time
MGUPHD236695	CILLA JOSEPH K	Commerce	Dr. Swapna R	Maharaja's College, Ernakulam	GLASS CEILING AND PROFESSIONAL GROWTH OF WOMEN EMPLOYEES IN SERVICE SECTOR IN KERALA	GLASS CEILING AND PROFESSIONAL GROWTH OF WOMEN EMPLOYEES IN SERVICE SECTOR IN KERALA	Full Time
MGUPHD232414	ARUN KRISHNAN	Commerce	Dr. Vineeth K M	Maharaja's College, Ernakulam	A STUDY ON THE PROSPECTS OF ARTIFICIAL INTELLIGENCE SYSTEM IN E-COMMERCE	PROSPECTS OF ARTIFICIAL INTELLIGENCE SYSTEM IN E-COMMERCE & DIGITAL MARKETING	Part Time
MGUPHD220478	AMALA JOSEPH	Commerce	Dr. Vineeth K M	Maharaja's College, Ernakulam	INCLUSIVENESS IN SUSTAINABLE TOURISM INITIATIVES IN KERALA	INCLUSIVENESS IN SUSTAINABLE TOURISM INITIATIVES IN KERALA	Part Time

MGUPHD234413	RESHMA RAMANAN	Commerce	Dr. Smrithi Ashokan	St.Xavier's College for Women, Aluva	IMPACT OF BEHAVIORAL BIASES AMONG MUTUAL FUND INVESTORS IN KERALA	IMPACT OF BEHAVIORAL BIASES AMONG MUTUAL FUND INVESTORS IN KERALA	Full Time
MGUPHD234185	JESSYMOL JOSE	Commerce	Dr. Jyothis T	St.Thomas College, Kozhencherry	A Study of Augmented Reality and Virtual Reality on Consumer Behaviour in FMCG Sector	Augmented Reality and Virtual Reality in Consumer Behaviour	Part Time
MGUPHD236502	DIVYA C K	Commerce	Dr. Nimmy A George	Bharata Mata College, Thrikkakara	Green Human Resource Management Practices and Employee Outcomes	GREEN HUMAN RESOURCE PRACTICES AND EMPLOYEE OUTCOMES	Part Time
MGUPHD220693	MISHMA JOY	Commerce	Dr. Liance Mathew	The Cochin College, Kochi	SUSTAINABLE DEVELOPMENT GOALS THROUGH GREEN ENTREPRENEURSHIP; AN EVALUATION STUDY	GREEN ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT	Full Time
MGUPHD234310	GISSMOL MARY	Commerce	Dr. Bino Joy	Govt. College, Kottayam	ANALYSIS OF CALENDAR ANOMALY IN INDIAN STOCK MARKETS : A COMPARATIVE STUDY OF NSE & BSE	CAPITAL MARKET ANOMALIES	Part Time
MGUPHD233286	ATHUL CHACKO VARUGHESE	Commerce	Dr. Rema Devi V.N	Govt. College, Kottayam	THE SUSTAINABLE PERFORMANCE AND DEVELOPMENT IN ECO TOURISM INDUSTRY IN KERALA	INTRODUCTION TO TOURISM, SUSTAINABLE TOURISM AND ECO TOURISM	Full Time
MGUPHD236707	RAJIL K V	Commerce	Dr. Renjith Mohan P	Govt. College, Kottayam	JOB SATISFACTION AND INSTITUTIONAL COMMITMENT AMONG ANGANWADI WORKERS AND CRECHE WORKERS IN KERALA	JOB SATISFACTION AND INSTITUTIONAL COMMITMENT	Full Time
MGUPHD236543	SHERIN ELIZABETH JOHN	Commerce	Dr.Babu Jose	St. Thomas College, Palai	Investor Sentiments on Financial Decision Making: A Neurofinance Perspective	Investor Sentiments & Stock Market	Part Time
MGUPHD236237	AGNA MARIYAM LAJI	Commerce	Dr. Vimal George Kurian	CMS College, Kottayam	DYNAMIC INTERLINKAGES BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND STOCK MARKET RETURNS	DYNAMIC INTERLINKAGES BETWEEN CRUDE OIL PRICE, GOLD PRICE, EXCHANGE RATE AND STOCK MARKET RETURNS	Part Time
MGUPHD236672	NEETHU JOSE	Commerce	Dr. Ajimon George	Marian College, Kuttikkanam	SOCIAL COMMERCE FOR ENTREPRENEURSHIP DEVELOPMENT - A STUDY AMONG	Social Commerce for Entrepreneurship Development - A Study among Women	Part Time

					WOMEN ENTREPRENEURS IN KERALA	Entrepreneurs in Kerala	
MGUPHD234440	JIYA JOHN PARAYIL	Commerce	Dr. Claudin Rocha	Mar Athanasius College, Kothamangalam	Financial Planning of Plantation Workers in Kerala	FINANCIAL PLANNING OF PLANTATION WORKERS IN KERALA	Part Time
MGUPHD236504	JILI K ELDHOSE	Commerce	Dr. Claudin Rocha	Mar Athanasius College, Kothamangalam	Green Accounting Practices of Small Scale Industries in Kerala	GREEN ACCOUNTING AND SMALL-SCALE INDUSTRIES	Part Time
MGUPHD236114	S GOWRI ANTHERJANAM	Commerce	Dr. Diana Ann Issac	Mar Athanasius College, Kothamangalam	INTEGRATED REPORTING BY INDIAN CORPORATES : AN EMPIRICAL STUDY	Recent Trends in Corporate Reporting	Part Time
MGUPHD232175	NIRUPAMA ANNA BIJOY	Commerce	Dr. Diana Ann Issac	Mar Athanasius College, Kothamangalam	INSTITUTIONAL SUPPORT FOR ENTREPRENEURSHIP DEVELOPMENT IN KERALA	ENTREPRENEURSHIP DEVELOPMENT AND INSTITUTIONAL SUPPORT MECHANISMS	Full Time
MGUPHD236402	DIVYA E	Commerce	Dr. Diana Ann Issac	Mar Athanasius College, Kothamangalam	A STUDY ON SVEP PROJECT - COMPARISON BETWEEN KERALA AND TAMILNADU	ENTREPRENEURSHIP DEVELOPMENT THROUGH-SVEP	Part Time
MGUPHD236523	ROY JOSE	Commerce	Dr. Claudin Rocha	Mar Athanasius College, Kothamangalam	Study on Green Practices on Consumer Purchase Intentions and Brand Loyalty in FMCG Sector in Kerala	Green practices on consumer purchase intentions and brand loyalty	Part Time
MGUPHD220533	ANU K S	Commerce	Dr. Sushan P K	Nirmala College, Muvattupuzha	MANAGEMENT OF CO-OPERATIVE BANKS AND CUSTOMER LOYALTY - A STUDY OF KERALA	MANAGEMENT OF CO-OPERATIVE BANKS AND CUSTOMER LOYALTY - A STUDY OF KERALA	Full Time
MGUPHD236621	SOUMYA VARGHESE	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	ARTIFICIAL INTELLIGENCE IN BANKS	Part Time
MGUPHD236372	RENSON TOMY	Commerce	Dr. Joseph George	Sacred Heart College, Thevara	BEHAVIOURAL BIAS IN SELECTION OF BLUE CHIP STOCKS AMONG MILLENNIALS' INVESTMENT DECISION	BEHAVIOURAL BIAS AND INVESTMENT DECISION	Full Time
	JOMSY		Dr. Baij	St.Xavier's College for	Omni Channel	Marketing Channel	Full

MGUPHD236418	THOMAS	Commerce	Dr. Raji Mohan	College for Women, Aluva	Marketing in MSMEs in Kerala	Strategies and Emerging Trends	Full Time
MGUPHD236591	PRIYAMVADA J	Commerce	Dr. Leena Varghese	AI - Ameen College, Edathala	INSTITUTIONAL INVESTMENT AND INVESTMENT BEHAVIOUR OF RETAIL EQUITY INVESTORS	INSTITUTIONAL INVESTMENT AND INVESTMENT BEHAVIOUR OF RETAIL EQUITY INVESTORS	Full Time
MGUPHD220140	NIKHIL NORBERT	Commerce	Dr. Joseph Joy Puthussery	Bharata Mata College, Thrikkakara	User Centric Study on Credit Card Management Apps in Financial Decision Making	Fintech and Credit Card Management	Full Time (JRF)
MGUPHD232990	SYAMLAL A. S.	Commerce	Dr. Angel Blossom Gonsalvaz	Sacred Heart College, Thevara	EXHIBIT MARKETING : A MEDIUM FOR BRAND AWARENESS AT TRADE EXHIBITIONS IN KERALA	EXHIBITIONS AND BRAND AWARENESS	Full Time (JRF)
MGUPHD236295	ADARSH K.S.	Commerce	Dr. Roni Jain Raju	St. Thomas College, Ranni	Problems and Prospects of Electric Vehicles in Kerala	Problems and Prospects of Electric Vehicles in Kerala	Full Time (JRF)
MGUPHD236754	ANUSREE AMBADI	Commerce	Dr. Thomas K. V.	Marian College Kuttikkanam	Interactive AI and Employee Performance in the IT Sector of Kerala	Interactive AI and Employee Performance in IT Sector	Full Time (JRF)

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

Orders are issued accordingly.

MINIMOL K ZACHARIAS

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 Doctoral Committee
6. Ac A 1 / 6 / 15 / P&D 2 / CD 1 Sections
7. JR II (Admn)/ DR I (Acad)/ AR IV (Acad)
8. PRO section (to upload in the website) / Records Section
9. Stock File / File No. 106080/ACA10-1/2024/AC A 10

Forwarded / By Order

Section Officer