**SRI SARADA COLLEGE FOR WOMEN**
**(AN AUTONOMOUS INSTITUTION)**
**Affiliated to Manonmaniam Sundaranar University, Tirunelveli 627012**
**Reaccredited with "A" Grade by NAAC & Institution included u/s 2(f) & 12 B of UGC**
**(A Branch of Sri Ramakrishna Tapovanam, Tirupparaithurai)**
**Thoothukudi Highway, Ariyakulam Village,**
**TIRUNELVELI 627011**

## Department of English

## Research Projects – Students (UG) (2026-2027)

| S.No | Reg No | Name of the Students | Project Title | Guided by |
|---|---|---|---|---|
| 1 | 2024UEN02 | Arockiya Steffi A | Words, Worlds and the Web: Exploring Code – Switching in English Language | Selvi. M. Gokila |
| 2 | 2024UEN03 | Asin Sarabiga S | Framing the Fake: Paratext and Plagiarism in R. F. Kuang's *Yellowface* | Selvi. R. Karthiga |
| 3 | 2024UEN11 | Muthulakshmi M | Hidden Minds of Heroes and Villians: A Psychanalytic Reading of Major Characters in the Epic *Mahabharata* | Selvi. S. Maharasi |
| 4 | 2024UEN12 | Muthuveni M | Passing, Privilege and Identity: A Black Feminist Reading of Brit Bennet's *The Vanishing Half* | Selvi. R. Karthiga |
| 5 | 2024UEN14 | Poorani V | Healing Through Human Connections: Exploring Trauma, Family Support and Recovery in Anita Nair's *Lessons in Forgetting* and Lived Realities | Selvi. M. Gokila |
| 6 | 2024UEN<br>2024UEN | Elakkiya<br>Uma Suganthi | Reading the Universe asNumerical Text: An Archetypal Study of Cosmic Numbers in Dante's *The Divine Comedy* | Selvi. K. Arthi, |
| 7 | 2024UEN06<br>2024UEN13 | Gayathri K<br>Nila Subasri N S | Monster to Martyr: Decentring Mythological Violence Through Trauma Theory in *Stone Blind* | Selvi. S. Maharasi |
| 8 | 2024UEN07<br>2024UEN08 | Jothy Annam S<br>M Saroj Prabha | Echoes of Shakespeare in A Post-Apocalyptic World: A Study of Mandel's *Station Eleven* and Shakespeare's *King Lear* | Selvi. M. K. Thanusree<br>Rukmani |
| 9 | 2024UEN10<br>2024UEN17 | Mariammal M<br>Valliammal P | Healing Through Food: A Psychological Exploration of Gustatory Emotions in *The Particular Sadness in Lemon Cake* and *The Cake Therapist* | Selvi. G. Jeysree |

**Department of Commerce**
**Research Projects – Students (UG) (2026 -2027)**

| S. No | Reg. No | Name of the Students | Project Title | Guided by |
|---|---|---|---|---|
| 1 | 2024UCM01<br>2024UCM07<br>2024UCM12<br>2024UCM14<br>2024UCM42 | M. Aarthi<br>T. Aruna<br>M. Essakiammal @<br>Kanimozhi S. Essakiammal<br>K. Priyamani | A Study on Green Marketing and Consumer Awareness in Tirunelveli City | Dr. R. Muthulakshmi Associate Professor & Head |
| 2 | 2024UCM10<br>2024UCM13<br>2024UCM46<br>2024UCM52<br>2024UCM56 | M. Chithra Devi<br>M. Essakiammal<br>V. Saraswathi<br>S. Sritharshini<br>K. Tulasi | A Study on the Use of Artificial Intelligence Tools Among College Students in Tirunelveli City | |
| 3 | 2024UCM16<br>2024UCM27<br>2024UCM32<br>2024UCM58<br>2024UCM59 | M. Gayathiri<br>A. Muthu Sangeetha<br>P. Muthu Selvi<br>V. Uma Devi<br>M. Utchimakali | A Study On Customer Satisfaction Towards E-Banking Services in Tirunelveli City | |
| 4 | 2024UCM20<br>2024UCM33<br>2024UCM48<br>2024UCM49<br>2024UCM54 | R. Mahalakshmi<br>K. Nambi Nachiyar<br>A. Siva Anusiya<br>A. Sivagami<br>I. Thangaselvi | A Study on Factors Influencing Online Consumer Purchasing Behaviour in Tirunelveli City | |
| 5 | 2024UCM06<br>2024UCM15<br>2024UCM34<br>2024UCM35<br>2024UCM41 | V. Anushiya<br>M. Esakkiperumal<br>G. Nangaveni<br>A. Pavithra<br>L. Priyadharshini | A Study on Students' Attitudes towards Chatgpt and its Influence on Learning Outcomes with Special Reference to Tirunelveli City | Dr. V. Sangeetha Assistant Professor |
| 6 | 2024UCM39 | K. Pooja Kanwar | A Study on Customer Satisfaction and Perception Towards Online Food Delivery Apps in Tirunelveli City | |
| 7 | 2024UCM40 | A. Prethiga | A Study on Cyber Security Challenges in AI - Driven Commerce and Their Impact on Digital Banking in Tirunelveli City | |
| 8 | 2024UCM60 | P. Venmathi | A Study on Skill Development Initiatives and Its Impact on Enhancing Employability and Entrepreneurship Among Commerce Students in Tirunelveli City | |

| S. No | Reg. No | Name of the Students | Project Title | Guided by |
|---|---|---|---|---|
| 9 | 2024UCM02<br>2024UCM08<br>2024UCM21<br>2024UCM22<br>2024UCM26 | A. S. Abishaya<br>R. Atchayaa<br>S. Mahalakshmi<br>M. Maharasi<br>I. Muthu Nisha | A Study on Impact of Social Marketing on Consumer Behaviour in Tirunelveli City | Dr. Milka Vijayan<br>Assistant Professor |
| 10 | 2024UCM05<br>2024UCM31<br>2024UCM36<br>2024UCM37<br>2024UCM38 | N. Anitha<br>G. Muthuselvi<br>S. Pavithra Lakshmi<br>S. Pavithra<br>M. Ponvarshini | A Study on Price Transparency and Consumer Trust Among Electronic Buyers in Tirunelveli City | |
| 11 | 2024UCM17 | S. Hemalatha | A Study on Saving Behaviour and Investment Decision Among Working Women in Tirunelveli City | |
| 12 | 2024UCM09<br>2024UCM25<br>2024UCM30<br>2024UCM44<br>2024UCM50 | K. Bharathi<br>K. Meenambiga<br>C. Muthumalai<br>S. Sankarammal<br>M. Sona | A Study on Customer Satisfaction towards Electric Vehicles in Tirunelveli City | Dr. R. Kavitha<br>Assistant Professor |
| 13 | 2024UCM18<br>2024UCM19<br>2024UCM28<br>2024UCM45<br>2024UCM51 | P. Jeya Santhiya<br>B. Madhubanu<br>S. Muthu Sethra<br>M. Saranya<br>S. Sridevi | A Study on the Impact of Artificial Intelligence on E -Commerce in Tirunelveli City | Dr. R. Kavitha<br>Assistant Professor |
| 14 | 2024UCM23<br>2024UCM29<br>2024UCM53<br>2024UCM55<br>2024UCM57 | K. Malika<br>I. Muthulakshmi<br>K. Subbulakshmi<br>B. Thillai Gayathri Devi<br>M. Udhaya | A Study on the Impact of GST Compliance on SMEs in Tirunelveli City | Dr. R. Kavitha<br>Assistant Professor |

## Department of Commerce (Corporate Secretaryship)
## III B.Com (CS) Project Details 2026 - 2027

| S.No | Reg No | NAME OF THE STUDENT | TITLE OF THE PROJECT | NAME OF THE SUPERVISOR |
|---|---|---|---|---|
| 1. | 2024UCC02<br>2024UCC19<br>2024UCC29 | ANU BALA. M<br>MUTHUSELVI. M<br>SHARULATHA. G | A STUDY ON CUSTOMER SATISFACTION TOWARDS JIO DIGITAL SERVICES WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr.S. Arumuga Selvi |
| 2. | 2024UCC03<br>2024UCC15<br>2024UCC16 | M. ANUSRI<br>P. MANTHARAJ<br>M. MANUSHIYA | A STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUCENCES ON CONSUMER BUYING BEHAVIOUR IN TIRUNELVELI CITY | Dr. P. SUGANYA |
| 3. | 2024UCC08<br>2024UCC13<br><br>2024UCC23 | A. GAYATHRI<br>K. KOMBU PRAMMA SAKTHI<br>T. RAJESWARI | A STUDY ON THE IMPACT OF THE STAND-UP INDIA SCHEM ON WOMEN ENTREPRENEURS WITH SPECIAL REFERANCE TO PALAYAMKOTTAI TALUK | Dr. S. Arumuga Selvi |
| 4. | 2024UCC09<br>2024UCC36 | N. IYESWARYA<br>K. VAISHNAVI | A STUDY ON COLLEGE STUDENTS PERCEPTION TOWARDS NAAN MUDHALVAN SCHEME IN TIRUNELVELI CITY | Dr.B. Vandimalaichi @ Selvi |
| 5. | 2024UCC12<br>2024UCC18<br>2024UCC38 | M. KIRTHIGA MUTHU<br>C. MOHANA PRHAHSINI<br>P. VENIPRIYA | A STUDY ON CUSTOMER SATISFACATION TOWARDS SWIGGY IN TIRUNELVELI CITY | Dr.B. Vandimalaichi @ Selvi |
| 6. | 2024UCC21<br>2024UCC27<br>2024UCC31 | NIVEDA G<br>SANJANA M<br>SUGANYA K | A STUDY ON "CUSTOMER PREFERENCE AND SATISFACTION TOWARDS FAST FOODS" WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. P. SUGANYA |
| 7. | 2024UCC01 | M. ABIGOBIKA | A STUDY ON THE ROLE OF UPI IN PROMOTING A CASHLESS ECONOMY IN TIRUNELVELI CITY | Dr.B. Vandimalaichi @ Selvi |
| 8. | 2024UCC04 | BALAGOMATHI .R | A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS E-BIKE WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. S. Arumuga Selvi |
| 9. | 2024UCC05 | BINDHU SHREE.G | A STUDY ON THE IMPACT OF MICRO FINANCE ON THE ECONOMIC EMPOWERMENT OF RURAL WOMEN WITH SPECIAL REFERENCE TO SENGOTTAI | Dr. P. SUGANYA |
| 10. | 2024UCC06 | V.DEVIKA | A STUDY ON EMPLOYEES JOB SATISFACTION AMONG JENEFA INDIA SEAFOODS PVT LTD WITH SPECIAL REFERENCE IN SRIVAIKUNDAM TALUK | Dr.B. Vandimalaichi @ Selvi |
| 11. | 2024UCC07 | N. DHANA SWATHI | A STUDY ON OPPORTUNITIES AND CHALLENGES OF WORKING WOMEN IN THE INFORMAL SECTOR WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. S. Arumuga Selvi |
| 12. | 2024UCC10 | I.JANANI | A STUDY ON ATAL PENSION YOJANA AMONG UNORGANIZED SECTOR WORKERS IN TIRUNELVELI CITY | Dr. S. Arumuga Selvi |

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| 13. | 2024UCC14 | V.KRISHNA PRIYA | A STUDY ON "INVESTORS PERCEPTION TOWARDS MUTUAL FUNDS" WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. P. SUGANYA |
| 14. | 2024UCC17 | S. MEHASRI | A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS ASHOK LEYLAND AND TATA MOTORS COMMERCIAL VEHICLES AT HOSUR CITY | Dr.B. Vandimalaichi @ Selvi |
| 15. | 2024UCC20 | N. NAGA HARSHINI | A STUDY ON CONSUMER BEHAVIOUR AND PREFERENCES TOWARDS E-COMMERCE WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. P. SUGANYA |
| 16. | 2024UCC22 | PAVITHRA DARSHNI S | ASTUDY ON ROLE OF MSME IN PROMOTING ECONOMIC GROWTH WITH SPECIAL REFERENCE TO THOOTHUKUDI CITY | Dr. P. SUGANYA |
| 17. | 2024UCC24 | V.RAMYA | A STUDY ON IMPACT OF ONLINE TICKET BOOKING PLATFORMS IN TIRUNELVELI CITY | Dr. S. Arumuga Selvi |
| 18. | 2024UCC25 | RENGANAYAGI HARINI. S | A STUDY ON IMPACT OF AI-POWERED PERSONALIZED RECOMMENDATION ON CONSUMER BUYING BEHAVIOUR IN THOOTHUKUDI CITY | Dr.B. Vandimalaichi @ Selvi |
| 19. | 2024UCC26 | B. RENUKA | A STUDY ON THE INFLUENCE OF ONLINE COURSES ON THE ACADEMIC PERFORMANCE OF COLLEGE STUDENTS WITH SPECIAL REFERENCE TO AMBAI TALUK | Dr. S. Arumuga Selvi |
| 20. | 2024UCC28 | V.J. SARANYA | A STUDY ON "THE IMPACT OF DIGITAL PAYMENT ON WOMEN ENTREPRENEURS" WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. P. SUGANYA |
| 21. | 2024UCC30 | M.SRI HARINI | DIGITAL TRANSFORMATION AND EMERGING TRENDS IN SAVINGS AND INVESTMENT PRACTICES IN AMBASAMUDRAM | Dr .S. Arumuga Selvi |
| 22. | 2024UCC32 | S. SWARNA REKHA | A STUDY ON IMPACT OF PMEGP ON SMALL ENTREPRENEURS IN PALAYAMKOTTAI TALUK | Dr.B. Vandimalaichi @ Selvi |
| 23. | 2024UCC33 | K. SWETHA | A STUDY ON STUDENTS ATTITUDE TOWARDS IMPLEMENTATION OF TECHNOLOGIES IN TIRUNELVELI CITY | Dr.B. Vandimalaichi @ Selvi |
| 24. | 2024UCC34 | S.SWETHA | A STUDY ON IMPACT OF PUDHUMAI PENN SCHEME IN HIGHER EDUCATION AND COLLEGE STUDENTS IN TIRUNELVELI CITY | Dr.B. Vandimalaichi @ Selvi |
| 25. | 2024UCC35 | M. THANUSIYA | A STUDY ON THE IMPACT OF KAVALAN SOS MOBILE APPLICATION WITH SPECIAL REFERENCE TO TIRUNELVELI CITY | Dr. P. SUGANYA |
| 26. | 2022UCC44 | A. SHUNMUGA REVATHI | A STUDY ON CONSUMER PERFERENCE TOWARDS ORGANIC PRODUCT WITH SPECIAL REFERENCE TO THOOTHUKUDI CITY | Dr. P. SUGANYA |

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| 27. | 2023UCC37 | M.VEILAMMAL | A STUDY ON THE IMPACT OF MARKETING STRATEGIES ADOPTED BY HOME BASED BUSINESS IN MANUR TALUK | Dr .S. Arumuga Selvi |

## Department of Economics

## Research Projects – Students (UG) (2026-2027)

| S.No | Reg No | Name of the Students | Project Title | Guided by |
|---|---|---|---|---|
| 1 | 2024UEC01 | DHANALAKSHMI S | A Study on the Socio-Economic Status of Women Beedi Workers in Vadamalaipatti, Tenkasi District: With Special Reference to SDG 8 – Decent Work and Economic Growth | Dr.T.KALAVATHI |
| 2 | 2024UEC03 | NITHYA KALYANI M | A Study on the Economic Contribution and Challenges of Local Seasonal Vendors towards Sustainable Economic Development in Courtallam, Tenkasi District | Dr.T.KALAVATHI |
| 3 | 2024UEC04 | PETCHIAMMAL A | A Study on Sustainable Rural Manufacturing: Economic Opportunities and Challenges in the Woven Mat Industry in Ayyanaruthu Village at Tirunelveli District | Dr.S.SATHYA |
| 4 | 2024UEC05 | PETCHIAMMAL K | A Study on the Socio-Economic Status of Women Employees in Biscuit Company, Gangaikondan in Tirunelveli District with Special Reference to SDG 5 – Gender Equality | Dr.T.MIRUNA DEVI |
| 5 | 2024UEC06 | PRIYADHARSHINI P | A Study on Economic Conditions of Pottery Making Workers in Srivaikuntam Town at Thoothukudi District | Dr.T.KALAVATHI |
| 6 | 2024UEC07 | SANTHIYA V | A Study on the Impact of Digital Payment Adoption on Small Retail Businesses in Palayamkottai | Dr.S.SATHYA |
| 7 | 2024UEC09 | VANITHA L | A Study on the Socio-Economic Status of Plantain Farm Labourers in Kalvay Village, Thoothukudi District: With Special Reference to SDG 1 (No Poverty) | Dr.T.MIRUNA DEVI |

**Department of Business Administration**
**Research Projects – Students (UG) (2026-2027)**

| S.No | Reg No | Name of the Students | Project Title | Guided by |
|---|---|---|---|---|
| 1 | 2024UBB01 | Abinaya V | A Study on the Impact of Celebrity Endorsement on Consumer Purchase Intention | Smt. J. Madhuvathana |
| 2 | 2024UBB02 | Abirami A | A Study on Factors Influencing Consumer Buying Behaviour Towards Agro Products | Dr. P. Shunmuga Thangam |
| 3 | 2024UBB03 | Avudaiyanmal A | A Study on Customer Satisfaction Towards Digital Transactions | Smt. J. Madhuvathana |
| 4 | 2024UBB04 | Dhanam Sri N | A Study on the Impact of Celebrity Endorsement on Consumer Purchase Intention | Smt. J. Madhuvathana |
| 5 | 2024UBB05 | Esakkiammal F | A Study on Problems and Challenges Faced by Street Vendors in Ambai Taluk, Tirunelveli District | Dr. P. Shunmuga Thangam |
| 6 | 2024UBB06 | Esakkiammal S | A Study on the Impact of AI on Learning Among College Students in Tirunelveli District | Smt. J. Madhuvathana |
| 7 | 2024UBB07 | Geetha G | A Study on the Impact of AI on Learning Among College Students in Tirunelveli District | Smt. J. Madhuvathana |
| 8 | 2024UBB08 | Indumathi M | A Study on the Role of Yoga in Wellness Development and Daily Management | Smt. J. Madhuvathana |
| 9 | 2024UBB09 | Keerthika A | A Study on Youth Employment Opportunities in Urban Areas in Tirunelveli District | Smt. L. R. Padmapriya |
| 10 | 2024UBB10 | Krishnaveni R | A Study on Consumer Perception Towards Electric Two-Wheelers in Tirunelveli District | Smt. L. R. Padmapriya |
| 11 | 2024UBB11 | Mariammal R | A Study on Factors Influencing Consumer Buying Behaviour Towards Agro Products in Tirunelveli District | Dr. P. Shunmuga Thangam |
| 12 | 2024UBB12 | Poorani V | A Study on the Role of Yoga in Wellness Development and Daily Management | Smt. J. Madhuvathana |
| 13 | 2024UBB13 | Prema I | A Study on the Challenges Faced by Women Entrepreneurs in Tirunelveli District | Dr. P. Shunmuga Thangam |
| 14 | 2024UBB14 | Raja Selva Pradeepa U | A Study on the Challenges Faced by Women Entrepreneurs in Tirunelveli District | Dr. P. Shunmuga Thangam |
| 15 | 2024UBB15 | Ramalakshmi K | A Study on Consumer Awareness of the Ban on Single-Use Plastic in Tirunelveli District | Smt. L. R. Padmapriya |
| 16 | 2024UBB16 | Santhana Priya Dharshini G | A Study on Waste Management Practices in Smart Cities in Thoothukudi District | Dr. P. Shunmuga Thangam |
| 17 | 2024UBB17 | Suj Chanthiya U | A Study on Consumer Perception Towards Electric Two-Wheelers in Tirunelveli District | Smt. L. R. Padmapriya |
| 18 | 2024UBB18 | Vijaya Praveena K | A Study on User Awareness of Personal Data Protection on Social Media | Smt. L. R. Padmapriya |
| 19 | 2024UBB19 | Vinotha A | A Study on Consumer Awareness of the Ban on Single-Use Plastic in Tirunelveli District | Smt. L. R. Padmapriya |