

Management Funded

Young Researcher Project (2024-2025)

<i>S.No</i>	<i>Project ID</i>	<i>Name of the Student</i>	<i>Name of the Guide</i>	<i>Department</i>	<i>Title of the Project</i>	<i>Amount</i>
1	24YRPD001	Jayashree VS Keerthana M Swetha S Bhavatharane M	Mrs. P. Hema	B.A English	Literature through Films (Highlights and Challenges)	440
2	24YRPD002	M. Pavithra	Dr. P. Beena	B.A English	From margins to mainstream: a study on the intertextuality of literature of schemes and law as tools for women empowerment and social change	1,450
3	24YRPD003	Lavanya U	Dr. Shanthi G	B.A Economics	Impact on small vendors in digital era	2,501
4	24YRPD005	Sujitha V	Dr. Shanthi G	B.A Economics	A study on Economic Implications of Geopolitical Conflicts	3,493
5	24YRPD006	S. Sandhiya T. Swathi	Dr. A. Rajeswari	B.Sc Physics	Synthesis, growth and characterization of Guanidinium Titanium Sulphate [GuTiS] single crystals as memory elements in computer memory application	17,954
6	24YRPD007	Gowthami R Harini J Gayathri B	Dr. T. Kavitha	B.Sc Physics	Antibacterial and Antioxidant Properties of Metal Oxide Nanoparticles Synthesized from Delonix elata Leaf Extract	20,000
7	24YRPD008	Vanitha S Meera R	Dr. T. Kavitha	B.Sc Physics	Green Synthesis and Characterization of Bismuth Ferrite Nanoparticles for Photocatalytic Application	20,000

8	24YRPD009	S. Mirudhula Shree M. Noor Nisha K. Afra	Dr. S. Amudha	B.Sc Physics	Development and Characterization of PEO/PMMA Blended Nanocomposite Solid Polymer Electrolytes for Battery Device Applications	18,000
9	24YRPD010	D. Ramya D. Raja Rajeswari R.S Gaayathri	Dr. S. Amudha	B.Sc Physics	Facile Green Synthesis and Characterization of Ag doped CdO nanoparticles using Clitoria ternatea Flower Extract	18,000
10	24YRPD011	Janani P Lithikka R Mohanapriya R	Dr.P. Koteeswari	B.Sc Physics	Sodium nitrate nanostructures and its Properties.	15,000
11	24YRPD012	Indra Gandhi S Maahin Begum B Mercy A	Dr.P. Koteeswari	B.Sc Physics	Zinc sulphide Nanostructures and its properties	15,000
12	24YRPD013	Hemalatha Nilesa. S Monisha. M	Dr. P. Koteeswari	B.Sc Physics	Zinc Oxide and its antimicrobial properties	20,000
13	24YRPD014	Haripriya B Keerthika B	Dr. S. Niranjani	B.Sc Chemistry	Synthesis of charge transfer complex between heterocyclic compound and quinalizarin	19,991
14	24YRPD015	Ms. P. Mohana Priya Ms. Vanaja E Krishya G M	Dr. S. Niranjani	B.Sc Chemistry	Synthesis of charge transfer complex of heterocyclic compound with "DDQ"	20,000
15	24YRPD016	Roshika. S Aarthi. K Aswini. R	Dr. Ashwini. A	B.Sc Chemistry	Synthesis of nano metal oxides for environmental applications	20,000
16	24YRPD017	Rithika Y Susmitha M Yuvasree P	Dr. R. Radha	B.Sc C.Sc	Info buddy	8,257
17	24YRPD018	Priyadarshini F Bhuvaneshwari S Sri Akshaya S	Dr. M. Santhanalakshmi	B.Sc C.Sc	PreppedPlatz-An app for ordering canteen food in prior in College	15,485

18	24YRPD019	Rekha K Nithyashree K Rajeshwari A Harini S	Ms. T. Padmavathy	B.Sc C.Sc	BINSENSE-A solution for Efficient and Sustainable Waste Management	17,338
19	24YRPD020	Pepsika K Prithikha R S Sridevi D Sindoori Venkataraman	Dr. G. Vijayasree	B.Sc Statistics	A Statistical Analysis of Impact of Time Management on Academic Success of Students	-
20	24YRPD021	Syed Safoora Iram P. Shalini Girija Lakshmi. S	Dr. D. Annapoorni	B.Sc Statistics	A Study on Societal impacts of technological advancements among young generations	3,900
21	24YRPD022	Asvikaa J M S. Jeyavarshini H.S. Priyadhershni Saikerthana V	Mrs. Merline Jessy	B.Sc Statistics	A Study on Under Graduate with skills and Post Graduate-The Winning Formula	6,000
22	24YRPD023	Dharshanaa M Dhivya Bharathi V C Devi Lakshmi R Siva Dharshini B	Mrs. Kamini H	B.Sc Statistics	Learner's Perspective towards online and offline classes	5,200
23	24YRPD024	R. Sivasankari A. Mithra shri S. Kavitha Shree	Dr. R. Siva	B.Sc PBPBT	Sustainable cultivation of Lentinus Squarrosulus using Cardboard waste as substrate	20,000
24	24YRPD025	Monisha. M Roshini. C Madhumitha. S Sneha. M	Dr. K. Arulmeha ponradha	B.Sc PBPBT	Exploring the antidiabetic and anticancer potential of Silver nanoparticles synthesized from Macrocystis pyrifera	20,000
25	24YRPD026	Devika J Swetha P Swetha M Kaviya S	Dr. K. Arulmeha ponradha	B.Sc PBPBT	Biodegradation of Industrial Dyes using Rhodymenia palmata. "An ecofriendly approach"	20,000

26	24YRPD027	Janani S Nikithaa S Varsha P	Dr. K. Ramani	B.Sc PB&PBT	Production of insecticidal soap from plant leaf extracts	19,856
27	24YRPD028	Srimathi K Akshaya N Sangeetha C	Dr. K. Ramani	PBPBT	An herbal leaves use as Natural Air fresheners	19,912
28	24YRPD029	E. Madhumitha M. Vijayalakshmi S. Srinidhi V. Bhuvaneswari	Dr. R. Pramila	B.Sc PB&PBT	Waste into Worth: Development of an Innovative edible coating film using cashew waste to enhance the shelf-life of fruits	20,000
29	24YRPD030	B. Sowdhamini S. Jayapriya B. Santhiya S. Noorbaslin	Dr. R. Pramila	B.Sc PBPBT	Development of an Innovative trans-dermal patch for soft tissue injuries using Euphorbia hirta Linn. Inflorescence extract: A Novel approach to Ayurveda	20,000
30	24YRPE001	Najira Israth Nithyashree. K	Ms. R. Archana	M.A English	Interconnectedness, Functionality Dependability and Evolution of Eco/Green Space in Urban Spaces and its Narratives-A Survey on Urban Eco Criticism and Spatial studies	4,641
31	24YRPE002	Vinothini V Sneha S	Dr. S. Suguna	M.Sc Chemistry	Synthesis, Characterization and Optical studies of Organic Non-linear Material Guandinium Single Crystal	20,000
32	24YRPE003	Divya Dharshini. M Jothisri. P	Dr. S. Suguna	M.Sc Chemistry	Crystallization and Structural Analysis of Piperazine Complexes with Acids: Synthesis, Characterization, and Applications	20,000
33	24YRPE004	Arshida. T Infancia. H Nithya Poorna. N Sushmitha PA	Dr. G. Hari hara Priya	M.Sc Chemistry	Chitosan integrated Gallium Oxide/Metal oxide ternary nanocomposite as a photocatalyst for an organic pollutant removal	20,000

34	24YRPE005	Menistry M Monika SR Thamarai Selvi K	Dr. R. Indira	M.Sc Chemistry	Low-Cost and Eco-Friendly Fabrication of Biodegradable Porous Scaffold using Ethyl Cellulose and Chitosan for Tissue Engineering Applications	20,000
35	24YRPE006	Divya. C Priyadharshini.M Shrimathi. P	Deepa S	M.Sc Biostatistics	A statistical analysis of economic growth based on education	485
36	24YRPE007	Shree Vidya Dharani. G	Dr. A. K. Rathna Kumari	M.Sc PB&PBT	Development of Sustainable Bioleather from Citrus medica - "A Novel approach to Eco-friendly Alternatives"	7,165
37	24YRPE008	Jeeva. V	Dr. A. K. Rathna Kumari	M.Sc PB&PBT	In Silico Evaluation of Muntingia calabura Efficacy against Eczema through Molecular Docking Studies	8,649
38	24YRPE009	Thenmozhi S	Dr. A.K. Rathna Kumari	M.Sc PBPBT	Development and Evaluation of an Acne Herbal Face pack using Nigella sativa and Saffron: Focus on Stability, Safety and Efficacy	18,969
39	24YRPE010	Divya Dharani. S	Dr. A. K. Rathna Kumari	M.Sc PBPBT	Advancing Micro green Cultivation: The Role of Sweet Lime Bio - enzymes in Enhancing Radish, Beet root and Wheatgrass Growth	4,781
40	24YRPE011	B. Kiruthika	Dr. E.V. Sheena	M.Sc PB&PBT	Production of Magnetic biochar composite from weeds-Prosopis juliflora and Lantana camara and its applications in the field of agriculture	14,548
41	24YRPE012	Krithika Gayathri. S	Dr. E.V. Sheena	M.Sc PBPBT	Sustainable production of carboxymethyl cellulose nanosilver sponge from sugarcane baggase for enhanced antimicrobial applications	17,770
42	24YRPE013	Vidhyashree K Soniya S	Dr. E.V. Sheena	M.Sc PBPBT	Optimizing In Vitro Growth and Micropropagation of Medicinal Plants Clerodendron inerme and Tylophora indica with Natural Additives: A Focus on Callus and Nodal Segment Cultures	14,692

43	24YRPE014	S.K. Rehana Bi	Dr. E. V. Sheena	M.Sc PBPBT	In silico Screening and Validation of Achyranthes aspera Phytochemicals against Diabetes Mellitus	15,280
44	24YRPE015	Swethasri. R Shalini. P	Dr. Sheeja L	M.Sc PBPBT	Harnessing the power of bacterial laccases for xenobiotic degradation in water	20,000
45	24YRPE016	Shalini. A	Dr. Sheeja L	M.Sc PBPBT	Isolation and Identification of pesticide degrading bacteria and its application as agro-waste biosorbent for rapid pesticide removal	18,335
46	24YRPE017	Monesa. R	Dr. Sheeja L	M.Sc PBPBT	Xylanase-Producing Microbes and their Real-World Applications	18,668
47	24YRPE018	Dhanya. V. S	Dr. Sheeja L	M.Sc PBPBT	Isolation and identification of tyrosinase producing bacteria and its immobilization using cellulose coated magnetic nanoparticles: characterization and application in melanin production	20,000
48	24YRPE019	Priyadharshini M	Dr. Sheeja L	M.Sc PBPBT	Isolation of pigment producing bacteria, characterization of the extracted pigment and its potential applications	20,000
49	24YRPE020	Roshini. S Iswariya. K	Dr. D. Lakshmi	M.Sc PBPBT	Microalgae Growth and productivity enhancement using Seaweed Liquid Fertilizer from Macroalgae	20,000
50	24YRPE021	Lavanyashree. S Jessy Victoria. s	Dr. D. Lakshmi	M.Sc PBPBT	Algae mediated effluent treatment: a green solution and sustainable approach	20,000
51	24YRPE022	Harsshithaa. B Dhanalakshmi. G Kulzar. N Harini. P	Dr. Jeevitha S	BCA	Automated Parking Zone Indicator System	7,052
52	24YRPE023	S. Anusuba I. Deepa J. Jesigha Bhakyam G. Gopika	Dr. Jeevitha S	BCA	IOT Based Automatic Rain Shelter System	8,320

53	24YRPE024	Rudhrapriya T Renukhadevi S	Dr. Nazreen Bee. M	BCA	LateMate	12,135
54	24YRPE025	Kowsalya. S Bhuvaneshwari. G Lavanya. S Lavanya A Ayesha Siddhika M	A. Chandra R. Nithya	BCA	Career Assistance	3,265
55	24YRPE026	Priya. S Priyadharshini. R Shalini. K Swetha.S	Dr. Jeevitha S	BCA	Student Scholarship Finder	3,296
56	24YRPE027	S Kavya	Dr. G.B. Hema Malini	BCA	Venue Vault	6,484
57	24YRPE028	S. Rajalakshmi K. Swathi	Dr. C. Radhika	B.Sc CS	Samart Campus Environment Control System	13,974
58	24YRPE029	Kothai Sri Suresh Raghamaligha.M Ramya.B	K. Umamageswari	B.Sc C.Sc with AI	TERRA VERDE	18,632
59	24YRPE030	Priyadharshini N Yuvadharshini M Nandhini M Harsha R	K. Umamageswari	B.Sc C.Sc with AI	FUTURBRIDGE-A synergy Bridge for Safe passing	16,356
60	24YRPE031	Vaishnavi. P Aishwarya. P Padma Priya. S	Dr. A. Clementeena	B.Sc C.Sc with AI	Night Patrol Robot	18,442
61	24YRPE032	Rishika. G Kovardhini. A Pooja Sri. B	Dr. A. Clementeena	B.Sc C.Sc with AI	Wireless EVs charging system	16,814
62	24YRPE033	Haripriya V Deepika P GeethaLakshmi S Monika G	Dr. M. Lavanya	B.Sc C.Sc with Cognitive Systems	IOT Based Contactless Doorbell System	9,380

63	24YRPE034	Monika R	Dr. N. Priya	M.Sc C.Sc	Camera-Enabled White Cane with Audio Alerts	8,471
64	24YRPE035	Sheeba D	Dr. M. Mahadevi	M.Sc C.Sc	Speech-to-Sign Language Translation System	3,398
65	24YRPE036	S. Nikileswari	Dr. M. Mahadevi	M.Sc C.Sc	Innovative application for E-waste handling	5,318
66	24YRPE037	Afrin R	Dr. N. Priya	M.Sc C.Sc	Unlocking digital lock using breath	7,274
67	24YRPE038	Kirthana G	Dr. S. Rajeswari	M.Sc C.Sc	An Augmented Reality Application for Interactive Learning	5,349
68	24YRPE039	C. Divya U. Gopika S. Nivetha Sri H. Sri Eswari	Lakshmi Priya Dr. Clementeena	English B.Sc CS with AI	Exploring various websites for learning English Skill Language	5,268
69	24YRPE040	Raksha S Rithika G Sowfiya Raihana M Suchithra S	Lakshmi Priya K Uma MageSwari K	English B.Sc CS with AI	A Study on Advanced Methods and Technologies in Learning and Speaking English	6,307
70	24YRPE041	Y. Deepika Harshini V S Mahalakshmi M Rajeswari R	Dr. K. Padmavilasini Dr. N. Priya	Tamil B.Sc CS with AI	Integrating Tamil Stories into Knowledge Systems through Oral Narratives in Tamil	6,684
71	24YRPE042	Hemalatha Y Mathunisha J Shanmugapriya K Maheshwari M	Dr. Lakshmi S Dr. Nithya K	M.A Tamil B.Com BIM	Ancient Trade practices in Pattinappaalai and their influence on modern trade	2,045
72	24YRPE043	I. Ayesha Fathima	Dr. Renu Agarwal	M.Sc FSND	Detection and characterization of Microplastic in drinking water in Chennai City and comparative study on Raman and FT-IR Spectroscopy methods for Microplastic analysis	8,000

73	24YRPE044	Gayathri R	Dr. Renu Agarwal	M.Sc FSND	Formulation and Quality Evaluation of Chocolate Incorporated with Palmyra Sprouts	12,475
74	24YRPE045	Swetha P	Dr. Renu Agarwal	M.Sc FSND	Formulation and Quality Analysis of Guava - spread incorporated with Guava (Psidium guajava L.) Leaves Extract	13,589
75	24YRPE046	K. Harshini	Dr. Renu Agarwal	M.Sc FSND	Formulation, Standardization and Quality Evaluation of Foxtail Millet Ladoo incorporated with Garden Cress Seeds (Lepidium sativum) powder and creating Anemia Awareness among Women Population in Collaboration with ICDS, St. Thomas Mount block, Chengalpattu District, TN	11,072
76	24YRPE047	Tanu Shri K	Dr. R. Vijayavahini	M.Sc FSND	Formulation and Quality Evaluation of Herbal Grape Wine Incorporated with Fresh Turmeric Rhizome (Curcuma longa)	26,560
77	24YRPE048	Madhumitha U	Dr. R. Vijayavahini	M.Sc FSND	Formulation and Quality Evaluation of Freeze-Dried Coconut Yogurt Fortified with Calcium	29,665
78	24YRPE049	Divyasri T	Dr. R. Vijayavahini	M.Sc FSND	A Study on Formulation of Germinated Wheat Sourdough Bread Incorporated with Dehydrated Cauliflower Flour and its Quality Assessment	20,732
79	24YRPE050	V. Sowndharya	Mrs. Subaratinam R	M.Sc FSND	Formulation and Quality Assessment of Composite Barnyard Millet (Echinochola esculenta) Milk Ice Cream Premix: A Nutritious and Convience Alternative	5,850

80	24YRPE051	A.Suhaina Shafa	Mrs. Subaratinam R	M.Sc FSND	Quality Characteristics of Meat Analogue – A Frozen Microalgae (<i>Chlorella vulgaris</i>) Incorporated Nuggets	16,870
81	24YRPE052	Shilujas M V	Mrs. Subaratinam R	M.Sc FSND	Formulation, Evaluation of Chickpea (<i>Cicer arietinum</i> L.) Beverage'	12,250
82	24YRPE053	Gayathri P	Dr.V.Subasshini	M.Sc FSND	Formulation and shelf life evaluation of edible coating using Orange and Carrot Pomace	16,950
83	24YRPE054	Srioviya. P	Dr. Subasshini.V	M.Sc FSND	Formulation and Evaluation of Almond (<i>Prunus dulcis</i>) Peel Powder incorporated Soup Sticks	10,500
84	24YRPE055	Pugazhmalar R	Dr. Subasshini.V	M.Sc FSND	Formulation and Optimization of extruded snack using response surface methodology	25,000
85	24YRPE056	Suveyutha. M	Mrs. S. Mahalakshmi	M.Sc FSND	Formulation and Evaluation of Chocolate Incorporated with Poongar Rice (<i>Oryza sativa</i>)	13,006
86	24YRPE057	Monica.M	Mrs.Mahalakshmi	M.Sc FSND	Formulation and Evaluation of Vegan Kulfi with Red Kidney Bean Milk (<i>Phaseolus vulgaris</i> L)	18,591
87	24YRPE058	Suruthi Vanthana.R	Mrs. Geetha	M.Sc FSND	Formulation and Standardization of Baked Multiflour Thattai incorporated with Adamant Creeper (<i>Pirandai- Cissus quadrangularis</i>) Powder	11,430
88	24YRPE059	Harini senthilkumar	Mrs. S. Geetha	M.Sc FSND	Formulation and Quality Evaluation of Guava Juice pre-mix enriched with Probiotic's	20,332
89	24YRPE060	Susan Happy G	Suganya K	M.Sc FSND	Formulation and Quality Evaluation of Cowpea incorporated Kattuyanam Rice Fryums	19,000

90	24YRPE061	Sivapriya V	Suganya K	M.Sc FSND	Formulation and Evaluation of Antioxidant Enriched Gummies	18,500
91	24YRPE062	Kaviya. S	Dr. Lalitha. A	M.Sc FSND	Formulation and Nutritional Evaluation of Pumpkin leaves (Cucurbita pepo) Powder mix	8,307
92	24YRPE063	Rafiha Farheen R	Dr. Lalitha A	M.Sc FSND	A Study on Effect of Avocado Puree (Persea americana) as Butter Replacer in Cruffin	10,000
93	24YRPE064	Sivayazhini. I	Ms. Raja Praveena. S	M.Sc FSND	Formulation and Evaluation of Edible Ink from Beetroot (Beta vulgaris L) Peel	11,633
94	24YRPE065	Sneha R S	Mrs. Subatra Natarajan	M.Sc FSND	Development and Nutritional Evaluation of High-Protein, Gluten-Free Cookies Made from Soya Chunks and Red Rice Flakes	18,300
95	24YRPE066	Pavithra.E	Mrs. Subatra Natarajan	M.Sc FSND	Formulation and Evaluation of Orange Peel Infused Gluten-Free Chickpea Flour (Cicer Arietinum) Ice Cream Waffle Cone	19,900
96	24YRPE067	Irfana Jahan. I	Mrs. P. Uma Maheswari	M.Sc FSND	Formulation and Evaluation of Ready-to-Cook Soup Cubes Incorporated with Avarampoo (Senna auriculata) Flowers and its Popularization	17,000
97	24YRPE068	Janani. B	Mrs. S. Mahalakshmi	M.Sc FSND	Formulation Quality Evaluation of Gluten free Bamboo Rice (Bambusa arundinacea) Brownies	14,000
98	24YRPE069	A. Sowmiya	Mrs. P. Uma maheswari	M.Sc FSND	Formulation and Evaluation of Low Fat Baked Proso Millet Savory Snack Enriched with Drumstick (Moringa oleifera) Leaf Powder and its Popularization among Adolescent Girls	16,600

99	24YRPE070	Thamizharasi. V	Mrs. P. Uma Maheswari	M.Sc FSND	Formulation and Nutritional Evaluation of Laddu using the Selected Indigenous Rice Varieties	12,150
100	24YRPE071	Abinaya P Ranjini G Ragavi R Sushmitha S	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	Should women be allowed to play against males?	12,224
101	24YRPE072	Monika N Yuvarani K Loshini M Mala R	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	Adoption of E-commerce in Chennai	13,240
102	24YRPE073	Bhavadharini S Loganayagi M Krithika S Sivaranjani E	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	Who influences a student most ? Parents, friends or teachers ?	14,040
103	24YRPE074	Priyadharshini K Shalini D Madhumitha S Manasa B	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	Online learning platforms for marginalized communities in AI	14,300
104	24YRPE075	Mahalakshmi G Padhmashree K Namitha K Pavithra N	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	The AI revolution: Transforming the future through innovation and creativity in startups and entrepreneurship	14,300
105	24YRPE076	Priyadharshini V Kaviya Priyaa S Preethi V Shalini Sri P	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	Impact of celebrity brands influencing consumer purchase decisions in advertisements	11,710
106	24YRPE077	Thanushree AI Abirami V Mohana Priya R Swarna Lakshmi V	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	A Study on Impulsive Buying and Its Relationship with Post-Purchase Regret	12,910

107	24YRPE078	Sowmiya R Kavi Nishathini K Gopika Sri T Kavitha S	Dr. K. Malarvizhi	B.Com (General) SFS - D batch	Impact of hostel life on students	13,321
108	24YRPE079	Rukhsana Begum S I Hemashree R Anu Sree K Dhanalakshmi K	Dr. K. Shyamala	B.Com (General) SFS - D batch	Effect of social media on millennials mental health(a study with reference to SDGs 3 good health and well being)	15,280
109	24YRPE080	Lakshmi Priya J Pratima Rao P Deepika V Priyadharshini S	Dr. K. Shyamala	B.Com (General) SFS - D batch	Gig Workers perception on Gig economy and their economic growth (A Study with reference to SDGs 8 decent work and economic growth)	15,500
110	24YRPE081	Varshine M Bharathi K Manishaa S Bhuvana R	Dr. K. Shyamala	B.Com (General) SFS - D batch	Emotional Intelligence of women employees at Work Place (A study with reference to SDGs 3 Good Health and wellbeing)	15,267
111	24YRPE082	Bhargavi N Sobika R Pavithra S Ramya S	Dr. K. Shyamala	B.Com (General) SFS - D batch	Impact of Insomnia on Insomnic Health (A study with reference to SDGs 3 good health and well being)	16,143
112	24YRPE083	Krishnaveni R Varshitha S Raajad Kirupaa B Subitha S	Dr. K. Shyamala	B.Com (General) SFS - D batch	The impact of AI-driven personalized marketing on consumer purchasing behaviour(a study with reference to SDGs 9 Industries, Innovation& Infrastructure)	15,691
113	24YRPE084	Kaviya Anjali S Padmalochini D Aishwarya G Deva Dharshini M	Dr. K. Shyamala	B.Com (General) SFS - D batch	Sustainable education in the modern era the triangular perspective from the stakeholders (A study with reference to SDGS4 Quality Education)	15,430
114	24YRPE085	Swetha P Keshika Vikasini K Gayathri G K Joshika M	Dr. K. Shyamala	B.Com (General) SFS - D batch	The evolution of human communication analysis of offline &online intraction(a study with reference to SDGs 9 Industries, Innovation & Infrastructure)	15,551

115	24YRPE086	Srimathi G Hari Priya A Keerthipriya B S Madhusree M	Dr. K. Shyamala	B.Com (General) SFS - D batch	Impact of color Psychology on GEN Z consumers(A study with reference to SDGs 3 good health and well being)	15,500
116	24YRPE087	Revathi R Juvairiya N M Manisha C Nandini P	Dr. K. Shyamala	B.Com (General) SFS - D batch	Impact of App based communication on centennial users in digital era(a study with reference to SDGs 9 Industries, Innovation)	15,091
117	24YRPE088	Nivedha N Sherlin T Pooja M Shiva Shailini P	Dr. K. Shyamala	B.Com (General) SFS - D batch	Challenges faced by Startups in the digital age(a study with reference to SDGs 8 decent work and economic growth)	15,189
118	24YRPE089	Sharmista C K Lithikaa G Sowmiya M Vidhyashree D	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	Exploring the Urban Divide: The Impact of Lifestyle Variations between North and South Chennai on Student Career Prospects	14,400
119	24YRPE090	Archana S Yazhini S M Aswini V Dheva Dharshini K	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	Examining the Impact of Social Media on Brand Awareness and Customer Engagement: An Effectiveness Analysis	13,996
120	24YRPE091	Sreeja B P Janani S K Dakshini G Dhivyaa Dharshini M	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	A study on impact of Artificial Intelligence on Consumer Perceptions of Medical care quality	14,081
121	24YRPE092	Savithajeni J Ashwini S Poojitha B V Mahamitha S G	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	Effectiveness of Influencer Marketing Across different social media platforms	14,000
122	24YRPE093	Pavithra B Rithika A K Janani J Keerthana S	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	Consumer Perceptions of Tokenism in Diversity Marketing: Identifying Effective and Ineffective Strategies	14,300

123	24YRPE094	Deepika C Jagasree B Charumathi T Dharani G	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	A study on the importance of soft and hard skills when making recruitment decision: A Candidate's Perspective	14,389
124	24YRPE095	Muthu Sandhiya K Harini S Niselin R Pavithra D	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	A study on the Impact of Digital Payment Systems on Consumer Spending Behavior	12,808
125	24YRPE096	Abinaya P Dhilshath Bee C Kruthika H Ramitha Cb	Ms. S. Bharani Lakshmi	B.Com (General) SFS - D batch	Examining the Role of Ethical Marketing in Preventing Consumer Manipulation - An empirical study	13,439
126	24YRPE097	Dharshinii S Mohana Priya B Musfina Sherin S Nikitha J	Ms. B. Kirthiga	B.Com (General) SFS - D batch	Analogy between Government-funded Institutions and Privately controlled Institutions: A specific study on academic achievements and fee structure	14,084
127	24YRPE098	Nandida G Dharshini R S Poornima E Sastha Divya M S	Ms. B. Kirthiga	B.Com (General) SFS - D batch	Green Insights: Uncovering Consumer Attitudes and Purchasing Habits Towards Sustainable Products	13,969
128	24YRPE099	Vaishali B Nithya A Sophia Grace A Thanussri R	Ms. B. Kirthiga	B.Com (General) SFS - D batch	The Impact of Imposter Syndrome on Women's Mental Health and Well-being in the workplace	14,866
129	24YRPE100	Manisha P Tanusha Y Sandhiya S Marisha Angel P	Ms. B. Kirthiga	B.Com (General) SFS - D batch	A Study on the Influence of Neuromarketing on Consumer Buying Behaviour: A Quantitative Approach	14,718
130	24YRPE101	Vaishnavi M Hasti K Kamali D Divya Dharshini V	Ms. B. Kirthiga	B.Com (General) SFS - D batch	Assessing the Impact of E-logistics on Customer Satisfaction and Loyalty: A Study of Digital Supply Chain Efficiency	14,111

131	24YRPE102	Gopika M Karthika R K Swathi S Dhaksha R	Ms. B. Kirthiga	B.Com (General) SFS - D batch	Dynamic pricing models and subscription box fatigue : Analyzing consumer responses	11,434
132	24YRPE103	Pavithra G Mumtaz Begum R Monika S Revathy J	Ms. B. Kirthiga	B.Com (General) SFS - D batch	A study on Emotional Marketing - Manipulative or genuine connection from customer perspective	14,420
133	24YRPE104	Saara Fathima M Yuvasree D Sushmitha S Vaishnavi D	Ms. B. Kirthiga	B.Com (General) SFS - D batch	Impact of Influencer marketing on purchase intent across generations	11,815
134	24YRPE105	Arthi Sri S Jayashree E Karthiga K Naadhira A	Dr. Y. Kalaivani	B.Com A & F	A Study on the influence of social media on women buying behavior	10,451
135	24YRPE106	Aishwarya K G Kalai Dhanushya G Satya Priya S J Vedhasree S	Dr. K. Latha	B.Com A & F	A Study on Gen-Z and the Battle for mental well-being in the modern world	13,950
136	24YRPE107	Priscilla J Sharmili D Sree Ananthi P Thahira H	Mrs. Meenakshi Priyadarshini G	B.Com A & F	Influence on social media marketing on Gen Z	9,380
137	24YRPE108	Jothilakshmi. P Kadhambari Vishvathikaa. V Manjushri. D Mathumithaa.JM	T. Kanimozhi	B.Com A & F	A study on Fintech and its influence on Indian Economy	8,152
138	24YRPE109	Divya. V Akshaya. B Prathiksha. P Lavanya. A	Mrs. Jayanthi. P	B.Com A & F	A study on impact of customer in Digital Revolution of Banking sector	8,880

139	24YRPE110	Harini. R Karthikaa. K.A Kavitha. R Nithyakalyani. K	Dr. S. Divya	B.Com A & F	A study on the influence of online customer reviews on purchase decision	11,210
140	24YRPE111	V. Ramya S. Sandhiya A. Swathi S.R. Priyadharshini	Dr. R. Kavitha	B.Com A & F	A study on students perception of AI in Higher education	9,125
141	24YRPE112	Yuvashree A Rajalakshmi N Madhuvanthi K Priyashivani M.G	Dr. Sanuja Shree P N	B.Com A & F	Investigating the Social Sustainability of Immersive Virtual Technologies in Higher Educational Institutions: Students' Perceptions toward Metaverse Technology	3,162
142	24YRPE113	Maria Angelina. A Rupashree. K Radha. G Nithyasree. S	Dr. Lalitha. D	M.Com	Influenced to Imperfection: The Unseen Costs of Following Social Media Icons	-
143	24YRPE114	Abirami. B Deepika. D Rakcha A Vishnu Priya. S	Dr. T. Anitha	M.Com	Side Hustle Struggle: Navigating the barriers faced by college students	-
144	24YRPE115	Sharon Preethi. M	Dr. M. Rekha	M.Com A & F	Disaster Management and its preparedness	20,000
145	24YRPE116	Janani. S	Dr. S. Kamakshi	M.Com A & F	The awareness and perception of street vendors regarding cashless transactions in Chennai	11,389
146	24YRPE117	Divyashree R	Dr. S. Kamakshi	M.Com A & F	Strengthening Financial Security: The critical role of public awareness in combating Phishing Threats	6,236
147	24YRPE118	Kamatchi Ramamani. S	Dr. S. Kamakshi	M.Com A & F	Factors influencing Rental Prices in a Metropolitan Area	11,000

148	24YRPE119	Jeyalaxmi R Roshini G	Ms. B. Sindhuja	MSW	A study on the unspoken struggles of men's inexpressive mental health in the workplace	-
149	24YRPE120	Prashitha. V Agalya. A	Ms. Tharani. T	MSW	A study on youth perception and knowledge of HIV Transmission via Needles	2,504
150	24YRPE121	Sushmitha Sureshkumar Santhiya M	Ms. B. Sindhuja	MSW	A study on the impact of employer branding on talent acquisition	-
151	24YRPE122	Pavithra K Suriya T	Ms. Tharani. T	MSW	Study on the effects of Regional Identity on Student's Experiences accross various Higher Educational Institutions	2,247
152	24YRPE123	Asmathul Marfiya AG Nivedha Elangovan Poovarasi Arul	Ms. Rakeni P	B.Sc Psychology	Psychosocial Impact of Woke Culture Awareness on Social Dominance	7,570
153	24YRPE124	Shriya Sharma Kirthiga M	Ms. Yamini	Counselling Psychology	Mental Health Stigma at Workplace	16,633
154	24YRPE125	S. Naziya Haseena	Dr. Deepthi D.P	M.Sc Counselling Psychology	Exploring the workplace ostracism and knowledge sharing behaviour among women professors in Chennai	20,000
155	24YRPE126	Bhavadharini. R Raksha SV	Ms. Krishnaveni Arulkumar	B.Sc Psychology	Impact of social media detox on mindfulness and stress	20,000
156	24YRPE127	S. Mythily Shree	Ms. Negha S B	Psychology	Quality of marital relationship, social maturity and perceived loneliness among newly married couples	20,000
157	24YRPE128	Darshini R	Ms. Negha SB	B.Sc Psychology	Effects of Social Support and Self-Efficacy on Mental Health in the Working Population	20,000

158	24YRPE129	Shreyaa. M Sherija S.B R. Radhika	Ms. Krishnaveni Arulkumar	B.Sc Psychology	Restful minds and bodies: A comparative study on mindfulness and sleep quality in yoga practitioners and non-practitioners	12,624
159	24YRPE130	Elsheeba Paul	Ms. Janani K.P	M.Sc Counselling Psychology	Sense of humour, inferiority complex and emotional stability among college students	20,000
					TOTAL	21,00,316