

Evaluative Report of the Department			
Name of the institution : Sadakathullah Appa College		Name of the Department : Commerce Finance	
District :Tirunelveli		State : Tamil Nadu	
Total Number of Departments in the institution :		19	
Sl. No.	Name of the Department	Commerce Finance	
1	Year of Establishment	2014	
2	Is the Department part of a School/ Faculty of the Institution	Faculty of the institution	
3	Names of programmes offered	B.COM.FINANCE	
4	Number of teaching posts Sanctioned/ Filled	<i>Sanctioned</i>	<i>Filled</i>
	2016-2017	4	4
	2017-2018	4	4
	2018-2019	4	4
	2019-2020	4	4
	2020-2021	4	4
5	Number of Research Projects:	<i>No.</i>	<i>Total Grants Received</i>
	2016-2017	nil	nil
	2017-2018	nil	nil
	2018-2019	nil	nil
	2019-2020	nil	nil
	2020-2021	nil	nil

6	Inter –institutional collaborative projects and Associated grants received	National collaboration Number	Grant Received	International collaboration Number		Grant Received
	2016-2017	nil	nil	nil		nil
	2017-2018	nil	nil	nil		nil
	2018-2019	nil	nil	nil		nil
	2019-2020	nil	nil	nil		nil
	2020-2021	nil	nil	nil		nil
TOTAL						
7	Departmental projects funded by DST-FIST,DBT, ICSSR, etc., : Total grants received	DST-FIST	DBT	ICSSR	_____Mention name, if others	
	2016-2017	nil	nil	nil	nil	
	2017-2018	nil	nil	nil	nil	
	2018-2019	nil	nil	nil	nil	
	2019-2020	nil	nil	nil	nil	
	2020-2021	nil	nil	nil	nil	
TOTAL						
8	Special research laboratories sponsored by/created by industry or corporate bodies					
	2016-2017	nil	nil	nil	nil	nil
	2017-2018	nil	nil	nil	nil	nil
	2018-2019	nil	nil	nil	nil	nil
	2019-2020	nil	nil	nil	nil	nil
	2020-2021	nil	nil	nil	nil	nil
9	Publications:	Number of Papers published	Number of Books with ISBN	Number of Citation Index – range / average	Number of Impact Factor – range / average	Number of h-index
	2016-2017	10	1	nil	nil	nil
	2017-2018	7	nil	nil	nil	nil
	2018-2019	14	1	nil	nil	nil
	2019-2020	12	nil	nil	nil	nil
	2020-2021	5	nil	nil	nil	nil
TOTAL		48	2	nil	nil	nil
10	Details of patents and income generated	Patent details			Income Generated	
	2015-2016	Nil			Nil	
	2016-2017	Nil			Nil	
	2017-2018	Nil			Nil	
	2018-2019	Nil			Nil	
	2019-2020	Nil			Nil	
2020-2021		Nil			Nil	

11	Areas of consultancy and income generated	Details			Income Generated		
	2015-2016	Nil			Nil		
	2016-2017	Nil			Nil		
	2017-2018	Nil			Nil		
	2018-2019	Nil			Nil		
	2019-2020	Nil			Nil		
	2020-2021	Nil			Nil		
12	Awards/Recognitions received at the National and International level by :	Faculty	Doctoral/Post doctoral fellows			Students	
	2015-2016	Nil	Nil			Nil	
	2016-2017	Nil	Nil			Nil	
	2017-2018	Nil	Nil			Nil	
	2018-2019	Nil	Nil			Nil	
	2019-2020	Nil	Nil			Nil	
	2020-2021	Nil	Nil			Nil	
TOTAL							
13	How many students have cleared Civil Servicesand Defense Services examinations, NET, SET (SLET), GATE and other competitive examinations						
		Civil Service	NET	SET (SLET)	GATE	Other Competitive Exam	
	2015-2016	Nil	Nil	Nil	Nil	Nil	
	2016-2017	Nil	Nil	Nil	Nil	Nil	
	2017-2018	Nil	Nil	Nil	Nil	Nil	
	2018-2019	Nil	Nil	Nil	Nil	1	
	2019-2020	Nil	Nil	Nil	Nil	6	
2020-2021	Nil	Nil	Nil	Nil	nil		
14	List of doctoral, post-doctoral students and research associates	From the host institution/university			From other institutions/universities		
	2015-2016	nil			nil		
	2016-2017	nil			nil		
	2017-2018	4			nil		
	2018-2019	nil			nil		
	2019-2020	nil			nil		
	2020-2021	nil					
15	Number of Research Scholars/ Post Graduate students getting financial assistance from the University/State/ Central	University	State		Central		
	2015-2016	Nil	Nil		Nil		
	2016-2017	Nil	Nil		Nil		
	2017-2018	Nil	Nil		Nil		
	2018-2019	Nil	Nil		Nil		
	2019-2020	Nil	Nil		Nil		
	2020-2021	Nil	Nil		Nil		

Note: *Compile data for the last five years*



Sadakathullah Appa College

(Autonomous Institution ISO 9001 : 2000 Certified Accredited with B+ Grade by NAAC)

Rc. No. 101/SF/2008

Date: 19-06-2008.

Proceedings of the Secretary, Sadakathullah Appa College,
Rahmath Nagar, Tirunelveli-627 011. (Unaided)

Present: Hajee T.E.S. Fathu Rabbani

Appointment Order

Thiru. K. Sheik Mydeen, M.Com., M.Phil., is temporarily appointed as Lecturer in the Department of Business administration with effect from the F.N. of 19-06-2008.


SECRETARY. 1/3

To
Thiru. K. Sheik Mydeem,
193, Tiruchendur Road,
Palayamkottai.

Copy to
" A & K1 Section
" The Director Self financing Course
" H.O.D. of B.B.A.
" Committee Office

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Sadakathullah Appa College

An Autonomous Institution Re-Accredited with 'A' Grade by NAAC

* ISO 9001 : 2008 Certified

Proceedings of the Secretary, Sadakathullah Appa College,
Rahmath Nagar, Tirunelveli – 627 011

Present: Alhaj. T.E.S. Fathu Rabbani

RC.No.10487/UA/2013

Date: 01.07.2013

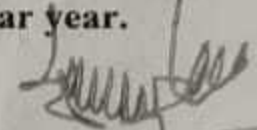
Sub: Unaided Courses Sadakathullah Appa college-
Appointment for the post of Assistant Professor in the
Department of Commerce- Orders issued

Ref: Interview on 13.06.2013.

ORDER:

Tmy. AHAMED ANIS FATHIMA M.Com., M.Phil., is temporarily appointed as Assistance Professor in the Department of Commerce at a consolidated salary of Rs.7500/- (Rupees Seven thousand five hundred only) per month with effect from 20.06.2013.

This appointment will be governed by the rules and regulations of the Sadakathullah Appa College. If she wishes to leave the college, she will have to give three months' notice or three months' salary in lieu thereof. Notice, if any, should be given before March 31st of the particular year.


Secretary

To

Tmy. AHAMED ANIS FATHIMA M.Com., M.Phil.,
4/900B, 16th Street,
Rahmath Nagar,
Tirunelveli-627011

01.07.13

Copy to H.O.D of Commerce
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Sadakathullah Appa College

An Autonomous Institution Re-Accredited with 'A' Grade by NAAC

* ISO 9001 : 2008 Certified *

Proceedings of the Secretary, Sadakathullah Appa College

Rahmath Nagar, Tirunelveli - 627 011

Present: Alhaj. T.E.S. Fathu Rabbani

RC.No.12060/UA/2015

Date: 05.08.2015

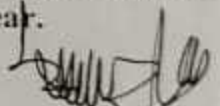
Sub: Unaided Courses Sadakathullah Appa college-
Appointment for the post of Assistant Professor in the
Department of Commerce Orders- issued

Ref: Interview on 26.05.2015.

ORDER:

Thiru. J.A.M. OMERAY FAROOK M.Com., M.Phil., is temporarily appointed as Assistant Professor in the Department of Commerce at a consolidated salary of Rs.10,000/- (Rupees Ten Thousand only) per month with effect from 18.06.2015.

This appointment will be governed by the rules and regulations of the Sadakathullah Appa College. If he wishes to leave the college, he will have to give three months' notice or three months' salary in lieu thereof. Notice, if any, should be given before March 31st of the particular year.


Secretary

To

Thiru. J.A.M. OMERAY FAROOK M.Com., M.Phil.,
125A/20, Umaru Pulavar Street
Melapalayam - 627 005.

6.8.15

Copy to H.O.D of Commerce

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Copy Submitted to the Committee Office



Sadakathullah Appa College

*An Autonomous Institution Re-Accredited by NAAC at an 'A' Grade with a CGPA of 3.40 out of 4.0 * ISO 9001: 2015 Certified *

Proceedings of the Secretary, Sadakathullah Appa College (Autonomous),
Rahmath Nagar, Tirunelveli - 627011.

PRESENT : Alhaj. T.E.S. FATHU RABBANI

Rc.No.14775/UA/2018

Date: .06.2018

Sub: Unaided Courses -Sadakathullah Appa College-
Appointment for the post of Assistant Professor in the
Department of Commerce (unaided) - orders issued.

Read: Connected records.

ORDER :

Dr. M. SYED SULAIGA BENAZIR, M.Com., PGDBIM., M.Phil., Ph.D.,
is temporarily appointed as an Assistant Professor in the Department of
Commerce (Unaided) at a consolidated salary of Rs.18,000/- (Rupees Eighteen
Thousand only) per month with effect from 18.06.2018.

This appointment will be governed by the rules and regulations of the
Sadakathullah Appa College. If she wishes to leave the College, she will have to
give three months' notice or three months' salary (last drawn pay) in lieu thereof.

Notice, If any, should be given before March 31st of the particular year.

SECRETARY

To
Dr. M. SYED SULAIGA BENAZIR, M.Com., PGDSIM., M.Phil., Ph.D.,
3/65, Jahir Hussain Street,
SIVAGIRI TALUK,
Tirunelveli District PIN:627 757.

2.7.18

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Ref No. TKRERF/IGJCE/691/dt12.09.2017

Date: 12.09.2017, Tuesday

PUBLICATION CERTIFICATE

This Is Certify that K.AHAMED ANIS FATHIMA, PhD Research Scholar in Commerce, & Asst Prof in Commerce, Sadakathullah Appa College, Tirunelveli had submitted a Paper / Article for INDO GLOBAL JOURNAL OF COMMERCE AND ECONOMICS - Impact Factor : 3.220 (ISSN No.2393-9796) titled "BUYING PREFERENCE OF WOMEN READYMADE GARMENTS THROUGH ONLINE WITH REFERENCE TO TIRUNELVELI CITY", which got published in March 2017 (Volume No. -4, Issue No.2).

Chief Editor

Indo Global Journal of Commerce and Economics

(www.Kongu Journals.com)



**INDO GLOBAL JOURNAL OF
COMMERCE AND ECONOMICS**



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Nov 2016

222

A STUDY ON WORK LIFE BALANCE OF WOMEN TEACHERS WORKING IN PRIVATE SCHOOLS IN PALAYAMKOTTAI AREA

K. AHAMED ANIS BATHIMA, Head & Asst Prof in Commerce (Finance),
Sadakathullah Appa College, Rahumath Nagar, Tirunelveli



28181125

ABSTRACT

There is presence of work life imbalance among women & employees working in private school of palayamkottai. One need first to understand about work life imbalance, as with the understanding of the origin, causes & effects of imbalance act becomes easier, today the deadlines are getting tightened and an individual's job is not only to match the headline but also to give quality output. Due to this "Work pressure it becomes exceedingly difficult to maintain a family life". The transition from work life imbalance to work life balance has obvious benefits to all institutions & employee's. Work life balance on an individual's level can bring phenomenal changes in his life and can also have impact of society. This study aims at identifying the level of WLB among women teacher working in private school palayamkottai.

Keywords: Work Life Balance, Private Employees, Stress

Introduction

Work-life Balance of women employees has become an importance subject since the time has changed from men was the breadwinner, to today's world where both men and women equally sharing the responsibility of family life. Though it is a very broad subject which speaks about both career development on one side and the family care on the other side, it is very necessary to know how the women balance the professional demands and domestic compulsions. professional life means the aim to grow and earn respect in the organisation and society at large and personal life means taking care of family, children, parents, health and spending the leisure time effectively. With the development in education, economical and social standards, things have improved to a great extent and the role of women in balancing their lifestyle is less taxing. But not all the women have been able to achieve this balance, as each one of them has different challenges to balance. Therefore only periodical research will bring to light the inadequacies of the initiatives to achieve a healthy work life balance. Work life balance for teaching professional has become one of the greatest challenges in today's world. Teachers work load not only demand their time in the institution but also extend to their home so as to get prepared for the following day apart from maintaining students records and attending to various institution related functional requirements. Teachers need to spend extra hours every day to be effective and productive in their profession so that they could reach higher levels and face the challenging atmosphere. Moreover, teachers not only look forward towards teaching, but need to also focus on soft skill and life skill so that they not only produce good professionals but also develop good citizens.

Research Methodology

The researcher use descriptive research design, includes survey and fact finding enquiries. Simple random sampling is carried out by the researcher to select the sample from the total population. The sample size is 50.

Primary and secondary data collected. Statistical analysis by percentage and linkert 5 point scale.

Purpose of the Study

Work life balance has gained attention in corporate sector. However, there is a need to explore the subject vis-a-vis teachers, keeping in mind the increasing cases of work life problems among teachers. Thus the purpose of this study is to map the dimensions of WLB among teachers.

Benefits of Work Life Balance

- 1. Reduce stress levels
- 2. Control over time management in meeting work life commitments
- 3. Autonomy to make decisions regarding work life balance
- 4. Increased focus, Motivation and job satisfaction knowing that family and work commitments are being met
- 5. Increased job security from the knowledge that an organisation understands and support workers with family responsibilities
- 6. Decreased Health Care and stress related illnesses

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March 2016

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March 2016

ISSN: 2321-770X

STATUS OF WOMEN ENTREPRENEUR IN TRUNELVELLI CITY

K.Ahamed Anis Fathima

Asst. Prof. Dept. of Commerce, P.G. D., Research Scholar, Sankarabharathi Agri. College, Tirunelveli

Abstract

Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inherent quality of entrepreneurial woman who is incapable of compromising values in their family and social life and making important contributions to economic growth. These entrepreneurial women are described as the better half of men. But in reality the women in developing countries do not fully enjoy this description. It is well known fact that women have played and continue to play a key role in conservation of basic life support systems such as food, water, down and forest. Women have to play a dual role as a housewife and as business women. India is teeming with the success stories of women. These women leaders are assertive, persuasive and willing to take risks.

Key words: Business, Entrepreneur, inequality, Women

Introduction

Women Entrepreneurs may be defined as the women or a group of women who utilize, organize and operate a business enterprise. Government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women. Like a male entrepreneur a woman entrepreneur has many functions. They should explore the prospects of sharing risk enterprise, undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Now a day educated women do not want to limit their lives in the four walls of the house.

Personal constraints

- Lack of leisure time
- Lack of adequate training
- Health problems
- Difficulty in handling financial and marketing problems
- Excess burden of work and responsibility.

Social constraints

- Problems in public relations.
- Non cooperative attitude of husband/ family members.
- Lack of recognition.
- Male domination
- Lack of encouragement from society.

Statement of the Problem

Among women entrepreneurs there is lack of self confidence and as a result they hesitate to take risk. In spite of education and qualification, among the women entrepreneurs there is lack of practical knowledge to deal with problems. There is always a prevailing attitude among commercial banks while sanctioning loans to women entrepreneurs. Even though Equality is provided in the Indian constitution but still women suffer from male domination in the field of planning and decision making.

Objectives

- To study the problems faced by women entrepreneurs.
- To know the reason for being an entrepreneur.
- To study the status of women entrepreneurs.

Research Methodology

The study comprises of both primary and secondary data. Primary data is the data collected from the respondents through interview schedule in the way of convenient techniques from non probability sampling. Through the secondary data are less expensive and can be collected within a shorter time period, yet these data don't solve the research problem completely.

Data Analysis and Interpretation

Table 1 Age wise classification

Age (in years)	Number of respondents	Percentage
Below 25 years	20	23
25-30 years	26	25
30-40 years	30	32

2016-17 - ①

Apr 7 2016 19

"A STUDY ON CONSUMERS' BRAND PREFERENCE OF AIR CONDITIONER IN PALAYAMKOTTAI AREA"

K.AHAMED ANIS FATHIMA, Asst. Prof in Commerce
Sadakathullah Appa College, Tirunelveli



Everybody in this world is a consumer. The consumer needs a variety of goods and services right from their birth to death. Consumer is highly complex individuals subject to the variety of psychological and sociological needs apart from their survival needs. Needs and priorities of different consumer segment differ drastically. Consumer has wide range of product needs and they taken decision and how to spend the available resources. Such as time, money, effort and their modes and means of transport. Due to liberalization, foreign countries are entering into Indian market. This leads to serve competition. The market becomes buyer market. In today, Air conditioner used by the women and economy. The companies have to produce different types of models of air conditioner. Moreover, customers are more sensitive. Hence in the present study customers towards air conditioner is studied.

Key words (consumer, satisfaction, preference, loyalty)

INTRODUCTION

Air conditioner is a system or process for controlling the temperature, humidity, and sometimes the purity of the air in an interior, as of an office, theatre, laboratory or house, especially one capable of cooling. The basic concept behind air conditioning is said to have been applied in ancient Egypt, where reeds were hung in windows and were moistened with trickling water. The evaporation of water cooled the air blowing through the window, though this process also made the air more humid (also beneficial in a dry desert climate). In Ancient Rome, water from aqueducts was circulated through the walls of certain houses to cool them. Other techniques in medieval Persia involved the use of cisterns and wind towers to cool buildings during the hot season. Modern air conditioning emerged from advances in chemistry during the 19th century, and the first large-scale electrical air conditioning was invented and used in 1902 by Willis Carrier. The introduction of residential air conditioning in the 1920s helped enable the great migration to the Sun Belt in the US. Air conditioning is a luxury that many Romanians introduce it into their lives for several years, but these machines make summers more bearable we have both advantages and disadvantages. While creating fast and efficient cool air in your home, they may expose us several important risk to health.

Air conditioning lower the temperature of room by a mechanism air circulation through a filter with the release of Freon, a process similar to the operation of refrigerators.

From a function perspective, the air conditioning is more efficient than a fan, because he does not cool the air itself, but it just shake it for a subtle cooling sensation.

OBJECTIVES:

1. To study about consumers brand preference of Air conditioner.
2. To know the reasons for changing the brand.
3. To analyses socio-economic factors of the customer.

SCOPE OF THE STUDY

The scope of the present study is confined to an analysis of the attitude of respondents towards the usage of air conditioning in palayamkottai

SAMPLING METHOD

In the present study fifty respondents were selected under deliberate or purposive sampling method. This is because respondents from various categories were selected with predetermined objective.

ADVANTAGES

1. Comfort
2. Humidity control
3. The optimum level of noise
4. Isolation dwelling insects and allergens

A STUDY ON INVESTMENT ATTITUDE AMONG WORKING WOMEN IN PALAYAMKOTTAI AREA

K.Ahamed Anis Fathima
Head & Asst. Prof. Dept of Commerce (Finance)
Sadakathullah Appa College, Tirunelveli.

Abstract

Women constitute above half of the world population. Their contribution about 55% including their unpaid economic activities. Hence there is every reason that women should plan an equal role in economic decision making. Everyone who works has to save for retirement. The research study is based on the analysis of income and investment of the respondents

Key words: Investment Behavior, Savings habit

INTRODUCTION:

Although many families can only survive through the contributions made by women to the family income, women generally have little control over family income and expenditure decisions. As a rule, the men consider their wages as their own income and they give only a certain part to the women for family needs. Wages for agricultural work, even when paid to the women, are usually taken over and controlled by the household men. Women, in addition, have virtually no control over the family assets. In the majority of cases land is in the name of the male head of the household. The women also have no control over, or access to other means of production necessary for agricultural operations like wells, Ploughs animals which are the men's possessions. So, thus the investment is one of the most important in every one's life. Hence, the researcher made an attempt to know a study on investment attitude among working women in palayamkottai area.

METHODOLOGY

A research cannot be conducted abruptly. Researcher has to proceed systematically in the already planned direction with the help of a number of steps in sequence. To make the research systemized the researcher has to adopt certain method. The method adopted by the research for completing the project is called research methodology. The primary data is collected from respondents with the help of pretested questionnaire.

Objectives

- To study the investment attitude of working women
- To find out the choice of investment tools
- To analysis the income and investment pattern of working women in palayamkottai area.

Sampling method:

In the present study two hundred respondents were selected under deliberate or purposive sampling method. This is because respondents from various categories were selected with predetermined objective.

Data Collection :

The study comprises of both primary and secondary data.

Analysis and Interpretation

Among the 200 respondents 182 respondents are having the habit of investment 58.2% of women are depositing their money in bank. 19.8% of women deposit in post office and 10.9% of women are interested in investing in gold and silver. 5.5% of women are

A STUDY ON STRESSORS AMONG WOMEN COLLEGE TEACHERS IN PALAYAMKOTTAI AREA

K.Ahamed Anis Fathima
Ph.d Research Scholar
Head & Asst prof Dept of commerce (Finance)
Sadakathullah Appa College, Tvl-11

Introduction

The concept of stress was first introduced in the life science by Selye in 1936. It was derived from the Latin word *Stringere*. It meant the experience of physical hardships, starvation, torture and pain. Stress is a fact of everyday life and is an unavoidable consequence of modern living. Stress is a wide phenomenon as it seems to have universal spread. Stress is a state of affairs involving demand on physical or mental energy as per Oxford dictionary. Stress may be defined as a state of psychological and/or physiological imbalance resulting from the disparity between situational demand and the individual's ability or motivation to meet those demands. Stress can be positive or negative. Stress can be positive when the situation offers an opportunity for a person to gain something, it acts as a motive for peak performance. Stress can be negative when a person faces social, physical and organizational problems. Stress varies based on the individual and situation. Most stress is temporary, although there are situations where stress can last for a long time.

The teacher is the most important element in any educational program and the teacher is responsible for implementation of the educational process at any stage. The amount of investment in improving the physical and educational facilities can improve education unless there are adequate number of well-qualified teachers.

Objectives

1. To know the causes of stress that affects a teacher in the college atmosphere.
2. To identify different methods and techniques to reduce stress.

Research methodology

The researcher uses descriptive research design, it includes survey and fact-finding enquiries. Simple random sampling is carried out by the researcher to select the sample from the total population. The sample size is 50.

Primary and secondary data collected

Statistical analysis by percentage and Likert 5-point scale.

Review of literature

Sarah Basu (2009) in her article "stress among teacher educators" reveals that the stress related to work environment is known as occupational stress or job stress. Teacher stress is a specific type of occupational stress. It is experienced by a teacher of unpleasant emotions such as tension, frustration, anger and depression resulting from aspects of his work as a teacher.

P.K. Dutta (2009) in his article "University teachers stress in higher education and relief strategies in the economic slowdown" says that teacher stress becomes problematic and potentially

A STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIC FOOD IN TIRUNELVELI CITY

K.Ahamed Anis Fahlima

Assistant Professor Department of Commerce, Sadakathullah Appa College Tirunelveli

Abstract

Organic food has become very popular. Organic India is a growing organic food producer. Agriculture in India is increasing its focus on the benefits of organic foods and aligning organics with the culture and foods of India. Over the past decade, agriculture in India has nearly tripled the production of organic food to meet demand. Organic foods are promoted as superior and safer options for today's health-conscious consumer. Manufacturers of organic food claim it to be pesticide-free and better in terms of micronutrients. Consumers have to pay heavily for these products – and they are willing to provided they are assured of the claimed advantages. Scientific data proving the health benefits of organic foods, especially in children are lacking. Indian Government has developed strict guidelines and certification procedures to keep a check on manufacturers in this financially attractive market.

Key words: Organic, pesticides, Environment, Conventional food

Introduction

Concerns regarding quality of food are on the rise. A surge in diseases like cancers and atopic disorders has motivated health professionals, consumers, and policymakers to look for safe and healthy lifestyle measures. Organically grown foods are being promoted as a promising alternative by their manufacturers and certain activists and lobbies concerned with human health, environment and animal welfare. As a result, the market is flooded with a variety of organic foods, including fruits, vegetables, cereals, dairy products and baby foods. Nutrition and safety are two important aspects that prompt the consumers to prefer organic over conventional foods. Making a commitment to healthy eating is a great start towards a healthier life. Beyond eating more fruits, vegetables, whole grains, and good fats, however, there is the question of food safety, nutrition, and sustainability. How foods are grown or raised can impact both your health and the environment. This brings up the questions: What is the difference between organic foods and conventionally grown foods? Is 'organic' always best? Are GMOs safe? What about locally grown foods? The term 'organic' refers to the way agriculture products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as 'organic'.

Organic crops must be grown in soil, have no modifications, and must remain separate from

conventional products. Farmers are not allowed to use synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers. Organic livestock must have access to the outdoors and be given organic feed. They may not be given antibiotics, growth hormones, or any animal-by-products.

Objectives

1. To study the advantages and benefits of organic foods
2. To analyse the consumer interest against organic foods

Methodology

The study is based on Primary data, and secondary data. Convenient sampling method is applied.

Hypothesis Framed

There is no mean difference between gender of respondents and their level of interest towards organic food products.

There is no mean difference between income level of respondents and their level towards organic food products.

2017-18-4
2015-16

RAC Journal of Research 1(14): (5 - 7) 2017

A CONCEPTUAL STUDY ON STRESS MANAGEMENT

Muhammad Anis Fathima K

Department of Commerce (Finance), Sadakathullah Appa College, Tirunelveli.

Abstract

Stress is often described as a feeling of being overloaded, wound uptight, tense and worried. We all experience stress at times. It can sometimes help to motivate us to get a task finished, or perform well. Stress is the result produced when a structure, system or organism is acted up on by forces that disrupt equilibrium or produce strain. "Workplace stress" has harmful physical and emotional response that can happen when there is a combination of high demands in a job and a low amount of control over the situation. Stress is your body's way of responding to any kind of demand. It can be caused by both good and bad experience. This study gives knowledge about stress, its causes and steps to overcome them

Key Words: Stress, Symptoms, Precautions

Introduction

The word stress is derived from the Latin word *Stringere* which means to draw tight. Stress has become an inevitable part of our lives. Stress arises as a result of our relations with the constantly changing environment and our adaptation to it. Stress as a concept has become a word not only used in physics, medicine, psychology and management sciences but also in educational administration. When people feel stressed by something going around them, their bodies react by releasing chemicals into the blood. These chemicals give people more energy and strength, which can be a good thing if their stress is caused by physical danger. But this can be a bad thing, if their stress is in response to something emotional and there is no outlet for this extra energy and strength. Stress varies based on the individuals and situation. Most situations are temporary, although there are situations where stress can last for a long time.

Stress management refers to the wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, especially chronic stress, usually for the purpose of improving everyday functioning. Many practical stress management techniques are available, some for use by health professionals and others, for self help, which may help an individual's reduce his levels of stress, provide positive feelings of control over one's life and promote general well-being.

Objectives

- To find out the stress creators
- To identify different methods and techniques to reduce stress

Types of stress

General stress: Everyone has this kind of stress.

It will solve in one or two days

Cumulative stress: It causes severe physical problems

Acute Traumatic stress: A normal reaction to an abnormal situation

A STUDY ON CONSUMER PREFERENCES OF SAMSUNG MOBILE IN TIRUNELVELI CITY

Omeray Farook J.A.M.

Department of Commerce (Finance), Sadakathullah Appa College, Palayamkottai, Tirunelveli
Mail Id jamfarook@gmail.com

Abstract

The mobile phone is one of the most essential things of people. It takes much convince for people. A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It can connect to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station. In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short, range wireless communications such as infrared, Bluetooth, business applications, gaming and photography.

Introduction

Samsung Group is a South Korean multinational conglomerate company headquartered in Samsung Town, Seoul. It comprises numerous subsidiaries and affiliated businesses, most of them united under the Samsung brand, and are the largest South Korean chaebol (business conglomerate).

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades the group diversified into areas including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987, Samsung was separated into four business groups Samsung Group, Shinsegae Group, CJ Group and Hansol Group. Since the 1990s Samsung has increasingly globalized its activities, and electronics,

particularly mobile phones and semiconductors, have become its most important source of income.

Notable Samsung industrial subsidiaries include Samsung Electronics (the world's largest information technology company measured by 2012 revenues, and 4th in market value), Samsung Heavy Industries (the world's 2nd largest shipbuilder measured by 2010 revenues), and Samsung Engineering and Samsung C&T (respectively the world's 13th and 36th-largest construction companies). Other notable subsidiaries include Samsung Life Insurance (the world's 14th- largest life insurance company), Samsung Ever land (operator of Ever land Resort, the oldest theme park in South Korea), Samsung Techwin (an aerospace, surveillance and defense company) and Chell Worldwide (the world's 15th-largest advertising agency measured by 2012 revenues).

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A STUDY ON CUSTOMER SATISFACTION TOWARDS SUN NETWORK IN
TIRUNELVELI CITY

J.A.M.OMERAYFAROOK, Asst Prof in Commerce (Finance),
Sadakathullah Appa College, Palayamkottai, Tirunelveli



ABSTRACT

The prestigious history of Indian Satellite television has envisioned the development of audio visual media in the nation. In recent times, Indian Satellite television is said to be in close amalgamation with the private channels that offers all kinds of entertainment and educational shows in a perfect dazzling presentation. The Indian television or the small screen has achieved strata of indispensability. As the customer viewing preferences are changing, demand for higher quality video is increasing and to compete with DTH operators, the operator are planning to have Multi-platform distribution like Digital Cable, IPTV, Mobile TV and New Media. In this scenario, the operators need to have a centralized SMS and billing system to manage their hybrid networks. In this research paper the author tries to find out the customer satisfaction towards Sun Network in Tirunelveli city.

Introduction

Today Communications has become easy and effective. We can talk people to in different places through the telephone and mobile phone. Internet connectivity enables us to convey messages within short time. The satellites that go round the earth connect the different parts of world. What happens in one corner of the world reaches the other corner in seconds. In addition to these three levels of communications, we also participate in another level when we read newspapers, magazines (or) books, listen to radio, and watch cinema (or) television, etc. Here the situation is different from the earlier three levels of communication. Through newspaper, magazines, radio, TV, and films, etc messages reach very large masses of people.

Sun TV Network Limited

Sun TV Network limited is an Indian Mass Media Company headquartered in MRC Nagar, Chennai, Tamil Nadu. It is a part of Sun Group. It has been named as Asia's most profitable media corporations and the largest TV Network. Established on April 13, 1993, it created and owns a variety of televisions channels and radio stations in multiple languages covering all Indian States. Its flagship channel is Sun TV which was the first fully privately owned Tamil channel in India When it emerged. Sun TV Networks are the owners for an Hyderabad based IPL Team, Taken over the Deccan from 2012. The team will be known as the Sun Risers from the 2013 season of the Indian Premier league. The company is owned by Kalanidhi Maran, who is the Chairman and managing Networkor who was recently awarded the CNBC Business Excellence Award in 2005 Kalmadiaserivespvt.ltd.

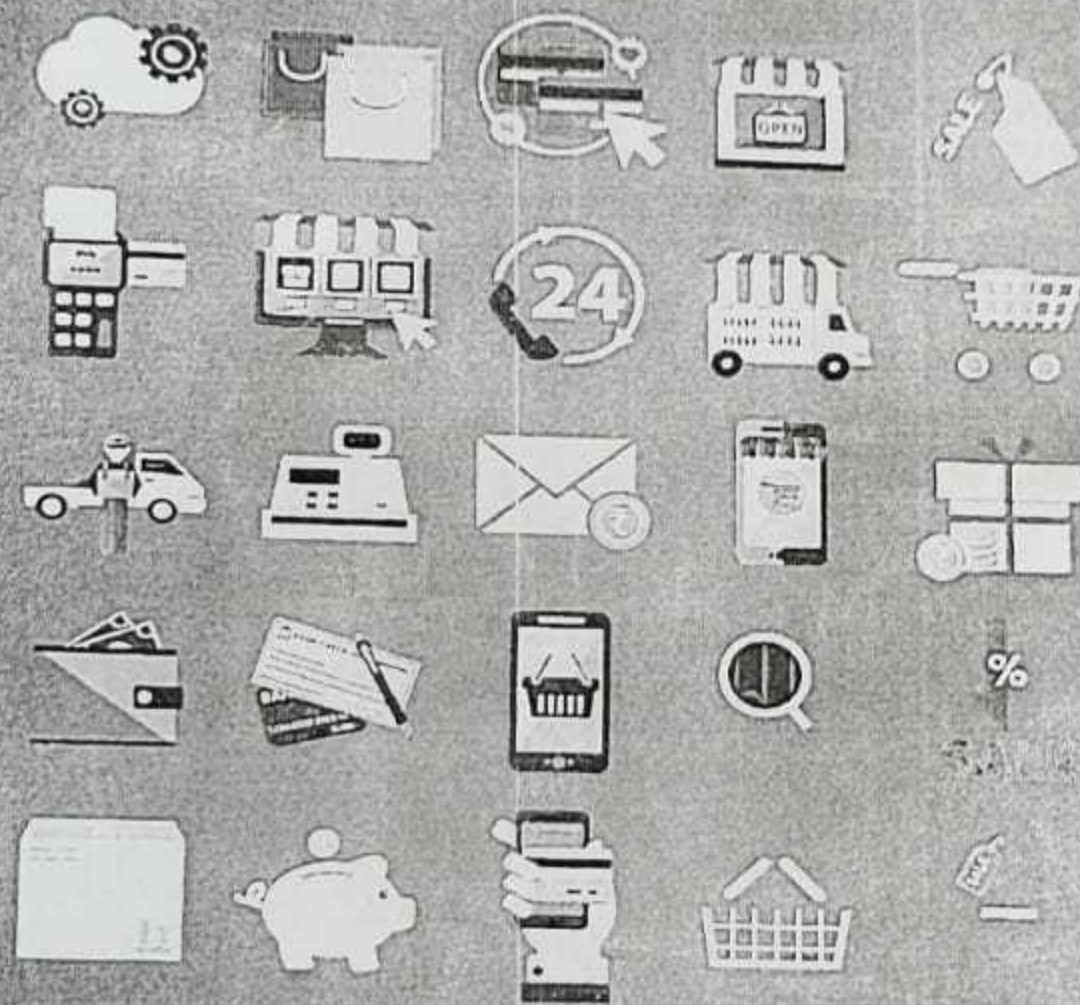
- 33 TV channels across Indian Languages
- 8SD channels and 3 HD channels in Tamil
- 8SD channels and 1 HD channels in Telugu
- 7SD channels in Kannadu
- 6 SD channels in Malayalam
- 45 Radio stations across all India
- 2 Daily Newspapers in Tamil
- 5 Magazines in Tamil
- Sun pictures, one of the leading film production and distribution company
- Sun Network, one of India's leading DTH companies also first to carry HD channels in India.
- Sumangali cable vision (SCV) – Multi Syster operators(MSO)
- Sun Distribution Services Private Limited – to distribute its channels.
- Sunrisers Hyderabad.

Objectives of the study

Based on the proposed research model, the present study confines its objectives

1. To examine the customer awareness about sun group services.
2. To exhibit the customer satisfactions and loyalty towards sun group services.
3. To evaluate the impact of service quality of various satellite, FM, and Newspaper providers on

BUSINESS TRENDS AFTER THE DEMONETIZATION IN INDIA



Dr. A. HAMIL

K. AHAMED ANIS FATHIMA

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A STUDY ON EMPLOYEE'S SATISFACTION LEVEL WITH SPECIAL REFERENCE TO E-CARE (INDIA) PVT LTD, TIRUNELVELI BRANCH

K.Ahamed Anis Fathima, M.Com., M.Phil., M.B.A.,

Research Scholar, Assistant Professor Department of Commerce, Sadakathullahi Appa College, Tirunelveli

Abstract

HRM is relatively modern concept which involved a range of human ideas and practice in management people. It is the organisational function that deals with issues related to people such as competition, performance, Management, organisation development, safety, wellness, benefits, employee, motivation, communication, administration and training. Employee satisfaction is essential to the success of any business. Thus keeping employees satisfied with their careers should be a major priority for every employer. Being employee's satisfaction has given utmost importance in any kind of industries in the economy; E-Care India is a well-established health care industry in India, one of the leading medical billing companies started in 2000. About a decade and half later, E-Care has grown to be one among the global leaders in providing quality medical billing offshore services to united states. This study is made to know satisfaction level and the factors motivates the employees.

Keywords: Employees, Motivation, Satisfaction, attitude

Introduction

E-care India is one of the leading medical billing companies in India that provides complete medical billing solutions and coding services. E-care is a pioneer in offshore medical billing, having started in the year 2000 – one of the first few to offer medical billing from India at that time. Today, E-care has grown to 1,000+ people and 3 delivery centres that provide Disaster Recovery and Business Continuity provisions-care possesses twin ISO certifications – ISO 9001:2008 for our operational processes; and ISO 27001:2013 for ISMS (Information Security and Management systems) that together assure some of the highest security levels in the way PHI is handled, making e-care compliant with the latest HIPAA rules. E-care is unique amongst offshore medical billing and medical coding companies, in that it works with clients of all sizes-no client is too small or too large and they all get the same level of attention. While we have the scale and resources of a large offshore medical billing company, we also ensure that we have the agility and flexibility of a small company to provide dedicated and focused services for all our clients.

Objectives

- To measure the satisfaction level of the employees.
- To study the employees perception towards organization.
- To study the attitude of the employees towards their work.

Statement of the Problem

Employee are the assets of any organization. It is through the employees the organization achieves its objectives. It is very important from the organization point of view keep them satisfied. The purpose of study is to understand the level of satisfaction among the employees E-care India Pvt Ltd. Tirunelveli branch and suggest the area for improvement if any.

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SADAKATH : A RESEARCH BULLETIN

K.AHAMED ANIS FATHIMA

**A STUDY ON THE IMPACT OF ADVERTISING ON FEMALE CONSUMERS'
BUYING BEHAVIOR IN TIRUNELVELI CITY.**

K.Ahamed Anis Fathilma

ABSTRACT

Almost everyone grows up in the world which is flooded with mass media. Impact of advertising on female consumers becomes significant because most of the household purchases are being done by female consumers. Without advertising modern society cannot survive. Advertising is an important tool of promotion that can create wonders with beautiful words to sell product, service and also ideas. Advertising has acquired great importance in the modern India characterized by tough competition in the market and fast changes in technology, and fashion and taste of customers. This research focuses on the impact of advertising media on female consumers' buying behaviour.

Key words: Advertising, Consumer behaviour, Loyalty

INTRODUCTION

Advertising media means a media where advertisement can be placed. Advertising is the internal part of every day's life. Media can be in print, broadcast or in electronic format (Internet). Advertisement has acquired great importance in the modern world tough competition in the market and fast changes in technology, we find fashion and taste in the customers. Advertising consists of all activities involved in presenting to an audience a non -personal, sponsor -identified, paid -for message about a product or organization. Advertising has become essential to promote sales, to create good public, to introduce a new product, for large scale of production, for educating people etc. A few years ago marketers needed to be aware of only a few media outlets, today 's marketers must be well versed in a wide range of media options. The reason for the growing number of media outlets lies with advances in communication technology, in particular, the internet.

The principle aim of consumer behaviour analysis is to explain why consumers act in particular ways under certain circumstances. It tries to determine the factors that influence consumer behaviour, especially the economic, social and psychological aspects

Ph.D Research scholar, Asst.Prof.Dept. of Commerce, Sadakathullah Appa College, Tvl .11

23. A STUDY ON BUYERS BEHAVIOR IN SELECTING WOMEN READYMADE GARMENTS WITH SPECIAL REFERENCE TO TIRUNELVELI CITY

Dr. A. Hamil, Associate Professor, P.G & Research Centre in Commerce, Sadakathullahi
Appa College, Tirunelveli.
K. Ahamed Anis fathima, Asst prof Dept of Commerce, Sadakathullahi Appa
College, Tirunelveli -11

ABSTRACT

The Textile Industry occupies a vital place in the Indian economy and contributes substantially to its exports earnings. India is a diverse country with different cultures, cast and creed. Therefore, the choice is also differ from person to person. Today, the consumption is no more a process due to the need of consumers but, in accordance with the wishes of consumers has become an evolving process. Therefore in terms of marketing, consumer behaviour in order to define their influence has become necessary to examine the factors that remain. The process of the human consumption which has been presented from the beginning was initially an activity that must be fulfilled for the rest of life, whereas today, it has been the goal of life. This study is focusing on females buying behaviour during the purchase of their garments. Now, it is important for marketing people to know about their preferences according to age group and occupation. Other factors like culture, tradition and occasions are also playing the major role in female buying behaviours

Keywords: (Readymade garments, buying behaviours, preferences)

INTRODUCTION

The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for both skilled and unskilled labour in textiles. The textile industry continues to be the second-largest employment generating sector in India. The first readymade garments factory was established in New York in 1831. During the American Civil War the need for readymade uniforms helped garments sector grow in the United States. Near the end of the nineteenth century there were changes in the societal view towards readymade garments. They were no longer seen as only for the lower classes but also for middle classes. This trend started in the United States. In the beginning they were more popular with men than women. There was textile trade in India during the early centuries

MEANING OF READYMADE GARMENTS

Readymade garments are mass produced finished textile products of the clothing industry. They are not custom tailored according to measurement, rather generalized according to anthropometric studies. They are made from different fabrics and yarns. Their characteristics depend on the fibers used in their manufacture.

OBJECTIVES

To study the general pattern of buying behaviour of women during purchase of their garments
To study the factors influencing their purchase.

SCOPE OF THE STUDY

The scope of the present study is confined to an analysis of the attitude of women's in selecting readymade garments in reference with Tirunelveli city.

2. A Study on Consumer Perception towards Male Apparel Fashion Brands in Tirunelveli

K. Ahamed Anis Fathima

Research Scholar, Sadakathullah Appa College, Tvl-11.

Abstract

A Brand is a main component of a product which is directly reflect on consumer preference .It is vital to generate a original brand , these brands may add competitive advantages and remain permanent. As creating brand is treated as costly process attention must be made before creating the brand ,lot of observation is needed as the brand value to be formed in the future based on marketing criteria. This study is conducted with the aspect of studying consumer perception towards male apparel brands

Introduction

In shaping apparel consumerism apparel fashion plays an vital role. Fashion having changes as in western countries , fashion Technology ,ideas, styles are changing very fastly. Companies are working very innovatively to attract the customers towards their brand .These develop buying behaviour and positive attitude towards their brands . Every one wish to wear according to the trends of new fashion . Fashion trends are influencing the fashion appare market.Indian textile industry is playing an important key role in the economic development and growth of the country.

Objectives

- To study and analyze the brand preference of Male in buying branded apparels in Tirunelveli city.
- To study the factors which influence the buying behavior of male on branded apparel
- To study the impact of branded apparels on the youth

Statement of the Problem

Nowadays quality products are being purchased by the customer. Quality of product must be maintained .Due to many reason poor quality products are rejected by customer and they welcoming branded product. To find out the expectation of the customer present has been undertaken.

35. A STUDY ON CUSTOMER SATISFACTION OF U.S PALA MUTHIR SHOLAI FRUITS SHOP IN TIRUNELVELI JUNCTION.

J.A.M.OMERAY FAROOK, Assistant Professor of Commerce, Sadakathullah Appa College, Palayamkottai, Tirunelveli.

J.A.S.MOHAMED EHYA, Assistant Professor of Commerce, Sadakathullah Appa College, Palayamkottai, Tirunelveli.

INTRODUCTION

In our study helps in buying of fruits Sales and services in store by U.S PAZHAMUTHIR SHOLAI IN TIRUNELVELI JUNCTION fruits shop choosing the particularly this fruits shop, if we are needs fruits we go to Junction to buy the fruits from this shop. Purchasing of fruits, consumers can choose different fruits based on categories, direct payments, quick and home delivery services. The directly buying fruits of good quality of fruits and imported fruits available in this shop.

In day to day life, we will be meeting this time air pollution, water pollution, work tension, etc. So reduce health and increasing health problems. The good solution for these problems, Doctor's suggests takes vegetables and fruits. Currently this time most of the people are affected by blood sugar, some fruits may help blood lower in sugar, but they may still affect our blood sugar levels. You can use the glycemic index to figure out which fruits and veggies will have the greatest effect on your blood sugar. Fruits lower the glycemic index include apples, grapefruits, pears, dates and prunes.

Fruits provide you with natural sugars, dietary fiber, vitamins, minerals and other important micronutrients. Although fruits are also important for healthily nutrition plan, certain types of fruits have some potential disadvantages.

So, fruits are also important for man's life. These proposals helps in buying various fruits, imported fruits and seasonal for fruits purchasing in this shop in junction bus stop in Tirunelveli.

Objective of the study:

- To find out the facilities and features of this fruits shop.
- To find out the reasons for customers preference to this fruits shop.
- To find out the satisfaction of the customers to this fruits shop.
- To offer, gift to provide the functioning of this fruits shop.
- To find out the uses of buying fruits this fruits shop.

STATEMENT OF THE PROBLEM

Purchasing fruits in this fruit store and go home or other places to taste the fruits, some fruits are rotten. Doesn't change of the rotten fruits and it can be not used by the buyer. These are some fruits which changes to rotten fruit with in a short time. Sometime some fruits are unnatural fruits, eating this type of fruits will cause danger to the person in the person. You can use the door delivery, in the same time another person can also use the door delivery option, in these cases the parcels may be changed which may differ in quantity and quality.

SCOPE OF THE STUDY

This study is concerned with the Customer Satisfaction of U.S Pazhamuthir Sholai fruits shop in Junction. An attempt is made to study the satisfaction customer in buying fruits in this

OCCUPATIONAL HEALTH AND SAFETY

J.A.M.OMERAYFAROOK, Asst Prof in Commerce (Finance)
SadakathullahAppa College, Tirunelveli

J.A.S.MOHAMEDDEHYA, Asst Prof in Commerce (Finance)
SadakathullahAppa College, Tirunelveli



ABSTRACT

Safety – the freedom from unacceptable risk from harm. Health – the term ill health includes acute and chronic physical or mental illness which can be caused or made worse by physical, chemical or biological agents, work activities or environment. Accident – an undesired event resulting in death, ill health, injury, damage, environmental loss or loss. Incident – an undesired event that does not result in any harm or loss. Incidents are often referred to as near misses. Some organisations refer more accurately to 'incidents' as 'near hits'. The Labour Ministry formulates national policies on occupational safety and health in factories and docks with advice and assistance from Directorate General of Factories, Advice Service and Labour Institutes (DGFASLI), and enforces its Policies through inspectorates of factories, inspectorates of dock safety. DGFASLI is the technical arm of the Ministry of Labour & Employment, Government of India and advises the factories on various problems concerning safety, health, efficiency and well-being of the persons at work places. The DGFASLI provides technical support in formulating rules, conducting occupational safety surveys and also for conducting occupational safety training programs.

Introduction

Occupational safety and health (OSH), also commonly referred to as occupational health and safety (OHS), occupational health, or workplace health and safety (WHS), is a multidisciplinary field concerned with the safety, health, and welfare of people at work. These terms of course also refer to the goals of this field, so their use in the sense of this article was originally an abbreviation of occupational safety and health program/department etc.

The goals of occupational safety and health programs include to foster a safe and healthy work environment. OSH may also protect co-workers, family members, employers, customers, and many others who might be affected by the workplace environment. In the United States, the term occupational health and safety is referred to as occupational health and occupational and non-occupational safety and includes safety for activities outside of work. Actors and conditions that can affect the well-being of persons within the workplace, i.e. employees, contractors, temporary workers and visitors.

Fire Accident:

Fire/Combustion:

i) A chemical reaction or series of reactions involving the process of oxidization, producing heat, light and smoke. There are two classes of fire: conflagration (where combustion occurs relatively slowly) and detonation (where combustion occurs instantaneously)



ii) Fire is a rapid chemical chain reaction is called combustion.

Methods of Fire Control - There are three methods for controlling the fire

- § Starvation
- § Smothering/blanketing
- § Cooling

Starvation - Removing of fuel from the fire is called starvation.

Smothering/Blanketing - Removing of oxygen from fire is called smothering or blanketing.

Cooling - Removing of heat from the fire is called cooling.

How to put-off fire:

- § PASS is the standard code of put-off fire by using extinguisher.
- § Pull the pin.
- § Aim at the base of the fire from about 8 feet away.
- § Squeeze the handle.
- § Sweep from side to side at the base of the fire until it is out.

Confined space works - Confined space means a space that has any of the following characteristics:

- § Limited openings for entry and exit;
- § Unfavorable natural ventilation;
- § Not designed for continuous worker occupancy.

A STUDY ON TAXATION AWARENESS AND PERCEPTION AMONG MBA STUDENTS IN PALAYAMKOTTAI

K. Ahamed Anis Fathima¹

Abstract

This paper is carried out to understand the awareness of taxation in India amongst the student of Master of Business management with special reference to Palayamkottai. MBA graduates enter into business world in the management cadre where they are expected to take lot of business decisions which has financial implications. When the decisions are in Indian context, taxation structure in India is an integral part of it. Sound knowledge about the countries tax policy helps in decision making. Keeping the objectives in the mind to understand the current level of awareness and some measures to improve it the research was carried out.

Introduction

According to professor Dr. Sommerfeld, he concerted that taxation has become an education's orphan (Sommerfeld, 1996). He added that taxation should be taught rather than just practiced and learned. He further suggested higher institution can offer unique perspective on tax subject to all students. In Malaysia, as mentioned by Barjoyai (1992) and H0 (1992) suggested the implementation of tax education into academic curriculum regardless of the students' academic disciplines of plying tax one day. Thus, all future tax payers need to be equipped with enough tax knowledge at schools or tertiary in order to make them more tax literate.

Business managers with inadequate tax knowledge may suffer in business decisions and as whole the economy of the country in turn. The direct taxes are influencing income earners, but indirect taxes are inflicting every common citizen of the country and have great social impact. Taxation is one of the important areas which affect the profitability of the business when it comes to returns on investments. Business activity or rendering of services in India, exporting and importing products or services in India attract different types of taxes at different points of time. There is no single point tax provision in India due to this unawareness of taxes may lead to tax avoidance or tax evasion. How so ever unintentional it is, it will attract penal provisions and various enforcement actions.

Perception

The study of perception is concerned with identifying the process through which we interpret and organize sensory information to produce our conscious experience of objects and relations. Perception is the process of receiving information about and making sense of the world around us. It involves deciding which information to notice how to categorize this information and how to interpret it within the frame work knowledge.

¹ Assistant Professor of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli - 627011.

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INDIAN BUSINESS AND ECONOMIC TRANSITIONS IN THE GLOBAL SCENARIO

Dr. A. Hamil
Dr. S.M.A. Syed Mohamed Khaja
Dr. K. Sheik Mydeen
Dr. A. Jesuraj
K. Ahamed Anis Fathima

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AN ANALYSIS OF FACTORS AFFECTING BUYING BEHAVIOR OF WOMEN ON READYMADE GARMENTS IN TIRUNELVELI MUNICIPAL CORPORATION

Dr. A. Hamil¹

K. Ahamed Anis Fathima²

Abstract

The present study focuses on identifying the factors that affect buying behavior of women especially in readymade garments. Now-a-days it is important for the marketers to have an idea about the consumers preferences according to their age group and occupation. In female buying behaviors major role are played by other factors like culture, tradition and occasions. Our country is folded with different cultures, cast and creed. The choice and preference of individuals are different. Today, the consumption is made accordance with the preference of consumers.

Keywords: Garments, Preference

Introduction:

The buyer behaviour plays an important role in the success of Readymade Garments. Therefore, every retail Readymade Garment stores should know what kind of Readymade Garment is preferred by the buyers particularly women.

Meaning of readymade garments: Readymade garments are mass produced finished textile products of the clothing industry. They are not custom tailored according to measurement, rather generalized according to anthropometric studies. They are made from different fabrics and yarns. During manufacturing characteristics depend on the fibers used in.

Factors influencing Buyer Preference:

The Behavior of buyer is depended on number of factors which may be economic or non-economic factors and are depended upon economic factors such as income, price, psychology, sociology, culture and climate. Therefore the study depends upon all this science and study of buyer behavior.

Statement of problem:

At present there is large number of garments store that creates a huge confusion among the buyers in selecting their garments. So we thought that this topic will have a greater scope in the present's scenario. We are also concerned about the factor that makes women in selecting their garments

¹ Associate Professor and Head, PG and Research Department of commerce
Sadakathullah Appa College (Autonomous), Tirunelveli - 627011, Affiliated to
Manonmaniam Sundaranar University

² Ph.D. Scholar, Reg no 12056, PG and Research Department of commerce
Sadakathullah Appa College (Autonomous), Tirunelveli - 627011, Affiliated to Manonmaniam

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A STUDY ON CUSTOMERS BEHAVIOUR OF WOMEN TOWARDS BOUTIQUES SHOP IN TIRUNELVELI CITY

Dr. A. HAMIL

Head, P.G& Research Dept of Commerce

Sadakathullah Appa College

K. AHAMED ANIS FATHIMA

Ph.D Research Scholar Reg .No.12056

Sadakathullah Appa College,

Rahmath Nagar .Tol-11

Affiliated to Manonmaniam Sundaranar University,
Tirunelveli

Abstract

In India clothing may varies ,it depend up on the different ethnicity, geography, climate and cultural traditions of the people of each region of India .Historically , male and female clothing has evolved from simple Langotas , Dhoti , Saree , Gamaccha , and loincloths to cover the body to elaborate costumes not only used in daily wear but also on festive occasions .In this article a study is made to know about the buying behavior of women on boutique shops in tirunelveli city .Key words: (Boutique , Behavior, preference)

Introduction

A boutique is "A small store that sells stylish clothing, Jewellery or other usually luxury goods". The word is French for "Shape" which derives ultimately from the Greek apotheke or "Storehouse".The term Boutique and also designer refer (with some differences) to both goods and services which are containing some element that is claimed to justify an extremely high price, itself called boutique pricing. As with the fine art market and the use of art in money laundering schemes, National Governments have to be concerned with boutique shops and the high pricing of boutique goods or instruments in fraud and other financial schemes

Objectives of study

- To find out the facilities and features of the boutique shop .
- To analysis the reasons consumer preference towards boutique shop.
- To study the satisfaction level and the problems faced by the consumers towards boutique shop.

A STUDY ON JOB SATISFACTION OF SELF-FINANCING COLLEGE TEACHERS IN SIVAKASI

Dr. M. Syed Sulalga Benazir¹

Abstract

Every individual has some needs and desires that need to be fulfilled. Any job which fulfils these needs provides satisfaction. Satisfaction is one's job induces motivation and interest in work, which creates pleasure or happiness from the job. The job satisfaction of college teachers is not in the hands of management alone. It includes management, teachers and government policies. A workable co-operation among these groups can produce the desired level of job satisfaction.

Keywords: Job Satisfaction, Teachers, Salary.

Introduction:

Job satisfaction means measurement of excellence in work given by the workers. Job satisfaction is a part of life satisfaction. To achieve industrial efficiency, job satisfaction of employee is necessary. Job satisfaction refers to an employee's general attitude towards his job.

Statement of the Problem:

Job Satisfaction has been an issue of great interest for many people in view of its positive implications regarding behavior of the satisfied teachers are distinguished from dissatisfied teachers. Teachers who are satisfied with the job they are having positive opinion of the job. In this study an attempt has been made, to study how far the teachers are satisfied with their jobs and working conditions. It would bring out their problems and solutions.

Scope of the Study:

The present study has to attempt to investigate the attitude of the self-financing teachers in colleges in Sivakasi about job-Satisfaction. It provides scope for further analysis of the issue and to provide measures and means for a better job satisfaction for good teaching.

Objectives of the Study:

- 1) To identify the factors influencing the job satisfaction of college teachers in Sivakasi.
- 2) To know the satisfaction of the salary level of college teachers in Sivakasi.
- 3) To give suitable Suggestions on the basis of the findings of the study.

Sources of Data:

In this study both primary and secondary data are used.

Sampling Design:

In this study a simple random sampling technique is used. The size of the sample is 50.

¹ Assistant Professor, Department of Commerce (Finance), Sadakathullah Appa College (Autonomous), Tirunelveli - 627 011.

18-19

A study on buyer perception and preferences of various Brands of Shampoo in Tirunelveli District

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A STUDY ON BUYER PERCEPTION AND PREFERENCES OF VARIOUS BRANDS OF SHAMPOO IN TIRUNELVELI DISTRICT

G. Velammal Selvi ¹

Dr. K. Sheik Mydeen ²

Abstract

Byer is the best - the declaration passes on critical truth in it. Nowadays the achievement of any firm depends on the satisfaction of clients. For satisfying the clients the firm ought to comprehend the direct of the purchasers. Clients or the purchasers are huge assets for any affiliation like the final word objective of anything or organizations. Therefore, the accomplishment of any affiliation depends on the satisfaction of the buyers, if not they'll change to different brands. To hold customers, affiliations must be compelled to see their direct and take a gander at to satisfy them. Today the chemical business focus is very jam-stuffed and masterminded action by then changed associations try to get the market with their forefront understanding. Every creation is different by significance, cost, fragrance, volume, wrapping and as such the like. Along these lines, it ends up being incredibly critical to perceive what factors square measure affecting the buyers a lot towards a brand. So, the market may be reviewed to understand the grounds and conditions lauding the buyer for slanting toward a specific total. This examination principally centers around understanding the external components like measurement, social, social, esteem, quality, thing attributes, etc. for procuring Shampoo.

Keywords: Jam-packed, invention, wrapping, behaviour

Introduction

Motive behind the efficient selling is to increase the business of any concern. Selling is depicted in light of the fact that the social control method through that stock are facilitated with business segments. The accomplishment of the business associations hugely depends on in any case best they serve and satisfy their customers. Selling involves managing thing and organizations made or non-inheritable for business reason could in like manner be clients' stock like chemical, cleaning agent, hair oils and thusly the like. The chemical publicize these days is fantastically forceful. This in all cases competition ends up in continued with changes, due to a bigger than common total of cash is spent by organizations in examination and improvement. The associations, that make sense of how to offer additional tendency for the inclinations of purchasers alone, can succeed. As such, knowing the purchasers' lead and what's inside the cerebrums of buyers is fantastically major to get the market. Considering the imaginative movements and its lively access to everyone, customers are getting biased

¹ Ph.D. Scholar (Commerce), Reg.no. 19111191012015, Sadakathullah Appa College, Tirunelveli. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli - 627012. Tamil Nadu, India.

² Assistant Professor and Head, Department of Commerce (Finance), Sadakathullah Anna College, Tirunelveli. Affiliated to Manonmaniam Sundaranar University,

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UGC APPROVED JOURNAL

A STUDY ON SATISFACTION OF ENTREPRENEURS TOWARDS GOVERNMENT INITIATIVES FOR SKILL DEVELOPMENT AT TIRUNELVELI CITY

Dr. K. SHEIK MYDEEN

Head and Assistant Professor,

Department of Commerce (Finance),

SadakathaulahAppa College, Tirunelveli.

Affiliated to ManonmaniamSundaranar University,

Abishekapatti, Tirunelveli

Tamil Nadu, India.

sheikdr962@gmail.com

Abstract

Entrepreneur is a person who can make his/her business in their own way. Normally, the innovative ideas will become a new business entity and there is an entrepreneur for running that business. For each and every business assistance and guidance is needed to run in a successful and in an effective way. And these assistance and guidance may be in the form of finance, basic rules, technical know-how, and recent developments in technology. Besides these, finance is playing a vital role in every business entity. So, for that purpose the government and other financial institutions may assist entrepreneurs for developing or inaugurating their business. In this article, the major initiatives provided by government for entrepreneur and the various skill development programmes organized to develop the skill of entrepreneur are defined. As this is a research paper, hence 40 entrepreneurs are selected as sample for collection of data. Percentage, weighted average and chi-square analysis are used for evaluation of collected data.

Key words: assistance, initiatives, skill development, vital role.

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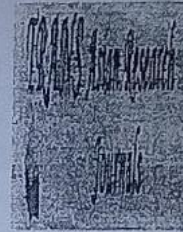
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Asian Journal of Multidimensional Research (AJMR)

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UGC APPROVED JOURNAL



A STUDY ON WORKERS SATISFACTION TOWARDS TRAINING AND SKILL DEVELOPMENT PROGRAMMES CONDUCTED BY ONGC WITH SPECIAL REFERENCE TO FUEL STATION ATTENDANT AT TIRUNELVELI CITY

G. VELAMMAL SELVI

Ph.D. Full Time Research Scholar (Commerce),

SadakathaulahAppa College, Tirunelveli.

Affiliated to ManonmaniamSundaranar University,

Abishekapatti, Tirunelveli.

Tamil Nadu, India.

gvelammal.selvi@gmail.com

Dr. K. SHEIK MYDEEN

Head and Assistant Professor,

Department of Commerce (Finance),

SadakathaulahAppa College, Tirunelveli.

Affiliated to ManonmaniamSundaranar University,

Abishekapatti, Tirunelveli

Tamil Nadu, India.

Abstract

India, each and every industry is run by the use of man power. For better utilization of man power, the company/industry may need a high level job satisfaction and cordial co-ordination among the employees. The biggest fuel suppliers like HPC, IOCL and BP are under the control of ONGC. In last few years ONGC conducted many training and skill development programmes for the fuel

18-19 march

A STUDY ON CONSUMER PREFERENCE OF REDMI MOBILE IN TIRUNELVELI CITY

T.K. Asan Mydeen ¹Dr. K. Sheik Mydeen ²

Abstract

This is an empirical study based on a survey method. There are two segments of buyers – the personal buyer and the commercial buyer. While the personal buyer buys things for his own personal and family consumption, the commercial buyer who buys things for manufacturing other products or for reselling or for use in the running his enterprise. The present study has been undertaken with the objectives, namely to identify the socio-economic profile of sample respondents, to analyze the factors influencing the customer to preference of Redmi mobile, customer satisfaction of Redmi mobile, to find out the difficulties faced by the respondents and to offer suggestion for the difficulties faced by the respondents and to offer suggestion for the customer to preference of Redmi mobile.

Keywords: consumer, Redmi Mobile.

Introduction

The mobile phone is one of the most important things of people. It takes much convince for people. A mobile phone is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station. In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short range wireless communications such as infrared, Bluetooth, business applications, gaming and photography.

Statement of the problem

This study has been considered in order to understand the level of customer satisfaction of various mobile phone offered by Redmi. The Redmi offers various mobile phone and other electrical goods in Tirunelveli region. This study aims as to ascertain the customer satisfaction of Redmi Company to know about various mobile phones in Tirunelveli region. The project titled "A Study on Consumer Preference of Redmi Mobile in Tirunelveli City" has been considered as important study in their respect.

¹ Research Scholar, (Reg. No.18121191011007) PG & Research Department of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli – 627 011, Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627 012, Tamil Nadu.

² Assistant Professor & Head, Department of Commerce (Finance), Sadakathullah Appa College (Autonomous), Rahmath Nagar, Tirunelveli – 11.

CUSTOMERS' AWARENESS TOWARDS GREEN BANKING PRODUCTS WITH REFERENCE TO TIRUNELVELI TOWN

B. Jarinaa¹ & Dr. K. Sheik Mydeen²

¹Reg.No: 18111191012009, Ph.D Research scholar, Sadakathullah Appa College, Tirunelveli.

²Assistant Professor & Head, Department of B.Com (Finance), Sadakathullah Appa College,
Rahmath Nagar, Tirunelveli.

ABSTRACT

Banking sector plays a vital role in economic growth as well as environmental protection by promoting environmental friendly practices. The concept of Green Banking is promoting Eco Friendly practices and reducing carbon foot print from banking activities. Bank has initiated green banking products like online banking, mobile banking instead of using branch banking. By using these Green Banking products the customer can avoid driving to visit bank, so there is no pollution emission and no paper base transaction. The Present study focuses the Customers' Awareness on Mobile Banking and Online Banking and to Analyze the Customers' Awareness and Green Banking Products Practices with special reference to Customers from Various Banks in Tirunelveli Town.

Keywords: Green banking Products, Customer Awareness and Green Banking Product Practices.

INTRODUCTION

Green banking is a relatively new development in the financial world. The activities of the banks are associated with environmental protection and sustainable development. The concept of green banking refers to overall reduction of external carbon emission and internal carbon foot prints. Bank can reduce the internal carbon footprint through product innovation. Technology oriented banks can reduce these usage of natural resource. It will also avoid paperless transaction. Banks are introducing many green banking products and services.

The green banking products are online banking mobile banking green mortgage green vehicle loan, green credit card etc...

NEED AND IMPORTANCE OF THE STUDY

Environmental sustainability is an important issue so there is a need to study the green banking initiative taken by the banking sector. Technology innovation in banking services is an opportunities to differentiate nature market. The technological innovation includes Mobile Banking, Online banking, ATM debit card, credit card these are the recent innovation services provided by banking sector. Increasing awareness, standard of living and urbanization will led to increase the changing preference towards customers. There is a shift in usage behavior of customer from traditional banking to modern banking with responds to services rendered by banks.

SCOPE OF THE STUDY

Bank offers many green Banking financial products and services like Green Deposit, Green Mortgages, Green Loan, Green Credit Cards, Green saving Account, Mobile Banking and Online Banking. The study

A Study on Customer Preference Towards Gas Companies in Palayamkottai Area

G. Velammal Selvi

Ph.D. Full Time Research Scholar (Commerce),

Reg. No. 19111191012015,

Sadakathullah Appa College (Autonomous), Tirunelveli

(Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu, India)

Dr. K. Sheik Mydeen

Head and Assistant Professor,

Department of Commerce (Finance),

Sadakathullah Appa College (Autonomous), Tirunelveli,

(Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627 012, Tamil Nadu, India)

Abstract

India is the 2nd largest oil refiner in Asia as of September 2018. Gas is one of the oil refining product which plays a vital role among the persons specifically home makers who preferably use this in their day to day life. In recent days, almost all the households are using Gas Stoves for their domestic persistence. In hotels also they prefer gas for making their food stuffs. Because it consumes their time and it couldn't cause any disease to them. Due to the raise of usage of Gas, some companies are there which supply gas to the deprived. Consumption will vary from buyer to buyer. Mode of consumption and preferring a particular product may also vary. Hence it is a difficult task to fulfill the customers with high satisfaction. In this article, we cover the area that consumers preference of gas among the available companies and we state the reason for preferring that particular company products among the alternatives. We also identify the basis for preferring that company.

Keywords: deprived, domestic, oil refining, persistence, vital role.

INTRODUCTION

Effective business managers realize the importance of marketing to the success of their firm. Most definitions of marketing encompass services and ideas as well as product and sound understanding of consumer behavior is essential to the long run success of any

A STUDY ON BUYER PREFERENCE TOWARDS LUBRICATING OIL IN TIRUNELVELI CITY

G Velammal Selvi¹ and Dr. K Sheik Mydeen²

¹Ph. D. Full Time Research Scholar (Commerce), Sadakathullah Appa College, (Autonomous), Tirunelveli, Tamil Nadu, India.

²Head and Assistant Professor, Department of Commerce (Finance), Sadakathullah Appa College, (Autonomous), Tirunelveli, Tamil Nadu, India.

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ABSTRACT: Marketing is that the business method of making relationships with and satisfying customers. It refers to the activities of a business associated with shopping for and merchandising a product or service. It involves searching for what customers need and determining whether or not it's attainable to supply it at the correct value. The company then makes and sells it. Several corporations nowadays have a client focus (or market orientation). This suggests that the company focuses its activities and product on shopper demands. Typically there are 3 ways of doing this: the customer-driven approach, the sense of distinguishing market changes and also the product innovation approach. Customer perception is, "A marketing concept that encompasses a customer's impression, awareness and/or consciousness of a few company or its offerings. This perception directly impacts the attraction of latest customers and also the capability to keep up sensible relationships with current customers.

Key Words: mercantilism, attainable, perception, encompasses, consciousness

1. Introduction

Any vehicle to function nicely, be it a four-wheeler or a two-wheeler, engine oil is a very essential issue. Without the proper amount of engine oil, or without the proper viscosity of engine oil, the engine will not function nicely. There are various manufactures of engine oils which are within the market promoting distinctive brands of engine oils with exceptional emblem names to healthy the exceptional engine designs. Indian Oil Corporation constrained is one such seller of engine oil in India with logo call of servo. It is a public sector employer and has several manufacturers of engine oils suitable for all vehicles. It's far brand of engine oils in Indian marketplace. Indian oil organization restrained, is the most important commercial oil enterprise in the country. In this article, I targeted at the lubricating oil of Indian oil products.

Statement of the problem

At the present there are many various corporations giving different brands of engine oil appropriate for various engine styles. Shopper and purchaser needs are the focal point of promoting. To be a fruitful manager, it is critical to comprehend the nature and qualities of buyer. As India is one of the quickest developing nations, the car advertise is additionally using with full swing. Today we have loads of organizations in the oil advertise thinking about this, a purchaser with numerous oils in the market would be absolutely be puzzled and befuddled on which oil to purchase to suit his vehicle. Equity ought to be made for the purchaser. Ought to be happy with what he purchases, the purchaser desire and the qualities for cash to be investigated dependent on the fluctuating needs and requests. At present there are a wide range of organizations offering distinctive brands of motor oil appropriate for various motor structures.

Objectives of the study

- ❖ To find out the brand preference of engine oils
- ❖ To find out the perception of preferring the particular engine oils.
- ❖ To know the level of satisfaction of using engine oils.

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A CONCEPTUAL STUDY ON INDIAN STOCK MARKET

J.A.M.OMERAY FAROOK

REG.NO.18121191011011, Ph.D.Research Scholar, SADAKATHULLAH APPA COLLEGE
Affiliated to MANONMANIAM SUNDARANAR UNIVERSITY

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INTRODUCTION

Indian investors are in the different mood of investment and gains from it since the past decade or so and this changed mood is not only always keeping the markets away from the reach of deficit of liquidity of funds or cash flow, but also allowed the share market, in the last few years, to work as the barometer for the economic health of the country. India will overtake china to be the fastest growing large economy in 2018 and the country's equity market will become the fifth largest in the world.

STOCK MARKET

'Stock market' refers to the system that enables the trading of company stocks (collective shares), other securities, and derivatives. Bonds are still traditionally trading in an informal, over-the-counter market known as the bonds market. Commodities are traded in commodities markets, and derivatives are traded in a variety of markets (but, like bonds, mostly 'over the country')

SHARE HOLDER

A share holder or shareholder is an individual or company (including a corporation) that legally owns one or more shares of stock in joint stock company. A company's shareholders collectively own that company. Thus, such companies strive to enhance shareholder value. Stockholders are granted special privileges depending on the class of stock, including the right to vote (usually one to vote per share owned, but sometimes this is not the case) on matters such as elections to the board of directors, the right to propose shareholder resolutions, the right to share in distributions of the company's creditors. This means that shareholders typically receive nothing if a company had enough to pay its creditors, it would not have entered bankruptcy), although a stock may have after a bankruptcy if there is the possibility that the possibility that the debts of the company will be restructure.

TYPES OF SHARE

There are two types of share they are

- Preference share
- Equity share

Preference share

Capital stock which provides a specific dividend that is paid before any dividends are paid to common stock holders, and which takes precedence over common stock, preference shares represent partial ownership in a company, although preferred stock shareholders do not enjoy any of the voting rights of common stockholders. Also unlike common stock, preference shares pay a fixed dividend that does not fluctuate, although the company does not have to pay this dividend if it lacks the financial ability to do so. The main benefit to owning preference shares are that the investor has a greater claim on the company assets than common stockholders. Preferred shareholders always receive their dividends first and, in the event the company goes bankrupt, preferred shareholders are paid off before common stockholders. In general,

There are four different types of preferred stock

- Cumulative preferred,
- Non-cumulative,
- Participating,
- Convertible

2018-19 - ①

A STUDY ON CONSUMER PREFERENCE OF E-WALLET PAYMENT SYSTEM WITH SPECIAL REFERENCE TO TIRUNELVELI CITY



J. A. M. OMERAY FAROOK
Ph.D. Research scholar,
Sadakathullah Appa College
Affiliated to M.S. University, Tirunelveli 627011.

Introduction

Wallet payment system is a system where services are offered by some mobile transaction. Now a days people find less time even to spend with families since technology has improved a lot, people too choose new options such as wallet payment without paying cash, Cheque or credit cards, from this they can use a wide range of services. Mobile payment is adopted in various countries. At is also more secure, because carrying cash in our hands, find it difficult. In any industry customers occupies an important place. Without consumers any organization find difficult to run. In this present study the customer satisfaction towards wallet payment is undertaken with the following objectives.

Objectives

- ❖ To study customer preference about wallet payment
- ❖ To know the benefits of e-wallet payment system
- ❖ Do you the obstacles of using e-wallet
- ❖ To know the level of customer satisfaction
- ❖ To know the valuable suggestion

Methodology

The study is empirical in nature statistical and other primary data have been used to analyze the data collected through field's survey. E-Wallet Payment System was intended to collect information from the respondents.

Collection of data

Two types of data are extensively used in the study. The primary data were collected from the beneficiaries with the help a comprehensive interview schedule. The first draft was made.

The secondary data were collected by referring to the journals, newspaper and internet.

**A STUDY ON WORK-LIFE BALANCE OF UNAIDED TEACHER
WORKING IN COLLEGES AFFILIATED TO MANONMANIAM
SUNDARANAR UNIVERSITY**

J.A.M. Omeray Farook ¹
Dr. S.M.A. Syed Mohamed Khaja ²
Dr. A. Hamil ³

Abstract

The higher education in India during the past few decades are growing faster. To cope with the growing population more and more educational Institutions providing higher education have been started. At the time of Independence many Educational Institutions were started and they are financially supported by the Government. While framing the Indian Constitution, it was decided to keep the Education in the concurrent list that is both the centre as well as the State Governments will perform their own role in the promotion of education and research. Since, the task of administering the educational Institutions are entrusted with the State Government, the State governments provided the financial aid. Later, in order to divert funds for other economic development state Governments stopped to provide funding for new educational institutions. Due to this many unaided schools and colleges were started and they recruited teachers with lesser salary since they run the Educational Institutions out of the fee collected from the students. In addition to that many Educational Institutions run the Institutions with lesser faculty members, in other words more workload for fewer teachers. More assignment of work will lead to imbalance in personal and official life. This study aimed at knowing the balance between the official life and personal life.

Keywords: Work-life, Unaided Teachers, Workload

Introduction:

The term "Work-life Balance (WLB)" was coined in 1986, although its usage in everyday language was being made for a number of years. Interestingly, work-life programs existed as early as the 1930s. The policies and procedures established by an organization with the goal to enable employees to efficiently do their jobs and at the same time provide flexibility to handle personal concerns or problems at their family front. In fact, dual wage-earning families in general are working for longer hours.

- ¹ Research Scholar (Reg.no:18121191011011) PG & Research department of commerce, Sadakathullah Appa college (Autonomous), Rahmath Nagar, Tirunelveli-627 011, Tamil Nadu, India. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli - 627 012, Tamil Nadu.
- ² Assistant professor & Head Department of Commerce (Un-Aided), Sadakathullah Appa college (Autonomous), Tirunelveli-627011, Tamil Nadu.
- ³ Associate Professor & Head PG & Research Department of Commerce, Sadakathullah Appa College (Autonomous), Tirunelveli - 627 011, Tamil Nadu.

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A Study on consumer opinion towards Jute products in Palayamkottai**K.Ahamed Anis fathima**Ph.D Research Scholar, Sadakathullah Appa College, Rahumath Nagar, Tvl 11
Affiliated to Manonmaniam Sundaranar University, Abishekapettai, Tirunelveli

Received: Feb. 05, 2019

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ABSTRACT: Jute has been used since ancient times in India. Jute is a bio degradable crop grown mainly in the Ganges delta. It is one of the most important natural fibers after cotton in terms of cultivation and usage. Major parts of West Bengal and Bangladesh are involved in jute cultivation. Countries like China, Thailand, Myanmar, Nepal and Bhutan also cultivate jute. As jute is a eco-friendly product this can be used for ever and government also instructed to ban plastics. The research is made with a view to know the customers perception towards jute product.

Key Words: eco-friendly, perception

1. Introduction

The Tamil Nadu Handloom Weavers Co-operative Society (Co-optex) is the largest Handloom Co-operative Society in India. The multicolored Butterfly logo identifies its quality and fair trade in handlooms sector in India. This has been possible because of its foundation of highly experienced and skilled weavers producing handlooms representing a historic weaving tradition of Tamil Nadu with unmatched aesthetic quality.

Today, Co-optex is a symbol of the Highest tradition of handlooms in India and is providing sustained employment to the weavers of the State with great social cause. Introduction :

From ancient time jute has been used in India. It was used in making sacks, ropes, boot linings, aprons, carpets, tents, roofing felts, satchels, linoleum backing, tarpaulins, sand bags, electric cable, and even parachutes. As it is eco friendly product it does not pollute our environment like plastic products and poly bags. To make our planet clean and healthy eco friendly product must be used and also we should encourage the usage of jute products. While comparing to other material jute is cheaper. Jute is a fiber type material which can be used to make various types of different products and goods like jute bags, jute carpets, jute rugs, jute shopping bags, jute stationery, jute furniture, jute crafts, this list is never ending. So many usable products can be made from jute.

TYPES OF JUTE

White jute (corchorus capsularis)
Tossa jute (corchorus olitorius)

TYPES OF JUTE PRODUCTS

Jute apparals
Jute crafts
Jute bags
Jute carpets & rugs
Jute furniture & furnishing goods
Jute chair & table

STATEMENT OF PROBLEM

There is a Lack of awareness of Jute diversified products in the domestic market. Basically the Jute Products are highly bio-degradable & Eco-friendly but the consumer does have a awareness about the Jute Products, and there is usage is also very low. The Government must take adequate steps to increasing the Jute Production & provide certain concession and remedies to jute manufactures and farmers and create a awareness program towards usage of Jute Products. Because of these problem I made research on Jute Products.

OBJECTIVES OF STUDY

- ❖ To study the consumer's preference towards various Jute Products.

A Study on Attitude of Women Towards Returning the Garments in Tirunelveli Corporation.

Dr.A.Hamil (Head, Research & PG Dept of Commerce)

K.Ahamed Anis Fathima Assistant Professor of Commerce

Sadakathulah Appa College ,Tvl-11

anishameed13@gmail.com,

Abstract

One of the most fastest growing industry in the world is garment industry. The customers are very much sensitive towards the fashion changes. Fashion Sense may differ from customer to customer. Satisfying the customer is the greatest task given to the retailers and the manufacturers. The process of sales is completed only when the customer begins to utilize the goods. In the same way the option of exchanging the garments after paying for the particular product is allowed usually in all category of stores. To retain the customer the retailer must avail this facility. This study is made to know the buying frequency of clothes, know the returning frequency of women buyers with reference to various kinds of dresses and also the factors influencing the exchanging attitude. Sampling unit is persons who buy or return garments. Simple random sampling method is followed. The data is gathered by both primary and secondary data. This research is limited itself to consumer behaviour in retail ready-made garments.

Keywords (Garments ,Behaviour , Exchanging habit)

Introduction

The consumer behaviour relates to the selection, purchase and utilization of goods and services for the satisfaction of their wants. The purchasing attitude is influenced by several factors. The combination of approach, choice, acceptance and decisions are considered at the period of purchasing a product or service. The major factor influencing buying behaviour are cultural, social, personal and psychological. Returning a commodity is a pattern of buying behaviour.

2017-2-2

Problems of Women in Unorganised Sector in Tirunelveli Schools

Dr. M. Esakkiammal¹, Dr. M. Syed Sulaiga Benazir²

¹Assistant Professor of Economics,
Sadakathullah Appa College, Tirunelveli

²Assistant Professor of Commerce,
Sadakathullah Appa College, Tirunelveli.

ABSTRACT

Women's are occupying first position in education. And in employment also they are retaining their first position. In general they are weak in physical. In present scenario, the women's are mostly worked in schools but they are not satisfied with their job because of some problems.

Keywords: Women, Problems, challenges.

1. INTRODUCTION

Women's are plays a vital role in unorganized sector especially in schools. In birth also the girls are silent in nature compared with boys. But in education they are in first position. And in employment also they are retaining their first position. In general they are weak in physical. But in knowledge oriented they are equal to men.

In schools most of the teachers are women's . Because they are tolerated and lovable persons. And also caring in children's. Women's plays an important role in schools even though they facing lot of problems. In this present study we identify the problems, challenges, and achievements.

STATEMENT OF THE PROBLEM

The role of women's in unorganized sector is most important aspects in the society. In this study, how the women's are survived in the schools and what are all the problems faced by them and identify their needs towards their job.

2. SCOPE OF THE STUDY

This study confined only women's in unorganized sectors in Tirunelveli schools. And it also analyzes the problems and challenges in working women's in Tirunelveli schools.

3. OBJECTIVES OF THE STUDY

- To identify the major problems faced by women's
- To analyze the challenges in working women's especially in schools.
- To gather the needs of working women's in Tirunelveli schools

Perception of Buyers Towards Bpcl – A Quantitative Study in Tirunelveli City

G. Velammal Selvi¹, Dr. K. Sheikh Mydeen²

¹Ph. D. Full Time Research Scholar (Commerce),
Reg.no. 19111191012015,

Sadakathullah Appa College (Autonomous), Tirunelveli.
Affiliated to Manonmaniam Sundaranar University, Abishekapatti,
Tirunelveli – 627012. Tamil Nadu, India.
Email: gvelammal.selvi@gmail.com

²Head and Assistant Professor,
Department of Commerce (Finance),
Sadakathullah Appa College (Autonomous), Tirunelveli.
Affiliated to Manonmaniam Sundaranar University, Abishekapatti,
Tirunelveli – 627012. Tamil Nadu, India.
sheiksafwan11@gmail.com²

ABSTRACT

Marketing concept includes customer's impression, awareness and consciousness about the company and its offering. To run a business in a successful manner, every business man should know about consumer's need, attitude and perception. Success of every product depends upon the satisfaction of customers. But it is a difficult task to obtain the satisfaction of customers. Perception is the process to get, interpret, select and organizing sensory information. It includes the data collection through sense organs to interpret the collected data which is made by the brain. Perception is the task which is lot more than the information which come in. Customer perception is mostly affected by advertising, social media and the personal experiences of customers. Hence the perception of customers playing a vital role in marketing. In this article we analyse the perception of buyers in Bharat Petroleum Corporation Limited and the selected area is Tirunelveli City.

Keywords: attitude, consciousness, customers, perception, sensory.

1. INTRODUCTION

The primary aim of each and every business is to increase the sales by finding the factors which influence the buying decision of consumers. Perception of consumers is clearly stated in the consumer perception theory and this theory tries to analyze and explain the consumer behavior. Perceptual attitude of a consumer may vary for the same product or service. This concept is exactly analyzed by the consumer perception theory by finding out that what is exactly persuades or influences the consumer behavior in buying a particular product. The most important point of customers with regard to oil industry is the petrol pump. In oil industry point of view, petrol pumps are referred to as retail outlets. According to Government policy, petrol pumps are set up by public sector oil companies as well as private sector oil companies in business with storage and distribution of petroleum products to the customers as per the guidelines given by

Buyer Perception and Preference Towards Reliance Petroleum Retail Outlet-A Study in Tirunelveli City

G.VELAMMAL SELVI¹, Dr.K.SHEIK MYDEEN²

¹Ph.D. Full Time Research Scholar (Commerce), Reg.no.19111191012015, SadakathaulahAppa College (Autonomous), Tirunelveli. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012, Tamil Nadu, India.

²Head and Assistant Professor, Department of Commerce (Finance), SadakathaulahAppa College (Autonomous), Tirunelveli. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012, Tamil Nadu, India.

Email: gvelammal.selvi@gmail.com¹, sheiksafwan11@gmail.com²

Abstract: Retailing is any firm selling products in small quantities to final consumers for ultimate consumption purpose. It consists of all activities involved in the marketing of goods and services directly to the final consumers for their personal, family or household use. A retailer is a company or an organisation that purchases products from individuals or companies with the intent to resell those goods/services to the final consumers. Customers buying decisions are depend upon their taste, preferences, likes and dislikes about particular product. A unique marketing technique is needed to fulfill the needs of the customers according to their needs. Preferring a product or purchasing place may depend on the mindset of the customers. Hence it should be attractive and easily approachable one to all type of customers. In this article, we evaluate the buyer preference of reliance petroleum retail outlet among various fuel stations. For this study we selected Tirunelveli city as study area.

Keywords: consumption, household, marketing, preference

INTRODUCTION

It was set up by Reliance Industries Limited (RIL), one of India's largest private sector companies based in Ahmedabad. Currently, RPL is subsidiary of RIL, and has interests in the downstream oil business. RPL also benefits from a strategic alliance with Chevron India Holdings Pvt Limited, Singapore, a wholly owned subsidiary of Chevron Corporation USA (Chevron), which currently holds a 5% equity stake in the Company.

The Comp. was incorporated under the name Reliance Refineries Private Limited on 3rd September. in the State of Maharashtra, Mumbai. Reliance industries is India's largest industrial

Fuel Consumption – An Overview. Tactics To Reduce Fuel Consumption

Dr.K.SHEIK MYDEEN¹ G.VELAMMAL SELVI²

Head and Assistant Professor, Department of Commerce (Finance), SadakathullahAppa College (Autonomous), Tirunelveli, Tamil Nadu, India.¹

Ph.D. Full Time Research Scholar (Commerce), Reg.no. 19111191012015, SadakathullahAppa College (Autonomous), Tirunelveli, Tamil Nadu, India.²

Email: sheiksafwan11@gmail.com¹, gvelammal.selvi@gmail.com²

Abstract

In India, fuel consumption is continuously increasing due to the limited petroleum resources and the peak level of two wheeler sales. India is ranked as fourth largest petroleum consumer in the world followed by China, United States and Russia. India's consumption of petroleum products was increased year by year and there is a high demand due to rapidly growing level of motor vehicles in India. Government of India was set a target to reduce the import of petroleum products by 2022. Bureau of energy efficiency was established by our Indian government on March 1st 2002 under the provision of energy conservation act 2001 for the development of fuel efficiency norms for vehicles which could moderate the increasing demand of fuel. Rising in the price of fuel will create a fear among the new buyers of vehicles. Hence the consumption of fuel is playing a vital role. In this article the tactics of fuel consumption and fuel efficiency driving techniques are discussed.

Keywords: bureau, buyer, conservation, import, petroleum, resources.

INTRODUCTION

Fuel is a substance which is burned to provide nuclear energy or power. Coal, oil or gas will provide heat when it is burned. Methanol, gasoline and diesel are the various types of fuel. Energy of nuclear is produced by burning plutonium. Fuel efficiency means the conversion energy of the fuel. Efficiency of fuel or fuel economy can be measured that how long the vehicle could travel per hour. Consumption of fuel is the amount of fuel used by vehicle to travel a particular distance. Efficiency of fuel measured in kilometers per liter. Fuel consumption is the most accurate measurement of a vehicle's performance because it is a direct relationship with fuel whereas fuel economy leads to alterations in efficiency improvements. Most of the engine designers struggle for more power with lower fuel consumption, light weight and better reliability of the vehicles they designed. The buyers also interested to buy the vehicles which consumes low fuel.

OBJECTIVES OF THE STUDY

1. To understand the meaning of fuel consumption and fuel economy
2. To elucidate the tips for buying a fuel efficient vehicle
3. To know the fuel efficiency techniques to be followed by the drivers
4. To provide suitable suggestions to have a low fuel consuming vehicle.

Buyer Preference towards Freedom Filling Station – A Study in Tirunelveli City

G.VELAMMAL SELVI¹ Dr.K.SHEIK MYDEEN²

Ph.D. Full Time Research Scholar (Commerce), Reg.no. 19111191012015, SadakathullahAppa College (Autonomous), Tirunelveli. Affiliated to ManonmaniamSundaranar University, Abishekapatti, Tirunelveli – 627012. Tamil Nadu, India.¹

Head and Assistant Professor, Department of Commerce (Finance), SadakathullahAppa College (Autonomous), Tirunelveli. Affiliated to ManonmaniamSundaranar University, Abishekapatti, Tirunelveli – 627012. Tamil Nadu, India.²

Email: gvelammal.selvi@gmail.com¹, sheiksafwan11@gmail.com²

Abstract: customers are the first and foremost focus of any organization. The most important asset is to have a good customers. Satisfied customers are usually buy more and they make their purchase frequently. A good and prime customer is the best publicity maker of any organization. Hence to gain and maintain the good customers is the main motive of all type of business. To have a highly satisfied customer is not an easiest one. But if the firm gains a good customer then it will not tend to the recession period in business. Buyer behavior plays an important role and the key to get success in the marketing progress. In the current scenario, the automobile companies are proposing the reduced price and more schemes to increase their sales and attract more customers. This led the customers to buy more number of vehicles and thus it will increase the consumption of fuel. In this situation the government should liberalize the petroleum policies to the petroleum corporations and allow them to fix the prices in consultation with OPEC (Oil and petroleum exporting council). This makes the buyers to free of their mind about the consumption of fuel and their method of preference is also changed. The main aim of this paper is to derive the main reason for preferring the freedom filling station at Tirunelveli city.

Keywords: consumption, organization, petroleum, preference, recession

INTRODUCTION

The term preferences are used in variety of ways. We can interpret the term preference as to evaluate judgment in the intellect of liking or disliking the object. If a person like one or more things then, he has a developed preference for the one which he liked is to be choose. The Indian Oil and gas market was the largest diversified companies. They have vertically combined activities such as production, refinery, transportation and marketing. They have large size of production and distribution networks and it tends to reduce cost and enhance profitability. In this

19-2020

A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN ADVERTISEMENT IN TIRUNELVELI

S. YASMIN KATHIJA¹

Assistant Professor

Department of Business Administration

Sadakathullah Appa College(Autonomous)

Tirunelveli-11

Dr. K. SHEIK MYDEEN²

Assistant Professor and Head

Department of commerce

Sadakathullah Appa College(Autonomous)

Tirunelveli -11

Abstract

Advertising is the process by which companies can introduce their products and services in front of the consumer to gain their attention towards their products and services and to convey messages easily. Now a days with the demand of eco- friendly products is increased. So many organizations produce eco friendly products and taken into consideration of environmental protection and safety consumers are turning towards more on ecological products for the betterment of self as well as environment. "Product promotion based on environment related situations is the central idea of green advertising". Green advertising promotional campaigns are associated with the eco friendly products. Companies claims of using green/eco friendly products constitute a form of green advertising. In this paper should focus on consumer perception towards green advertisement. The sample of this study is 60 respondents in tirunelveli. T-test, independent t-test, one-way anova are used for analysis.

INTRODUCTION

In an era when major social issues can be discussed and analyzed freely by the masses due to the advancement of the tools of social media and mobile Internet, advertisers often try to predict what consumers might want and how brands should be portrayed through these channels. An emerging trend in today's marketplace is the notion of being environmentally friendly, also phrased as "going green."

Going green used to be as simple as turning off the lights after leaving a room to save energy. It has now grown into a whole market ranging from environmentally-friendly cars to energy efficient appliances. Major automobile manufacturers have at least one low-emission vehicle in their lineup and often stress low fuel costs for their other cars. Many of the companies should go green movement and adopt 3R strategy(Reduce, Recycle, Reuse) then only sustain in the market.

Attitude towards green advertisement:

Previous research in to consumer attitude and perception towards green advertisement was very comprehensive.(Frankel, 1992) consumer responses towards green advertisement and products & services in terms of loyalty. (Phillips 1999, Schlossberg 1992) consumer are willing to pay high prices for green advertisement products.(Davis 1994, Wheeler 1992) Consumer perception towards green

**MICRO SMALL AND MEDIUM ENTERPRISES - NURTURING
ENTREPRENEURSHIP IN INDIA**

Dr.K.SHEIK MYDEEN

Head and Assistant Professor, Department of Commerce (Finance),
Sadakathullah Appa College (Autonomous), Tirunelveli, Tamil Nadu, India.
Email: sheiksaftan11@gmail.com

Abstract

Women entrepreneurs are playing an important role of the global business environment and the sustained economic development and social progress. In India, women are playing vital role in the society, but their entrepreneurial ability has not been properly selected due to the lower status of women in the society. Micro small and medium enterprises is one of the important sector which created a highest footprints through its small footsteps. This sector simultaneously creates the problem of unemployment, imbalanced sector development, and unbalanced distribution of income in India. MSME sector contributes highest amount for country's gross domestic product (GDP). Upon its contributions to various fields it also credited with the title of "Nurseries of entrepreneurship" and encourages young generations. There are several advantages in this sector hence the government of India along with the Ministry of Micro Small and Medium Enterprises are taking various initiatives for the development and promotion. This paper highlights the policies schemes and programmes inaugurated by government of India and MSME for the development of entrepreneurship.

Keywords: *Government of India, Gross Domestic product, Micro Small and Medium Enterprises, entrepreneurial.*

INTRODUCTION

Entrepreneur is a person who makes a new business in an innovative way. Women those who are doing this business is known women entrepreneurs. Women entrepreneurs not only creates job for themselves but also they provide solutions to the management for their business problems. They make a strong contribution to the development of Indian economy. Hence the government of India and various developmental organizations are interested to promote women entrepreneurs through various incentives, schemes and promotional measures. Ministry of MSME in assistance with Ministry of finance, Ministry of commerce and industry and Ministry of skill development is developing the structure of MSME entrepreneurship by providing various policies, programmes and schemes which covers various areas of operations like finance, marketing assistance,

Demographical Factor Influencing on Internet Banking Usage among Women with Reference To Tirunelveli

B.JARINAA

Reg No: 18111191012009

Sadakathullah Appa College (Autonomous), Tirunelveli
Affiliating with Manonmaniam Sundaranar University

DR.K.SHEIK MYDEEN

Assistant Professor & Head

Dept of B.com(finance)

Sadakathullah Appa college, Rahmath Nagar, Tirunelveli

ABSTRACT

This research paper deals with the influence of demographical profile of women with use of internet banking with reference to Tirunelveli. This study find the Internet banking usage of women and the respondents demographical profile have been taken for the study. Data collected for the research were primary as well as secondary source. Convenient sampling technique is used for this study. The collected primary data source were analyse using simple percentage and logistic regression.

Key words: Internet banking usage, Demographical Profile, Logistic Regression.

INTRODUCTION

Banking through internet allows customer with Pc and a browser can connect to his banks website for performing virtual banking services. In India, most of the banks offers internet banking. With the help of Internet banking one can access his or hers account in comfortable place and he can do banking at any time and in any where based on 24/7 basis. By using internet banking one can pay electricity bill, Gas bill, order check book, invest in securities, can avail for loan, request for monthly statement etc.

OBJECTIVES OF THE STUDY

- To study the demographical profile of women respondents in Tirunelveli.
- To analyze the demographical profile influences towards internet banking usage among Women respondents in Tirunelveli.

BUYER PERCEPTION AND PREFERENCES TOWARDS GOVERNMENT PETROLEUM RETAIL OUTLETS IN TIRUNELVELI CITY

G.VELAMMAL SELVI¹

Ph.D. Full Time Research Scholar (Commerce), Reg.no. 1911191012015, Sadakathullah Appa College (Autonomous), Tirunelveli. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012. Tamil Nadu, India.¹

Dr.K.SHEIK MYDEEN²

Head and Assistant Professor, Department of Commerce (Finance), Sadakathullah Appa College (Autonomous), Tirunelveli. Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012. Tamil Nadu, India.²

ABSTRACT:

In retailing the firms are selling their products in small quantities to the ultimate consumers for their consumption purpose. It includes all the activities involved in the process of marketing of goods and services. The selling work is done directly to the ultimate consumers for their personal or household use. Now a days petroleum products are playing a vital role with customers and the price is also gradually increasing due to the highest demand and consumption. From 2017 onwards government had undertaken authority to fix the prices for petrol and diesel on daily basis. This flexibility confuses the minds of consumers and their level of perception. Hence it is an important factor to analyze the consumption pattern of the consumers. So, in this article, we evaluate the buyer perception and preference of petroleum retail outlets which is run by the government. For this study Tirunelveli city is selected as study area with the sample of 80 respondents.

KEYWORDS: consumers, consumption, perception, petroleum, ultimate.

INTRODUCTION

Consumer is a person who can purchase the goods and services offered for sale by the selling institutions. Every consumer is unique and different in making their purchase decisions. The taste and preference are vary from customer to customer. Perception is also playing a vital role in the marketing companies to attract more new customers. There are several factors which influence the preference and perception of the buyers and these factors are taken into consideration while a company is going to install or innovate a new product. In Tamil Nadu the consumption of two wheelers and four wheelers are increasing year by year. This will lead to create the high demand for fuel and it will automatically increases the price. The demand for fuel leads to launch more fuel stations. Government was taken an initiative to tackle this situation. Most commonly there are 3 type of fuel stations which was owned and organized by our government. They are Indian Oil Corporation, Bharat Petroleum Corporation and Hindustan Petroleum Corporation.

REVIEW OF LITERATURE

Keethianath in his article he analysed the image of petrol bunk with the use of their service and the vehicle's mileage as the main factors. He gave equal importance to two wheelers and four wheelers. He elucidate that two wheelers are primarily consider the mileage and smooth running. Most of the consumers are preferring the fuel stations which are nearby their working place or living place. Most of the four wheeler users are consider the maintenance

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Studies in Indian Place Names
(UGC Care Journal)ISSN 2394-3114
Vol.40 Issue.81 March 2020**A STUDY ON JOB SATISFACTION OF TEACHER WORKING IN SCHOOL WITH
SPECIAL REFERENCE TO MELAPALYAM****J.A.M.OMERAY FAROOK**
Ph.D. Research Scholar
P.G. and Research department of Commerce
SadakathullahAppa College
Tirunelveli-627011**INTRODUCTION**

Teachers play a Dominant role in our country. We can say "our last mistake is our best teachers". The people who achieving in our country behind them there will be a teacher or experienced by mistake. The teachers who working in the management must need job satisfaction. Job satisfaction is one of the most important in your life, without job satisfaction a teacher can't work full of happiness in their work place. This project reveals about job satisfaction of teachers working in public school with special reference to melapalayam

OBJECTIVES OF STUDY

- ✓ To identify the teachers have job satisfaction or not
- ✓ To observe factors affecting job satisfaction
- ✓ To know the reasons which leads to job satisfaction
- ✓ To give suitable suggestion and conclusion

STATEMENT OF PROBLEMS

The problem of this study is what are the factors affecting the job satisfaction of teachers. And also whether job satisfaction is there or not. Hence, the researcher made an attempt at a study on job satisfaction of teachers working in public school with special reference to melapalayam

METHODOLOGY:

The study is empirical in nature statistical and other primary data have been used to analyze the data collected through field's survey. 50 respondents were selected to collect data through a well designed questionnaire. Primarily it was intended to collect information from the respondents.

DATA COLLECTION METHOD:

Collection of data is the basis for any statistical analysis and the data collected must be accurate. Inaccurate and inadequate data leads to faulty analysis and decisions taken are misleading. So care must be exercised while collecting data.

The data are of two types:

- (i) Primary data
- (ii) Secondary data



A STUDY ON ATTITUDE TOWARDS PLASTIC BAG BAN IN PALAYAMKOTTAI

Dr. K.Ahamed Anis Fathima

Assistant Professor Of Commerce Sadakathullah Appa College, Tirunelveli.
(Affiliated To Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India)
anishameed13@gmail.com.

Dr. A.Hamil

Head & Associate Professor PG & Research Department Of Commerce Sadakathullah Appa College, Tirunelveli.
(Affiliated To Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu, India)

ABSTRACT

Plastic bags are easily available and used in all places. Due to our convenient we are using plastic bags during the time of purchase. Now a days plastic bags forms a part of life. But the plastic bags are more harmful to the environment and also it affect the human life. Many cities banned the usage of plastic bags and maintaining green environment .On considering its drawbacks and harmfulness towards human community the research was done in order to analysis the utilization of plastic bags and attitude of the people towards it ban by government. The research is done in palayamkottai area, where 50 respondents were taken as sample for gathering the primary data .

INTRODUCTION

As the plastic bags are used everywhere and are convenient to carry with low price ,all people prefer to use plastic bags. These plastic bags remain as it is and do not degrade and difficult to recycle. By implementing plastic ban we can save our environment .Importance of plastic bags must be explained and some message may be delivered globally towards the ban .

The Manufacturing factories may concentrate on making eco-friendly bags .Some people are aware about the ban and willing to co-operate for the ban . If recycle plastic bags are used it may impact on the environment as recycle plastic bags are not degradable and it also cause the effect as it cause like plastic bags finally it may dumped in to the landfills also in the oceans. It also affect the environment .By bringing the reusable bags and eco friendly bags there is a possibility of creating new job opportunities .World widely there is a recommendation for the ban .

Alternatives for plastic bags

We may use paper bags which is a recycled bags, Reusable plastic bags can also be used instead of plastic bags . There is a option for using cotton bags which is more eco friendly to the environment .Non Woven polypropylene, woven polypropylene material can also be used . Jute material can be used for making bags .Compostable bags can also be used as a alternative solution for utilization of plastic bags .

RESEARCH METHODOLOGY

Data Collection : Primary Data And Secondary Data
Sampling : Convenience Sampling Technique

A STUDY ON WORK FROM HOME CULTURE OF COLLEGE WOMEN IN TIRUNELVELI

Dr. M. Syed Sulaiga Benazir

Assistant Professor of Commerce,
Sadakathullah Appa College, (Autonomous), Tirunelveli-11
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Abstract: Most of the women preferring teaching jobs because of its safety and convenient working time. College creates a tension free work environment and gives relaxation to them. Women are forget their personal feelings where they are in college. In this study, we analyze the problems faced by women working from home and give suggestions for their improvement. Work from culture is unavoidable. All the women staff try to adopt this situation. In future it should be changed.

Keywords: Working Women, Work from home

Introduction

Most of the women are preferring teaching jobs because of its safety and convenient working time. College creates a tension free work environment and gives relaxation to women. Women are forget their personal feelings where they are in college. Due to this pandemic situation women are work at their home, it affects all especially women. Women are facing many problems they are not having enough time to take rest, lack of technological advancements, not concentrating their work completely because of family disturbances, extra work burden and so on. In this study, we analyze the problems faced by women working from home and give suggestions for their improvement.

Statement of the problem

Work from home culture is unavoidable and new one for all due to this pandemic situation. No one is not thinking that of his situation. It affects many ways in women. Women are not concentrating their work from home it is the major drawbacks and others are lack of knowledge in technological advancement, additional work burden and reducing their salary in the case of private workers in some of the colleges.

And physical illness that is they are taking their class in online mode and the mobile and laptop radiation affects their eyes and brain. In offline classes they are handling classes

A STUDY ON USES AND CAUSES OF MOBILE PHONE USERS IN TIRUNELVELI PEOPLE

Dr. M. Syed Sulaiga Benazir

Assistant Professor of Commerce,
Sadakathullah Appa College, (Autonomous), Tirunelveli-11
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Abstract: Mobile phone is the one of the best human invention. It plays an essential role in each and every people's life. In past days we use mobile phones for communication purpose only. But now it enormously developed. It gives all the needs within our hand. It converts global as a small. Now a days, the usage of mobile phone is mandatory. On the other hand it gives some causes to us. Most of the people don't know its causes. We spend more time on mobile phones. All of them must know the causes of using mobile phones. If all of them know that, they are reduce the usage time. In this study, we create awareness to the people and to protect themselves to this mobile phones.

Keywords: Mobile Radiation, Protection

INTRODUCTION

Mobile phone is the one of the best human invention. It plays an essential role in each and every people's life. In past days we use mobile phones for communication purpose only. But now it enormously developed. It gives all the needs within our hand. It converts global as a small. It helps in many ways such as communication, education, financial services, medical field, booking facilities, entertainment and so on. On the other hand it gives some causes to us. Most of the people don't know its causes. We spend more time on mobile phones. If the usage time is to increased it leads to eye problems, cancer, neurodegenerative disease, sleeping disorder and so on. In this study, we discuss these two aspects of mobile phone.

STATEMENT OF THE PROBLEM

In today's world most of the people think that without mobile phone, we can't live. Mobile phone separate the groups into single. Today's generations are mostly affected by mobile phones but they think that it is a best companion for them. It offers all facilities in our hand. It simplifies our work and tension. This study focus how it is helpful to us and how it affect us. This study try to reveal the causes of mobile phone using in humans. And it also gives the recovery options to be offered to the people.

A Study on Buyer Preferences towards Various Petroleum Retail Outlets in Tirunelveli City

G.Velammalselvi¹ & Dr.K.Sheikmydeen²

Ph.D. Full Time Research Scholar (Commerce), Reg.no. 19111191012015, SadakathullahAppa College (Autonomous), Tirunelveli. Affiliated to ManonmaniamSundaranar University, Abishekapatti, Tirunelveli – 627012. Tamil Nadu, India.¹

Head and Assistant Professor, Department of Commerce Finance, SadakathullahAppa College (Autonomous), Tirunelveli. Affiliated to ManonmaniamSundaranar University, Abishekapatti, Tirunelveli – 627012. Tamil Nadu, India.²

Email: gvelammal.selvi@gmail.com¹, sheiksafwan11@gmail.com²

Abstract: In marketing planning and programmes, an awareness of buyer behaviour is critical. One of the most critical aspects of successful marketing is buyer behaviour. It's a procedure. Various triggers are presented to potential clients. We treat the customer like a black box because we can't see what's going on in his head. He responds to marketing executives. A stimulus-response model is used to explain buyer behaviour. The response could be a purchase or no purchase choice. Automobile businesses are currently giving inconceivable prices and programmes in order to increase their sales volume. This encourages individuals to buy more vehicles, resulting in a rise in consumption. It makes it more difficult for the government to obtain the maximum amount of petroleum available in the country. In this situation, the government has liberalised petroleum policy, allowing private petroleum businesses to set their own prices after conferring with OPEC (Oil and Petroleum Exporting Council), as well as open their own retail shops to promote their brand and acquire market share. A study was done to determine consumer preference for retail outlets (petroleum firms) for this purpose. It aids in the identification of consumer perceptions of petroleum corporations as well as the creation of a brand image for the petroleum corporation.

Keywords: behavior, consumption, petroleum, preference.

1. Introduction

The acts of individuals directly involved in buying and utilising commercial products and services, as well as the sequence of decision processes that precede and determine these acts, are referred to as buyer behaviour. The actual purchase is just one step in the decision-making process. Buyer behaviour takes into account not just why, how, and what people buy, but also where, how often, and under what circumstances they buy. In marketing planning and programmes, an awareness of buyer behaviour is critical. One of the most critical aspects of successful marketing is buyer behaviour. It's a procedure. Various triggers are presented to potential clients. Because we can't see the customer, he or she is considered as a black box.

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**A STUDY ON WORK-LIFE BALANCE OF NON-TEACHING STAFF WORKING IN
AUTONOMOUS COLLEGES AFFILIATED TO MANONMANIAM SUNDARANAR
UNIVERSITY TIRUNELVELI**

J.A.M.OMERAY FAROOK

Ph.D. Research Scholar, Sadakathullah Appa College,
Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627011

Dr.S.M.A.SYED MOHAMED KHAJA

Assistant Professor of Commerce,
Sadakathullah Appa College, Tirunelveli-627011

Dr.A.HAMIL

Associate Professor of Commerce, Sadakathullah Appa College, Tirunelveli-627011

Abstract

This paper reveals the work life balance among non-teaching Staffs working at autonomous Colleges in tirunelveli district. The impact on work life balance of the non-teaching staff in their workplace and factors influencing non-teaching staff towards work life balance at various autonomous colleges at last, the support from the family and the management of work life balance are discussed in this paper.

Keywords: non teaching, employees, personal life, challenge, challenges.

Introduction

Work-life balance teaches ways to manage both the different spheres of personal life and the professional life. One of the principle Observations of work life Balance is that when work becomes a hobby and co-workers become a family, there would be sufficient time to give importance to both career and family. The employees who devote a crucial period of time during their entire life at work or sometimes for extended hours, are facing the challenge of balancing their personal life with the demands of their profession.

Objectives of the study

- To study the factors influencing non-teaching staff towards work life balance colleges at various autonomous colleges
- To observe the impact on work - life balance of the non-teaching Staff in their work place
- To know about the support from the family and the management regarding the work life balance.

Statement of the Problem

Here, the problem was about the work-life balance among non-teaching staffs working at autonomous Colleges. When employees feel a greater sense of control and ownership over their own lives, they tend to have better relationships with management and are able to leave work issues at work and home issues at home. Balanced employees tend to feel more motivated and less stressed at work, which thereby increased the productivity of the management and reduces the number of conflicts among co-workers and management.

Research methodology

Methodology

The research is empirical in nature statistical and other primary data have been used to analyse the data collected through field's survey. 50 respondents were selected to collect the data through a well-designed questionnaire. Primarily it was intended to collect information from the respondents.

Data collection method

Both secondary as well as primary data have been use in this research by the researcher. Secondary data are the data which already exist and which were already collected by others. Books

Comprehensive Review of functions of Blockchain and crypto currency in finance and banking

**Reena Raj¹, Agam Dixit², Dr. A. Saravanakumar³, Dr. K.Ahamed Anis Fathima⁴, Venkata
Harshavardhan Reddy Dornadula⁵, Shakil Ahmad⁶**

¹Assistant Professor, Commerce, St. Joseph's College of Arts and science for women, Hosur, Tamilnadu,
India, reenacyrilben@yahoo.co.in

²Student, Faculty of Law, Agra College, Agra, Uttar Pradesh, India, agamdixit2007@gmail.com

³Assistant Professor, Department of Commerce, Rathinam College of Arts and Science, Coimbatore –
641021, Tamilnadu, India, saravanakumar.cm@rathinam.in

⁴Assistant professor, Commerce, Sadakathullah Appa College, Tirunelveli, Tamilnadu, India,
anishameed13@gmail.com

⁵Director, IT & ITES, Cloud Varsity, Tirupati, Andhra Pradesh, India, venkatahrd1@gmail.com

⁶Research Scholar, University School of Business, Mohali, Punjab, India, s.a.srabon@gmail.com

Abstract:

For this article, the researchers try to find out how blockchain technology affects the banking industry and other businesses by using cryptocurrencies. This technology's commercialization is also the focus of the research. As a starting point, this research examines how the platform works, then identifies the advantages for business and economic transactions before focusing on the influence of new technologies, mainly on financial operations. For starters, blockchain has had a significant impact on the financial industry. Still, it can also transform the financial sector and the way we purchase and sell, engage with the authorities, and produce organic food. Four possible futures for the underlying technology were developed based on the available information and the synthesis of knowledge from other domains. Using a combination of scenario and trend analysis, we confirmed our initial premise with a high degree of certainty. As revealed by the research results, many industries, including finance, are likely to see significant changes in the next five to ten years due to this new technology. Businesses rapidly realize the benefits of the Fourth Technological Revolution through the use of this technology.

Keywords: blockchain, bitcoin, criptoalutes

Introduction:

There have been numerous beneficial outcomes from the Internet's first four decades. Over time, it has enabled the use of a wide range of technologies, including e-mail, the Internet, a wide



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
(Statutory body under an Act of Parliament)

Result for December 2020 Foundation Examination

Name of Student :	M THIRIPURASUNDARI M
Roll No :	505214
Identification No:	SF2020057008
Syllabus :	2016

Course	Paper 1	Paper 2	Paper 3	Paper 4	Total
Foundation	78	46	78	70	272



Exam Status:

Foundation Course Completed.

(Kaushik Banerjee)
Secretary

This downloaded print out will be treated as marksheet for the purpose of registration for Intermediate Course of the Institute. Hard copy of marksheet will not be sent to the students.

Note : In marks "A" means - Absent



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THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
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Result for December 2020 Foundation Examination

Name of Student :	K SHUNMUGA SUNDAR
Roll No :	505197
Identification No:	SF2020057069
Syllabus :	2016

Course	Paper 1	Paper 2	Paper 3	Paper 4	Total
Foundation	66	58	84	74	282

Exam Status:



Foundation Course Completed.

(Kaushik Banerjee)
Secretary

This downloaded print out will be treated as marksheet for the purpose of registration for Intermediate Course of the Institute. Hard copy of marksheet will not be sent to the students.

Note : In marks "A" means - Absent

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THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

(Statutory body under an Act of Parliament)

12, Sudder Street, Kolkata-700 016

MARK SHEET



INTERMEDIATE EXAMINATION

SYLLABUS - 2016

V SOWMYA KRISHNA

5/162 THEEN NAGAR NARASINGANALLUR
SUTHAMALLI TIRUNELVELI

PIN - 627604

Regn. No. : 02182038083

Exam. Term : DECEMBER-2019

Roll No. : 218644

Centre : 214

Date : 21/02/2020

Sl. No. : 242262

GROUP - I					GROUP - II				
FINANCIAL ACCOUNTING	LAWS & ETHICS	DIRECT TAXATION	COST ACCOUNTING	AGGREGATE FOR GROUP - I	OPERATIONS MANAGEMENT & STRATEGIC MANAGEMENT	COST & MANAGEMENT ACCOUNTING AND FINANCIAL MANAGEMENT	INDIRECT TAXATION	COMPANY ACCOUNTS & AUDIT	AGGREGATE FOR GROUP - II
100 Marks	100 Marks	100 Marks	100 Marks	400 Marks	100 Marks	100 Marks	100 Marks	100 Marks	400 Marks
51	46	52	52	201	-	-	-	-	
				PASS					-

DATE OF NEXT INTERMEDIATE EXAMINATION - 11/06/2020

LAST DATE OF RECEIPT OF APPLICATION - 10/04/2020

(Kaushik Banerjee)
Secretary

P.T.O.

The Institute of Cost Accountants of India

(Statutory body under an Act of Parliament)

Intermediate Result For December 2020 Term

Name of Student:	V SOWMYA KRISHNA
Roll No.:	423358
Registration No.:	02182038083
Syllabus:	SYLLABUS - 2016

	Paper 09	Paper 10	Paper 11	Paper 12	Total
Group II	76	61	71	47	255

Exam Status :	<div><p>*Inter Completed*</p><p>Those who are desirous of seeking practical training may file their Resume online from below link.</p><p>Please upload your Resume</p></div>
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Note: The Institute of Cost Accountants of India is not responsible for any inadvertent error that may have crept in the results being published in NET. The results published on net are for immediate information to the examinees. These can not be treated as original marksheets.

Instructions :

- In marks **A** means - **Absent**
- **D** means - **Not applied**
- **E/F** means - **Exempted**



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA
(Statutory body under an Act of Parliament)

Result for December 2018 Foundation Examination

Name of Student :	PRASANNA S
Roll No :	205215
Identification No:	SF2018025004
Syllabus :	2016

Course	Paper 1	Paper 2	Paper 3	Paper 4	Total
Foundation	70	42	62	52	226

Exam Status:

Congratulations!

Foundation Course Completed.

(L. Gurumurthy)
Secretary (Acting)

This downloaded print out will be treated as marksheet for the purpose of registration for Intermediate Course of the Institute. Hard copy of marksheet will not be sent to the students.

Note : In marks "A" means - Absent

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THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

INTERMEDIATE / ACCOUNTING TECHNICIAN EXAMINATION

(Under Regulation 28G (4) of the Chartered Accountants Regulations, 1988)

STATEMENT OF MARKS

NOVEMBER 2020

REGN. NO. : SRO0630525

ROLL NO. : 520176

NAME : ANDALABARNA S



S Andala Aravind

GROUP - I*				GROUP - II			
PAPER	MAXIMUM MARKS	MINIMUM MARKS	MARKS OBTAINED	PAPER	MAXIMUM MARKS	MINIMUM MARKS	MARKS OBTAINED
Paper 1. Accounting	100	40	060E	Paper 5. Advanced Accounting	100	40	
Paper 2. Corporate and Other Laws	100	40	062	Paper 6. Auditing and Assurance	100	40	
Paper 3. Cost and Management Accounting	100	40	063	Paper 7. Enterprise Information Systems & Strategic Management	100	40	
Paper 4. Taxation	100	40	040	Paper 8. Financial Management & Economics for Finance	100	40	
TOTAL	400	200	225	TOTAL	400	200	
RESULT : PASS				RESULT :			

MARKS IN WORDS : TWO HUNDRED TWENTY FIVE

* GROUP - I IS EQUIVALENT TO ACCOUNTING TECHNICIAN EXAMINATION FOR THOSE WHO HAD APPLIED FOR APPEARING IN THE ACCOUNTING TECHNICIAN EXAMINATION.

E INDICATES MARKS OBTAINED IN AN EARLIER ATTEMPT.

EXEMPTED IN PAPER(S) IN THE NEXT FOLLOWING THREE EXAMINATIONS-EX.

DATED : 08/02/2021

**ADDITIONAL SECRETARY
(EXAMINATIONS)**



ANDALABARNA S
S/O SANKARAN P
NO 12 SOUTH YADAVAR STREET

SRIVAIAKUNTAM

Pincode 628601



* E 9 5 2 4 3 2 4 0 4 4 1 N *



The Institute of Cost Accountants of India

(Statutory body under an Act of Parliament)

Intermediate Result For December 2020 Term

Name of Student:	VIJAY R
Roll No.:	423491
Registration No.:	02191052221
Syllabus:	SYLLABUS - 2016

	Paper 05	Paper 06	Paper 07	Paper 08	Total
Group I	52	48	53	78	231

	Paper 09	Paper 10	Paper 11	Paper 12	Total
Group II	69	76	54	48	247

Exam Status :	<div><p>*Inter Completed*</p><p>Those who are desirous of seeking practical training may file their Resume online from below link.</p><p><u>Please upload your Resume</u></p></div>
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Instructions :

- In marks **A** means - **Absent**
- **D** means - **Not applied**
- **E/F** means - **Exempted**

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THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA
ICAI Bhawan, Indraprastha Marg, New Delhi-110002

FOUNDATION EXAMINATION NOVEMBER 2019

(Under Regulation 25F(3) of the Chartered Accountants Regulations, 1988)

RESULT CARD

NAME OF THE CANDIDATE **ASWIN KUMAR R**

ROLL NO.

REGISTRATION NO. **SRO0685654**

184243



PAPER	SUBJECT	MAXIMUM MARKS	MINIMUM MARKS	MARKS OBTAINED
1	Principles and Practice of Accounting	100	40	060
2	Business Laws & Business Correspondence and Reporting	100	40	066
3	Business Mathematics and Logical Reasoning & Statistics	100	40	040
4	Business Economics & Business and Commercial Knowledge	100	40	056
TOTAL		400	200	222

Aswin Kumar R

SIGNATURE OF THE CANDIDATE

Date of result **03/02/2020**

RESULT PASS

MARKS (IN WORDS): Two Hundred Twenty Two

ASWIN KUMAR R

52 RAILNAGAR, HIGH GROUND, MAHARAJANAGAR
POST
TIRUNELVELI - 627011



[Signature]

**ADDITIONAL SECRETARY
(EXAMINATIONS)**



MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI-627 012, TAMIL NADU, INDIA
(REACCREDITED WITH B GRADE BY NAAC)

Dr. A. JOHN DE BRITTO
REGISTRAR

Ref. No. MSU/RES/INT/SF/GUIDESHIP/R5/2017.

29.06.2017.

To

Dr. K. Sheik Mydeen
Assistant Professor of Business Administration
Sadakathullah Appa College
Tirunelveli

Sir / Madam

Sub: Recognition as an approved Guide – intimation – reg.

Ref: Orders of the Vice – Chancellor dated 21.6.2017.

I am by direction, to inform that Guideship has been granted in the Subject of **COMMERCE**, and it is tenable only for the period of your service within the Manonmaniam Sundaranar University jurisdiction.

The maximum number of Ph.D. Scholars under your guidance is 4 (four) only.

Scholars registering under your guidance should opt for a Co-Guide in the recognized research centre at the time of registration itself.

This is for information and adherence.

Kindly acknowledge the receipt of this communication.

Yours faithfully

REGISTRAR

Copy to :

The Principal
Sadakathullah Appa College
Tirunelveli



MANONMANIAM SUNDARANAR UNIVERSITY

Reaccredited with 'A' Grade by NAAC (3rd Cycle)

CENTRE FOR RESEARCH

ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA

Phone : 0462 - 2333741, 9467907000, Internet: 2563073, Mail: cfrmsu@msuniv.ac.in, web: msuniv.ac.in



DR. K. SENTHAMARAI KANNAN
DIRECTOR

REF : MSU/RES/Admn/Jan 2019

Date : December 22, 2018

Ph.D., Programme Commencement Order

To

G VELAMMAL SELVI
94, RAJA RAJESWARI NAGAR, N G O B COLONY
PERUMALPURAM POST
Tamil Nadu, Tirunelveli, Pincode - 627007
Mobile No. : 9486643059, Email ID : gvelammal.selvi@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -
Intimation - Reg

Ref: Counseling attended by the candidate for January 2019 session.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below :

Name of the Scholar	G VELAMMAL SELVI
Registration No.	19111191012015
Discipline	Commerce
Gender / Community	Female / BC
Nationality	INDIAN
PWD Status	Not Applicable
Admission Based On / Mode	M.Phil / FULL TIME
Research Centre	Sadakathullah Appa College, Tirunelveli.
Name of the Supervisor	Dr. K. Sheik Mydeen, Department of Commerce, Sadakathullah Appa College, Palayamkottai, Tirunelveli Mobile No. : 9442082638, Email ID : sheiksafwan11@gmail.com
Name of the Co-Supervisor	NIL
Doctoral Committee Members	1. DR A HAMIL, HEAD & ASSO. PROF. OF COMMERCE, SADAKATHULLAH APPA COLLEGE, TIRUNELVELI Mobile No. : 9443695658, Email ID : drathamhamil@gmail.com
	2. DR A ARUNA DEVI, ASST. PROF. OF COMMERCE WITH CORPORATE SECRETARYSHIP, SRI SARADA COLLEGE FOR WOMEN, TIRUNELVELI Mobile No. : 9789320147, Email ID : a.arunadevi@gmail.com
Proposed Title	CONSUMER BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS IN TIRUNELVELI DISTRICT
Date of Commencement	22.12.2018

ASSISTANT SUPERINTENDENT ASSISTANT REGISTRAR

DIRECTOR

Copy To : Supervisor, Co-Supervisor (if applicable) / Research Centre / Doctoral Committee Members



MANONMANIAM SUNDARANAR UNIVERSITY
CENTRE FOR RESEARCH
 ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA



DR. K. SENTHAMARAI KANNAN
DIRECTOR

REF : MSU/RES/R1/JANUARY2018

Date : January 10, 2018

Ph.D., Programme Commencement Order

To

JARINAA B
 721, 3rd main road, kanagabaram street
 kodeeshwaran nagar
 Tamil Nadu, Thirunelveli, Pincode - 627004
 Mobile No. : 7708382252, Email ID : jerin7191@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -
 Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below :

- | | |
|---|---|
| 1. Name of the Scholar | : JARINAA B |
| 2. Registration No. | : 18111191012009 |
| 3. Discipline | : Commerce |
| 4. Gender | : Female |
| 5. Social Category (Community) | : BCM |
| 6. Nationality | : Indian |
| 7. PWD Status | : Not Applicable |
| 8. Admission Based On | : M.Phil |
| 9. Name of the Supervisor | : Dr. K. Sheik Mydeen |
| 10. Name of the Co-Supervisor | : DR A HAMIL |
| 11. Mode | : FULL TIME |
| 12. Research Centre | : Sadakathullah Appa College, Tirunelveli. |
| 13. Date of Commencement | : 10.01.2018 |
| 14. Proposed Title | : A STUDY ON DIMENSIONS AND ITS FACTORS INFLUENCING
SUCCESS OF WOMEN ENTREPRENEURS IN TIRUNELVELI DISTRICT |
| 15. Doctoral Committee
Members Details | 1. DR HAMIL
ASSOCIATE PROFESSOR OF COMMERCE, SADAKTHULLAAPPA
COLLEGE, TIRUNELVELI
Mobile No. : 8825423147, Email ID : NIL
2. DR JULIAS CEASAR
ASSISTANCE PROFESSOR OF COMMERCE, ST XAVIERS
COLLEGE, PALAYAM KOTTAI
Mobile No. : 7418855198, Email ID : NIL |

[Signature]
 10.1.18
 ASST

[Signature]
 10/1/18
 SUPDT

[Signature]
 10/1/18
 AR

[Signature]
 10/1/18
 DIRECTOR

Phone : 0462 - 2333741, 2338721, 9487999692, 9487907000, FAX: 2322973, Website : msuniv.ac.in



MANONMANIAM SUNDARANAR UNIVERSITY
CENTRE FOR RESEARCH
 ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA



DR. K. SENTHAMARAI KANNAN
DIRECTOR

REF : MSU/RES/R1/JANUARY2018

Date : January 10, 2018

Ph.D., Programme Commencement Order

To

YASMIN KATHIJA S
 18 A 2 RP FIRST NORTH STREET, 18 A 2 RP FIRST NORTH STREET
 Tamil Nadu, Tirunelveli, Pincode - 627004
 Mobile No. : 9994876320, Email ID : yasminkathija89@gmail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -
 Intimation - Reg

Ref: Counseling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below :

- | | |
|--|--|
| 1. Name of the Scholar | : YASMIN KATHIJA S |
| 2. Registration No. | : 18121191012008 |
| 3. Discipline | : Commerce |
| 4. Gender | : Female |
| 5. Social Category (Community) | : BCM |
| 6. Nationality | : INDIAN |
| 7. PWD Status | : Not Applicable |
| 8. Admission Based On | : PG |
| 9. Name of the Supervisor | : DR.K.SHEIK MYDEEN |
| 10. Name of the Co-Supervisor | : Dr.A. Hamil |
| 11. Mode | : PART TIME INTERNAL |
| 12. Research Centre | : Sadakathullah Appa College, Tirunelveli. |
| 13. Date of Commencement | : 10.01.2018 |
| 14. Proposed Title | : A STUDY ON IMPACT OF GST ON SERVICE INDUSTRY IN TIRUNELVELI DISTRICT |
| 15. Doctoral Committee Members Details | <p>1. DR M N MOHAMED ABUSALI SHEIK
 ASSISTANT PROFESSOR COMMERCE SADAKATHULLAH APPA COLLEGE TIRUNELVELI 627011 MOB.9894707040
 EMAIL:dr.abusali@gmail.com
 Mobile No. : 9894707040, Email ID : dr.abusali@gmail.com</p> <p>2. DR JULIAS CEASER
 ASSISTANT PROFESSOR COMMERCE ST.XAVIER'S COLLEGE PALAYAMKOTTAI MOB.7418855198
 Mobile No. : 7418855198, Email ID : Nil</p> |

ASST

SUPOT

AR

DIRECTOR

Phone : 0462 - 2333741, 2338721, 9487999692, 9487907000. FAX: 2322973, Website : msuniv.ac.in



MANONMANIAM SUNDARANAR UNIVERSITY
CENTRE FOR RESEARCH
ABISHEKAPATTI, TIRUNELVELI - 627 012, TAMILNADU, INDIA



DR. K. SENTHAMARAI KANNAN
DIRECTOR

REF : MSU/RES/R1/JANUARY2018

Date : January 10, 2018

Ph.D., Programme Commencement Order

To

ASAN MYDEEN T K
86, JAMALIYA THAIKKA STREET, MELAPALAYAM
Tamil Nadu, Thirunelveli, Pincode - 627005
Mobile No. : 7418743008, Email ID : a_mydeen@ymail.com

Sir/Madam,

Sub: Registration for doing Ph.D., programme - Date of Commencement of Research work -
Intimation - Reg

Ref: Counselling attended by the candidate.

With reference to the above, you are provisionally registered for Ph.D., Programme as detailed below :

- | | |
|--|--|
| 1. Name of the Scholar | : ASAN MYDEEN T K |
| 2. Registration No. | : 18121191011007 |
| 3. Discipline | : Commerce |
| 4. Gender | : Male |
| 5. Social Category (Community) | : BCM |
| 6. Nationality | : INDIAN |
| 7. PWD Status | : Not Applicable |
| 8. Admission Based On | : M.Phil |
| 9. Name of the Supervisor | : DR.K.SHEIK MYDEEN |
| 10. Name of the Co-Supervisor | : DR A HAMIL |
| 11. Mode | : PART TIME INTERNAL |
| 12. Research Centre | : Sadakathullah Appa College, Tirunelveli. |
| 13. Date of Commencement | : 10.01.2018 |
| 14. Proposed Title | : A STUDY ON BRAND PREFERENCE OF RICE IN TIRUNELVELI DISTRICT |
| 15. Doctoral Committee Members Details | : 1. DR S M A SYED MOHAMED KHAJA
assistant professor department of commerce sadakathuah
appa college tirunelveli
Mobile No. : 9843252600, Email ID : smakhaja@gmail.com
2. DR A RAMACHANDRAN
associate professor department of commerce T.D.N.M.S college
kallikulam
Mobile No. : 9443403395, Email ID : magesram@gmail.com |

10/1/18
ASST

10/1/18
SUPDT

10/1/18
AR

10/01/18
DIRECTOR