



THE NEW COLLEGE, CHENNAI - 600 014

(An Autonomous Institution Affiliated to the University of Madras & Accredited by NAAC with 'A++' Grade of 3.61/4 in the 4th Cycle)



PG and Research Department of Commerce

Ph.D., OPEN DEFENCE



Presented by

**Ms. JAMAL MOHMOODHA
BI FATHIMA. B.**

Research Scholar
Department of Commerce
The New College, Chennai - 600 014

Title

**"A STUDY ON AWARENESS OF
NEUROMARKETING STRATEGY IN ONLINE
SHOPPING TOWARDS WOMEN IT
(INFORMATION TECHNOLOGY) EMPLOYEES
IN CHENNAI**



02/09/2026



11.00 A.M



NCAA HALL

External Examiner

Dr. ANLI SURESH

Assistant Professor
Department of Commerce
Madras Christian College, Chennai - 600 059.

Research Supervisor & Convener

Dr. A. MOHAMED YUNUS

Assistant Professor & Research Supervisor
PG & Research Department of Commerce
The New College, Chennai - 600 014.

DR. A. MOHAMED YUNUS
Supervisor & Convener

Dr. S. TAMEEM SHARIEF
Head of the Department

Dr. M. ASRAR SHERIFF
Principal