THE NEW COLLEGE (AUTONOMOUS), CHENNAI -600104
PG & RESEARCH DEPARTMENT OF COMMERCE

PH.D., AWARDED

2016 - 2017

S.No	Name of the Scholar	Name of the Supervisor	Viva – Voce Date	Title of the Thesis	Name of the External Examiner
1	Senthil Kumar. C	Dr. S. Syed Rafiq Ahmed	24.5.2017	Exit Interview and Its Effectiveness: A Study with Special Reference to Select IT Companies in Chennai City	Dr. M. Swaminathan Pachaiyappa's College Kancheepuram
2	N.Purosothaman	Dr. S Tameem Sharief	10.10.2016	An Empirical Study on Relationship Between Occupational Stress & Organizational Commitment in NGO with Special Reference to Chennai	Dr. Mohamed Jaffar Coe, Tamil Nadu Open University, Chennai
3	H.M. Bilal	Dr. J. Sulaiman	15.03.2017	Work Life Balance of IT & ITES Employees with Reference to Chennai City	Dr. Ayub Khan Dawood Associate Professor Quaid-E- Milleth College, Medavakkam

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2017 – 2018

S.No	Name of the Scholar	Name of the Supervisor	Viva – Voce Date	Title of the Thesis	Name of the External Examiner
1	N.O. Aarif	Dr. P.M. S. Abdul Gaffoor	06.07.2017	**"**Perception of Retailers and Customers on Impact of FDI on Retail Sector: A Study with Special Reference to Chennai City"	Dr. Ayub Khan Dawood Associate Professor Quaid-E- Milleth College, Medavakkam

2	Uma Devi.K	Dr.S.Syed Rafiq Ahmed	10.01.2018	Glass Ceiling and Its Impact on IT Sector: A Study with Special Reference to Women Employees of Selected IT Companies in Chennai City	Dr. A. Saranya Associate Professor Ethiraj College Chennai
3	Kamarunnisa.A	Dr.S.Syed Rafiq Ahmed	05.04.2018	Competency Mapping in HRM: A Study with Special Reference to Teaching Faculty of Arts and Science Colleges in Chennai City	Dr. Fahmeeda Yasmeen Assistant Professor J B A S College For Women, Chennai
4	Vidhya. M.R	Dr.S.Syed Rafiq Ahmed	14.05.2018	Employee Relationship Management: A Study with Special Reference To ITES Sector in Chennai City	Dr. A. Saranya Associate Professor Ethiraj College, Chennai
5	A.Nabeel Ahmed	Dr.S Tameem Sharief	21.12.2017	A Study on Consumer Adoption in the Indian Banking Sector with Special Reference to Chennai	Dr. Ayub Khan Dawood Associate Professor Quaid-E- Milleth College, Medavakkam
6	M. Asha Banu	Dr. S. Thothadri	23.08.2017	A Study on Corporate Social Responsibility (CSR) Practices in Small and Medium Enterprises (SMES) in Chennai City	Dr. Ayub Khan Dawood Associate Professor Quaid-E- Milleth College, Medavakkam
7	A.M. Abid Basha	Dr. S. Thothadri	07.05.2018	A Study on Succession Planning Practices in Information Technology (IT) Sector in Chennai	Dr. Y. Hari Prasad Reddy Associate Professor & Head Guru Nanak College, Chennai

2018 – 2019

S.No	Name of the Scholar	Name of the Supervisor	Viva – Voce Date	Title of the Thesis	Name of the External Examiner
1.	F. Asiya Khilji	Dr. P.M.S. Abdul Gaffoor	09.08.2018	Investor Perception on Foreign Direct Investment(FDI) in Stock Market: A Study with Special Reference to Chennai City	Dr. T. Joseph Associate Professor Loyola College, Chennai
2	Liyakath Ali R	Dr. P.M.S. Abdul Gaffoor	13.03.2019	"A Study on Work Force Diversity of Private Company Employees with Special Reference to Infosys Technologies, Chennai	Dr. Fahmeeda Yasmeen Assistant Professor J B A S College For Women, Chennai
3	D.Karpagavalli	Dr.S.Tameem Sharief	26.09.2018	A Study on Consumer Behaviour and Perception Towards Mobile Phone Usage and Services in Chennai	Dr. D. Badiuddin Dean, Maulana Abul Kalam Azad University, Hyderabad
4	Amrutha R	Dr.S.Tameem Sharief	11.04.2019	Consumer Perception on Green Marketing with Special Reference to Selected CPGS in Chennai	Dr. Somasundari Associate Professor, Anna Adarsh College For Women, Chennai
5	J. Thajmudeen	Dr.S.Tameem Sharief	29.04.2019	A Study on Job Stress Over Practicing Capabilities of Chartered Accountant on Chennai	Dr. D. Badiuddin Dean, Maulana Abul Kalam Azad University, Hyderabad
6	B. Preethi	Dr. S. Thothadri	06.03.2019	Adoption of E-Commerce and Its Impact on Business Performance : An Analytical Study of Small and Medium Enterprises in Chennai	Dr. B. Devamaindhan Head Department Of Management Studies, Ide University Of Madras
7	D. Leelavathi	Dr.J.Sulaiman	20.12.2018	A Study on Marketing Challenges and Opportunities of Women Entrepreneurs Through SHG in Chennai City	Dr. T. Joseph Associate Professor Loyola College, Chennai

8	M.Alagu Thangamani	Dr.J.Sulaiman	24.12.2018	A Study on Job Stress Among Advocates Practicing in Chennai City	Dr. T. Joseph Associate Professor Loyola College, Chennai

2019 – 2020

S.No	Name of the Scholar	Name of the Supervisor	Viva – Voce Date	Title of the Thesis	Name of the External Examiner
1	Menaka. M	Dr.S.Syed Rafiq Ahmed	20.08.2019	Corporate Social Responsibility and Its Effectiveness: A Study with Special Reference to Employees of Information Technology Companies in Chennai City	Dr. B. Sudha Associate Professor Anna Adarsh College For Women, Chennai
2	Sumaiya. M	Dr.S.Syed Rafiq Ahmed	14.11.2019	Customer Retention Practices and Its Effectiveness : A Study with Special Reference to Micro Enterprises in Chennai City	Dr. B. Sudha Associate Professor Anna Adarsh College For Women, Chennai
3	Ms. Naseera Parvin. S.D	Dr.S.Syed Rafiq Ahmed	09.12.2019	Emotional Intelligence and Its Impact on Work Outcomes: A Study with Special Reference Conductors and Drivers of Metropolitan Transport Corporation(MTC) in Chennai City	Dr. A. Panneer Selvam Assistant Professor Pachaiyappa's College Chennai
4	Ms. Shanthi Selvanayagam. M. S	Dr.S.Syed Rafiq Ahmed	13.02.2020	Technology Adoption and Its Impact on Employee Performance- A Study with Special Reference to Postal Sector in Chennai City	Dr. A. Saranya Associate Professor Ethiraj College Chennai
5	V.Gunasekaran	Dr.S.Tameem Sharief	21.08.2019	Work Life Balance of Women Advocates and Its Impact on Their Professional Satisfaction	Dr. Srinivasagalu Associate Professor Nandanam Government Arts College, Chennai

6	J.Mural Krishnan	Dr.S.Tameem Sharief	20.06.2019	An Empirical Study about Client Satisfaction & Behaviour Towards E-Banking Services with Special Reference to Chennai	Dr. Srinivasagalu Associate Professor Nandanam Government Arts College, Chennai
7	L Partha Sarathy	Dr.S.Tameem Sharief	10.10.2019	A Comparative Study of E- Commerce & ERP with Special Reference to Chennai	Dr. Srinivasagalu Associate Professor Nandanam Government Arts College, Chennai
8	R. Abdul Hajee	Dr.S.Tameem Sharief	05.02.2020	A Study on Training and Development in Software Industry with Special Reference to HCL Group	Dr. Shaheeda Banu Associate Professor Tumkur University Bangalore
9	Mandyam Priya Ram	Dr. S. Thothadri	06.07.2019	Engagement and Integration of Nomads in The IT and ITES Sector Through Innovative Human Resource Practices	Dr. T. Ramraj Nadar Assistant Professor Guru Nanak College, Mumbai
10	S. Vimaladevi	Dr. S. Thothadri	04.10.2019	HR Managers Perception on Succession Planning and Retention Strategies in Selected Sectors – A Study with Reference to Chennai City	Dr. Noor Firdouse Professor R.V. Institute Of Management Bangalore
11	Shahid Ahmed	Dr.J.Sulaiman	03.10.2019	Investors Perception, Attitude and Its Impact on Systematic Investment	Dr. B. Maria Dass Assistant Professor Presidency College, Chennai

2020 – 2021

S.No	Name of the Scholar	Name of the Supervisor	Viva – Voce Date	Title of the Thesis	Name of the External Examiner
1	Mr. Madhu. K	Dr.S.Syed Rafiq Ahmed	05.11.2020	Soft Skills Training and Its Effectiveness: A Study with Special Reference to Arts and Science College Students in Chennai City	Dr. Fahmeeda Yasmeen Assistant Professor Jbas College For Women, Chennai
2	Ms. Shahin. A	Dr.S.Syed Rafiq Ahmed	12.11.2020	Emotional Branding of Millennial Consumers: A Study on Brand Attachment With Special Reference to Branded Mobile Phones in Chennai City	Dr. B. Vijaya Kumar Assistant Professor Sir Thegaraya College Chennai
3	Mr.Afroz Ahmed	Dr.S.Syed Rafiq Ahmed	03.02.2021	User Generated Content and Its Impact on Online Purchase Intentions For Fashion Products with Reference with Women Consumers	Dr. B. Devamaindhan Head Department Of Management Studies, Ide University Of Madras
4	Mr.M.Mohamed Hasheem	Dr.J.Sulaiman	08.02.2021	Customer Satisfaction on Banking Services- A Comparative Study with Reference to Select Public and Private Sector Banks in Chennai City	Dr. D. Badiuddin Dean Maulana Abul Kalam Azad University, Hyderabad