

MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

Phone off : +91 452 2458471

Fax : +91 452 2459181

email: registrar@mkurediffmail.com

Palkalai Nagar, Madurai 625 021.

Tamil Nadu, INDIA.

Dr.N.Rajasekar., M.B.A., M.Phil., Ph.D.,
REGISTRAR

Ref. No. R1/PT/ Regn/Busini.Admini/P4147/2015.
(Please quote this reference No.)

Date:12.10.2015

REGN.NO : P4147

To,
Dr.M.S.Balaji,
Associate Professor,
Department of Business Administration,
Sourashtra College (A),
Madurai - 625 004.
Sir / Madam,

Sub: Research-Registration for Ph.D. Degree under **Part-Time**
Application of **Mr.Kuruvila Easo.**, - reg.

Mr.Kuruvila Easo., Neduvakkattu Eden Gardens, Kampamkode Vayakal P.O,
Kollam Dist - 691 532. Kerala. has been provisionally registered for the Ph.D. degree as a **Part-Time**
Research Scholar from 07.09.2015. The Subject Title (@), and the School / Department / College / Institution
he / she proposes for doing Ph.D. research work have been approved

He/She should work in the School/ / Department / College/ Institution and under the following
Supervisor (*) approved for the purpose as per the Ph.D. regulations in force.

He/She should complete the course work viz., one course work paper on Research Methodology and one
course work paper (relevant to the subject paper of the research) from the date of registration as mentioned
under provision 6 of the Ph.D. regulations in force. He/She should submit his/her thesis **not earlier than**
07.09.2018 and not later than 06.09.2020.

After completion of the course work, the Ph.D registration shall be confirmed and he/she will be
permitted to undertake the research work leading to the submission of Ph.D thesis as mentioned under
provision 6 of the Ph.D regulations in force.

The other terms and conditions regarding change of subject/ guide/ title, submission of thesis, synopsis,
duration of the research, payment of fees, Cancellation etc., are available in the University website
'www.mkuresearch.org'. (vide under provision of 6,7,8,9,10 and 11 of Ph.D. regulations in force).

He/She should pay the **Rs. 7000/- (for Science Candidate) and Rs.5000/- (for Arts / Humanities**
Candidate) as Research fee and Administration fee of Rs.2500 /- on the given registration date of every year
till submission of thesis. **Candidate from approved Research Centres (Excluding University Departments) of**
this University may remit the Administration fee alone, to University. Fee for every year may be remitted
within 30 days of the registration day of every year. One month grace period may be availed by the candidate
by paying the penal fee of Rs.500/-. **Even after this period if the fee is not paid the Registration shall stand**
automatically cancelled.

All the fee may be remitted into Madurai Kamaraj University **Account No:1** through Power Jyoti chalan
of the State Bank of India / Swift Address SBININDB454 A/C @ mkuniversity (2235) beneficiary "THE
REGISTRAR, MADURAI KAMARAJ UNIVERSITY": 'Ph.D.' and the chalan may be forwarded to this office
with a covering letter quoting the registration number. The candidate may be informed accordingly.

Faculty

: BUSINESS ADMINISTRATION

Subject

: BUSINESS ADMINISTRATION

Subject Title: (@) "**ORGANIZATIONAL CITIZENSHIP BEHAVIOUR - A STUDY AMONG EXECUTIVES**
IN U.A.E"

SUPERVISOR: Dr : M.S.Balaji., Associate Professor, Department of Business Administration,
Sourashtra College (A), Madurai - 625 004.

Yours faithfully,

REGISTRAR

Copy to: 1. The Candidate
2. The Guide



MADURAI KAMARAJ UNIVERSITY

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Palkalai Nagar, Madurai 625 021.

Tamil Nadu, INDIA.

Dr.A.Muthumanickam., M.A., M.Ed., Ph.D.,
REGISTRAR In -Charge.

Ref. No. R1/PT/ Regn/Bus.Admin/P4530/2016.
(Please quote this reference No.)

Date:11.04.2016.

REGN.NO : P4530

To,
The Registrar,
M.S.University , Abishekapatti,
Tirunelveli – 627 012.
Sir / Madam,

Sub: Research-Registration for Ph.D. Degree under **Part-Time**
Application of **Mr.S.Senthikumar.**– reg.

Mr.S.Senthikumar, Temporary Lecturer, M.S. University Constituent College, Kumanthapuram, Kadayannallur. has been provisionally registered for the Ph.D. degree as a **Part-Time** Research Scholar from **04.04.2016** . The Subject Title (@), and the School / Department / College / Institution he / she proposes for doing Ph.D. research work have been approved.

He/She should work in the School/ / Department / College/ Institution and under the following Supervisor (*) approved for the purpose as per the Ph.D. regulations in force.

He/She should complete the course work viz., one course work paper on Research Methodology and one course work paper (relevant to the subject paper of the research) within one year from the date of registration as mentioned under provision 6 of the Ph.D. regulations in force. The candidates with an M.Phil. degree in the relevant fields of research shall be exempted from the course work on Research Methodology. He/She should submit his/her thesis **not earlier than 04.04.2018 and not later than 03.04.2020**.

After completion of the course work, the Ph.D registration shall be confirmed and he/she will be permitted to undertake the research work leading to the submission of Ph.D thesis as mentioned under provision 6 of the Ph.D regulations in force.

The other terms and conditions regarding change of subject/ guide/ title, submission of thesis, synopsis, duration of the research, payment of fees, Cancellation etc., are available in the University website 'www.mkuresearch.org'. (vide under provision of 6,7,8,9,10 and 11 of Ph.D. regulations in force).

He/She should pay the **Rs. 7000/- (for Science Candidate) and Rs.5000/- (for Arts / Humanities Candidate) as Research fee and Administration fee of Rs.2500 /-** on the given registration date of every year till submission of thesis. **Candidate from approved Research Centers (Excluding University Departments) of this University may remit the Administration fee alone, to University.** Fee for every year may be remitted within 30 days of the registration day of every year. One month grace period may be availed by the candidate by paying the penal fee of Rs.500/-. **Even after this period if the fee is not paid the Registration shall stand automatically cancelled.**

All the fee may be remitted into Madurai Kamaraj University **Account No:1** through Power Jyoti chalan of the State Bank of India / Swift Address SBININDB454 A/C @ mkuniversity (2235) beneficiary "THE REGISTRAR, MADURAI KAMARAJ UNIVERSITY": 'Ph.D.' and the chalan may be forwarded to this office with a covering letter quoting the registration number. The candidate may be informed accordingly.

Faculty : **BUSINESS ADMINISTRATION**

Subject : **BUSINESS ADMINISTRATION**

Subject Title: (@) "**CUSTOMER LOYALTY AND ITS DETERMINANTS: AN EMPIRICAL STUDY IN BANKING INDUSTRY IN TIRUNELVELI DISTRICT**"

SUPERVISOR: Dr: M.S.Balaji,(Main Guide) Associate Professor, Sourashtra College, Pasumalai, Madurai – 625 004. Dr.B.Anbazhagan (Co-Guide), Associate Professor, Department of Business Administration, Sourashtra College, Pasumalai, Madurai – 625 004.

Yours faithfully,

REGISTRAR i/c

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Palkalai Nagar, Madurai 625 021.

Tamil Nadu, INDIA.

Dr.A.Muthumanickam., M.A., M.Ed., Ph.D.,
REGISTRAR In -Charge.

Ref. No. R1/PT/ Regn/Busi.Admini/P4221/2016.
(Please quote this reference No.)

Date:05.01.2016.

REGN.NO : P4221

To,
Dr.M.S.Balaji,
Associate Professor,
Department of Business Administration,
Sourashtra College, Pasumalai,
Madurai - 625 004.
Sir / Madam,

Sub: Research-Registration for Ph.D. Degree under **Part-Time**
Application of **Ms.Sreeja S.U.K.Pillai.** - reg.

Ms.Sreeja S.U.K.Pillai, 73, Shanthisadhan, Melakkal Road, Kochadai, Madurai - 625 016. has been provisionally registered for the Ph.D. degree as a **Part-Time** Research Scholar from **19.12.2015**. The Subject Title (@), and the School / Department / College / Institution he / she proposes for doing Ph.D. research work have been approved.

He/She should work in the School/ / Department / College/ Institution and under the following Supervisor (*) approved for the purpose as per the Ph.D. regulations in force.

He/She should complete the course work viz., one course work paper on Research Methodology and one course work paper (relevant to the subject paper of the research) from the date of registration as mentioned under provision 6 of the Ph.D. regulations in force. He/She should submit his/her thesis **not earlier than 19.12.2018 and not later than 18.12.2020**.

After completion of the course work, the Ph.D registration shall be confirmed and he/she will be permitted to undertake the research work leading to the submission of Ph.D thesis as mentioned under provision 6 of the Ph.D regulations in force.

The other terms and conditions regarding change of subject/ guide/ title, submission of thesis, synopsis, duration of the research, payment of fees, Cancellation etc., are available in the University website 'www.mkuresearch.org'. (vide under provision of 6,7,8,9,10 and 11 of Ph.D. regulations in force).

He/She should pay the **Rs. 7000/- (for Science Candidate) and Rs.5000/- (for Arts / Humanities Candidate) as Research fee and Administration fee of Rs.2500 /-** on the given registration date of every year till submission of thesis. **Candidate from approved Research Centres (Excluding University Departments) of this University may remit the Administration fee alone, to University.** Fee for every year may be remitted within 30 days of the registration day of every year. One month grace period may be availed by the candidate by paying the penal fee of Rs.500/-. **Even after this period if the fee is not paid the Registration shall stand automatically cancelled.**

All the fee may be remitted into Madurai Kamaraj University Account No:1 through Power Jyoti chalan of the State Bank of India / Swift Address SBININDB454 A/C @ mkuniversity (2235) beneficiary "THE REGISTRAR, MADURAI KAMARAJ UNIVERSITY": 'Ph.D.' and the chalan may be forwarded to this office with a covering letter quoting the registration number. The candidate may be informed accordingly.

Faculty : **BUSINESS ADMINISTRATION**

Subject : **BUSINESS ADMINISTRATION**

Subject Title: (@) "**CUSTOMERS' ATTITUDE TOWARDS E - BANKING SERVICES: A STUDY IN MADURAI CITY**"

SUPERVISOR: **Dr: M.S.Balaji.**, Associate Professor, Department of Business Administration,
Sourashtra College, Pasumalai, Madurai - 625 004.

Yours faithfully,

REGISTRAR i/c

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MADURAI KAMARAJ UNIVERSITY

(University with Potential for Excellence)
Re-accredited by NAAC with 'A++' Grade in the 4th Cycle



Prof. Dr. V. S. Vasantha, M.Sc., Ph.D.,
Registrar-in-Charge

Palkalai Nagar, Madurai – 625 021,
Tamil Nadu, India.

Ref. No. S7/Busi.Admn/P3931/529/19

Date : 08.04.2021

To
The Principal,
Sourashtra College (Autonomous),
Madurai-625 004.

Sir/Madam,

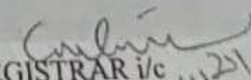
Sub: Submission of thesis for Ph.D. degree-Declaration of result – Reg.

The **Syndicate**-in-circulation dated **24.03.2021** considered the reports of the Board of Examiners who evaluated the Ph.D. thesis entitled; **"A STUDY ON HUMAN RESOURCE MANAGEMENT PRACTICES IN SMEs IN SELECTED DISTRICTS OF KERALA"** submitted by **Mr. Jins George P3931**, Part-Time Research Scholar, P. G. and Research Department of Business Administration, Sourashtra College (Autonomous), Madurai, under the guidance of **Dr. M. S. Balaji**, Associate Professor, P. G. and Research Department of Business Administration, Sourashtra College (Autonomous), Madurai – 625 004, together with the report of the Public viva-voce examination held on **25.11.2020** through video conference in the subject matter of the Ph.D. thesis of the above candidate and resolved that reports of the examiners be approved and that, **Mr. Jins George** be declared to have qualified self/herself for the Degree of **Doctor of Philosophy (Ph.D.)** in **Business Administration** of this university.

The candidate is informed that he/she should not publish any part or parts of the thesis without prior permission of the University.

The candidate is declared to have qualified himself/herself for the degree of Ph.D from the date of viva-voce examination and the candidate may take degree at convocation.

Yours sincerely,


REGISTRAR i/c
09/04/2021
5/4

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Tamil Nadu, INDIA.

Dr.A.Muthumanickam., M.A., M.Ed., Ph.D.,
REGISTRAR In-Charge.

Ref. No. R1/PT/ Regn/Busi.Admini/P4211/2016.
(Please quote this reference No.)

Date:05.01.2016.

REGN.NO : P4211

To,
Dr.M.S.Balaji,
Associate Professor,
Sourashtra College, Pasumalai,
Madurai - 625 004.

Sir / Madam,

Sub: Research-Registration for Ph.D. Degree under **Part-Time**
Application of **Mr.C.Balaji Viswanath., - reg.**

Mr.C.Balaji Viswanath., 3/88, Pandi Nagar, 3rd Street, Surveyor Colony, K.Pudhur,
Madurai - 625 007. has been provisionally registered for the Ph.D. degree as a **Part-Time** Research Scholar
from 19.12.2015 . The Subject Title (@), and the School / Department / College / Institution he / she proposes
for doing Ph.D. research work have been approved.

He/She should work in the School/ / Department / College/ Institution and under the following
Supervisor (*) approved for the purpose as per the Ph.D. regulations in force.

He/She should complete the course work viz., one course work paper on Research Methodology and one
course work paper (relevant to the subject paper of the research) from the date of registration as mentioned
under provision 6 of the Ph.D. regulations in force. He/She should submit his/her thesis **not earlier than**
19.12.2018 and not later than 18.12.2020.

After completion of the course work, the Ph.D registration shall be confirmed and he/she will be
permitted to undertake the research work leading to the submission of Ph.D thesis as mentioned under
provision 6 of the Ph.D regulations in force.

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duration of the research, payment of fees, Cancellation etc., are available in the University website
'www.mkuresearch.org'. (vide under provision of 6,7,8,9,10 and 11 of Ph.D. regulations in force).

He/She should pay the **Rs. 7000/- (for Science Candidate) and Rs.5000/- (for Arts / Humanities**
Candidate) as Research fee and Administration fee of Rs.2500 /- on the given registration date of every year
till submission of thesis. **Candidate from approved Research Centres (Excluding University Departments) of**
this University may remit the Administration fee alone, to University. Fee for every year may be remitted
within 30 days of the registration day of every year. One month grace period may be availed by the candidate
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with a covering letter quoting the registration number. The candidate may be informed accordingly.

Faculty : BUSINESS ADMINISTRATION

Subject : BUSINESS ADMINISTRATION

Subject Title: (@) "EFFECTIVENESS OF SOCIAL MEDIA MARKETING : AN EMPIRICAL STUDY IN
MADURAI CITY"

SUPERVISOR: Dr: M.S.Balaji., Associate Professor, Sourashtra College, Pasumalai,
Madurai - 625 004.

Yours faithfully,

REGISTRAR

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