

INDEX

Sr. No	Title	Page No
1.	A STUDY ON CHALLENGES AND OPPORTUNITIES OF GST FOR SMALL BUSINESSES IN MADURAI CITY - M.ALAGUMARI, K.SATHYAPRIYA, S.SONALI, DR. M. DINESHKUMAR	1-4
2.	A STUDY ON THE IMPACT OF ONLINE ADVERTISING AMONGRURAL COMMUNITIES MADURAI CITY - ABINAYA.K, GOMATHILAKSHMI.S, DR. N. ILLAMBIRAI	5-7
3.	A STUDY ON ENTREPRENEURSHIP AND STARTUP IN MADURAI DISTRICT - D.S.GAYATHRI, M.MAHALAKSHMI, DR. N. PRABHA	8-10
4.	A STUDY ON WOMEN EMPOWERMENT THROUGH SELF HELP GROUP WITH SPECIAL REFERENCE TO MADURAI CITY IN TAMILNADU - LALITHA.S, PRIYADHARSINI K, DR.N. ILLAMBIRAI	11-13
5.	A STUDY ON PROBLEMS OF DIGITAL PAYMENT IN SMALL IN MADURAI CITY - S.HARIPRIYA, K.SHOBICA, DR.N.PRABHA	14-16
6.	A COMPARATIVE STUDY ON ONLINE SHOPPING AND TRADITIONAL SHOPPING IN MADURAI CITY - S.SANTHIYA, M.S.DURGA, MRS.M. SHANMUGAPRIYA	17-19
7.	A STUDY ON EMPLOYEE SATISFACTION IN GRT JEWELLERYS - P.AJAY, D.DEEPAN, DR. N. PRABHA	20-22
8.	A STUDY ON CUSTOMER SATISFACTION TOWARDS DAIKIN AIR CONDITIONER SERVICES IN MADURAI CITY - J. AZARUTHEEN, M. SANJAY KUMAR, DR. M. DINESH KUMAR	23-25
9.	A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS BRANDED GARMENTS IN MADURAI CITY - R.RAJA PANDI, S.THIYAGESH, DR.N.ILLAMBIRAI	26-28
10.	A STUDY ON CUSTOMER SATISFACTION TOWARDS PURCHASE OF ELECTRONIC HOME APPLIANCES AT VASANTH & CO, IN MADURAI CITY. - S.SEENI MOHAMED HASAN, C.VARADHARAJAN, MS. M. SHANMUGAPRIYA	29-31
11.	A STUDY ON WORK LIFE BALANCE OF SCHOOL TEACHERS IN MADURAI CITY - E.NITHISH KUMAR, M.RAGUL, DR.N.ILLAMBIRAI	32-34
12.	A STUDY ON CONSUMER BUYING BEHAVIOUR PATTERN OF MARIE GOLD BISCUITS IN MADURAI CITY - M.NAGENDRAN, P.PRABAKARAN, DR. G. THENMOZHI	35-37
13.	A STUDY ON CONSUMER PERCEPTION ON DOMINO'S PIZZA IN MADURAI CITY - K. NAGARAJ, ES. R. NAVEEN RAJ, MS. M. SHANMUGA PRIYA	38-40

14.	A STUDY ON CUSTOMER ATTITUDE TOWARDS MUTUAL FUND INVESTMENT - L. MAYILRAJ, M. SURIYAKUMAR, DR. N. ILLAMBIRAI	41-43
15.	A STUDY ON CONSUMER PREFERENCES TOWARDS YIPPEE NOODLES IN MADURAI CITY - S.HARIPRIYADHARSHAN, M.MANOJ KUMAR, DR.M.DINESHKUMAR	44-46
16.	A STUDY ON ONLINE MARKETING STRATEGY OF MYNTRA - G. CHINNAKARUPPU, S. SANKARANARAYANAN, MS. M. SHANMUGA PRIYA	47-49
17.	A STUDY ON PUBLIC PERCEPTION OF TATA HEALTH INSURANCE IN MADURAI DISTRICT - S. KARTHIK, S. GOPINATH, DR. N. PRABHA	50-52
18.	A STUDY ON CUSTOMER SATISFACTION TOWARDS COSMETICS PRODUCTS IN MADURAI CITY. - S.CHANDRU, K. GOKUL, Ms. M. SHANMUGAPRIYA	53-55
19.	A STUDY ON CUSTOMER SATISFACTION TOWARDS AMWAY PRODUCTS IN MADURAI CITY - S. BALAJI, S.SIVAKUMAR, C.GURUPRASAD, DR. N. PRABHA	56-58
20.	A STUDY ON IMPACT OF E-COMMERCE ON SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO MADURAI CITY - M.ABINAYA, M.DEVADHARSHINI, DR.S. RAJAMANI	59-61
21.	A STUDY ON TOURISTS ATTITUDE WITH SPECIAL REFERENCE TO CK CHOCKAN TRAVEL AGENCY, MADURAI. - HARINI.P, HARITHASRI.P, MS.U.BHARATHI	62-63
22.	A STUDY ON CONSUMER BUYING BEHAVIOUR OF MAMAEARTH BABY CARE PRODUCTS IN MADURAI CITY - M.JOTHIPRIYA, S.KARTHIGAI SELVI, MS.U.BHARATHI	64-66
23.	A STUDY ON ONLINE SHOPPING WITH SPECIAL REFERENCE TO FLIPKART IN MADURAI CITY - R.NAGAJOTHI, G.PRABHAVATHY, DR. S. RAJAMANI	67-69
24.	A STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET BANKING SERVICES PROVIDED BY STATE BANK OF INDIA WITH SPECIAL REFERENCE TO MADURAI CITY - GAYATHRI .A, SHANU .S, NANDHINIEESHWARI.R	70-73
25.	A STUDY ON CONSUMER IMPACT TOWARDS SOFT DRINKS IN MADURAI CITY - S.SUGITHABALA, E.SUMATHI, Dr. G. THENMOZHI	74-76
26.	A STUDY ON IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL STORES WITH SPECIAL REFERENCE TO MADURAI CITY - J. SWATHI, R. VIJAYASHREE, MRS. N. SOWMIYA	77-79
27.	A STUDY ON CONSUMER PREFERNCE ON GROCERY PRODUCTS IN E COMMERCE PLATFORMS IN MADURAI CITY	80-82

	- MANIVANNAN.R, AKASH.A, MS.U.BHARATHI	
28.	A STUDY ON CUSTOMER PREFERENCE TOWARDS HERO ELECTRIC OPTIMA LX TWO WHEELERS IN MADURAI CITY - ARJUN.A, SIVAGIRI.K, DR.S.MANJULA	83-85
29.	A STUDY ON CONSUMER SATIFICATION TOWARDS HIMALAYA PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY - M. ARUN PANDI, S. DHANUSH KUMAR, DR. S. MANJULA	86-88
30.	A STUDY ON EMPLOYEES PERCEPTION TOWARDS EMPLOYEE WELFARE MEASURES IN ST COURIER TEPPAKULAM MADURAI CITY - CHOLA PANDIAN.C, THIRUKUMARAN.J, MRS.R.NANDHINEESWARI	89-91
31.	A STUDY ON CONSUMER BUYING BEHAVIOUR AND SATISFACTION LEVELOF HONDA BIKES IN MADURAI CITY - HARIHARASUDHAN.B, PARTHIBAN.B, DR.S.RAJAMANI	92-94
32.	A STUDY ON CUSTOMER SATISFACTION TOWARDS AACHI MASALA IN MADURAI CITY - ILAYAARASAN J, RAGHUL MK, DR S.RAJAMANI	95-97
33.	A STYDY ON BUYERS PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE (AI) RETAIL INDUSTRY FOCUSING ON AMAZON IN MADURAI CITY - M.KARTHICK RAJA*, K.MUTHURAJA, MRS.R.NANDHINEESWARI	98-100
34.	A STUDY ON CONSUMER PREFERENCE WITH SPECIAL REFERENCE TO VVD-COCONUT OIL. - MUTHU PANDI K*, MUNIYANDI A, MS.U.BHARATHI	101-103
35.	A STUDY ON CONSUMER PREFERENCE TOWARDS LED TV IN MADURAI CITY - POOVENDRAN M, VENGADESH J, DR.S.RAJAMANI	104-106
36.	A STUDY ON CONSUMER SATISFACTION TOWARDS FASTRACK WATCHES - WITH SPECIAL REFERENCE TO MADURAI CITY - SRIRAM B, SUBASH V, DR.S.RAJAMANI	107-109
37.	A STUDY ON CUSTOMER SATISFACTION OF BOAT LIFESTYLE PRODUCTS IN MADURAI CITY - SUNDARAPANDI.P, VIJAY.A, MS.U.BHARATHI	110-112
38.	SALES ANALYSIS AND PREDICTION SYSTEM FOR THE CHENNAI MOBILES IN MADURAI - K.VEEARAGAVAN, E.VIKRAM, DR. N. PRABHA	113-115
39.	CONSUMER BUYING BEHAVIOUR TOWARDS ZUDIO PRODUCTS IN MADURAI - AKASH.S, RANJITH KUMAR.N, SANJAY.N, MS.U.BHARATHI	116-118
40.	A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPIN MADURAI DISTRICT - G.DEEPIKA, B.GOMATHEESWARI, DR.S.MANJULA	119-121
41.	A COMPARATIVE STUDY OF CONSUMER PREFERENCES TOWARDS OLA AND UBER	122-124

	CAB SERVICES IN MADURAI CITY - F.ABISHA BEULA, S. FASILA BANU, DR. G. THENMOZHI	
42.	TO STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS IN URBAN AREAS IN MADURAI CITY - KALAI SELVI.J, KIRUTHIGA PANDI.S, N. SOWMIYA	125-127
43.	A COMPARATIVE STUDY ON CONSUMER PREFERENCE TOWARDS NESTLE [KITKAT] AND CADBURY [DAIRYMILK] IN MADURAI CITY - T. NITHILA, F. ANISHAHEPZI, R.NANDHINIEESHWARI	128-131
44.	A STUDY ON OPPORTUNITIES AND CHALLENGES OF DIGITAL MARKETING IN CURRENT ERA - K.RAMYA, M.SANTHIYA, DR.P.ISWARYALAKSHMI	132-135
45.	A STUDY ON CUSTOMER SATISFACTION ON GOOGLE PAY AND PHONEPAY - R.PRIYADHARSHINI, S.SHALINI, DR.P.ISWARYALAKSHMI	136-138
46.	A STUDY ON CUSTOMER SATISFACTION TOWARDS PARLE-G BISCUIT IN MADURAI CITY - SUVEKA U, KOWSALYA S, DR. ISWARYALAKSHMI P	139-141
47.	A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONICS PRODUCTS - VVIJITHA, G DIVYALAKSHMI, N. SOWMIYA	142-144
48.	A STUDY ON VIEWER'S PERSEVERANCE TOWARDS FOOD VLOGS IN YOUTUBE WITH SPECIAL REFERENCE TO MADURAI CITY - S. ANANDHANARAYANAN, K.DHANUSH KODI, R.NANDHINIEESHWARI	145-148
49.	A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFESTYLE STORE IN MADURAI CITY - ARJUNN, LAKSHMAVARSHANM, DR.G.THENMOZHI	149-151
50.	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ADIDAS PRODUCT IN MADURAI CITY. - DHIBAKAR.B, MOHAMED ASLAM.P, DR.P.ISWARYALAKSHMI	152-154
51.	A STUDY ON CUSTOMER PREFERENCE TOWARDS NIKE PRODUCTS WITH SPECIAL REFERENCE IN MADURAI CITY - DINESH U, VIJAYAKUMAR K, N.SOWMIYA	155-157
52.	A STUDY ON CUSTOMER SATISFACTION TOWARDS SUBWAY PRODUCTS IN MADURAI DISTRICT - K.HARISH, S.ROHANAGESTO, DR. S. MANJULA	158-161
53.	A STUDY ON ANALYSIS OF CUSTOMER'S SATISFACTION TOWARDS CREDIT CARD SERVICE PROVIDED BY STATE BANK OF INDIA IN MADURAI CITY. - A. KATHIR, K. SAKTHIVEL, N.SOWMIYA	162-164
54.	A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS AMUL PRODUCT. - S.KEERTHIVASAN, C.PRAVEENKUMAR, DR.P.ISWARYALAKSHMI	165-167

55.	A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKE IN MADURAI CITY - AYYAPPAN P, MANIKANDA PRABHU R, DR.S.MANJULA	168-170
56.	A STUDY ON ROLE OF AUGMENTED REALITY (AR) AND VIRTUAL REALITY IN DIGITAL MARKETING WITH SPECIAL PREFERENCE TO AMAZON IN MADURAI CITY - P. MANIKANDAN, M. THILAK PANDIYAN, DR.P.ISWARYALAKSHMI	171-173
57.	A STUDY ON IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR INCREASING SALE OF CONSUMABLE PRODUCTS IN AJIO, MADURAI CITY. - P.MADHAN, M.SAKTHIVEL, DR.P.ISWARYALAKSHMI	174-176
58.	A STUDY ON CONSUMER PREFERENCES TOWARDS LIPTON GREEN TEA IN MADURAI CITY - K.M.MOHAMED AHNAF, G.SANJEEVI, DR.M.DINESHKUMAR	177-179
59.	A STUDY ON CUSTOMER SATISFACTION TOWARDS RED BUS IN MADURAI CITY - V. GUKESH, T. SANKAR, R. NANDHINEESHWARI	180-182
60.	A STUDY ON CUSTOMER PREFERENCES TOWARDS OPTIMUM NUTRITION WHEY PROTEIN IN MADURAI CITY. - SANTHOSH KUMARJ, SIRANJEEVI R, DR. G. THENMOZHI	183-186
61.	A STUDY ON CUSTOMER SATISFACTION TOWARDS D-MART WITH SPECIAL REFERENCE TO MADURAI BRANCH - R. ASWIN, B. MOHANA PRASATH, A.VISHVANATH, DR. S. MANJULA	187-190
62.	A STUDY ON THE EMERGING OF E-COMMERCE ON CUSTOMER PERCEPTION AND TRENDS IN MADURAI CITY - A. ARTHI, DR.N.ILLAMBIRAI	191-193
63.	A STUDY ON CONSUMER PERCEPTION TOWARDS CADBURY DAIRYMILK CHOCOLATE IN MADURAI CITY - G. HEMAPRIYA, N. SOWMIYA	194-197
64.	A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICE WITH SPECIAL REFERENCE TO INDIAN BANK IN MADURAI CITY - KAYATHRI.T, NANDHINEESWARI.R	198-200
65.	A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL MARKETING IN MADURAI CITY - V.LATHARANI, DR.S.RAJAMANI	201-203
66.	A STUDY ON CONSUMER PREFERENCES IN POST OFFICE SAVINGS SCHEMES IN MADURAI CITY - MANJULADEVI.S, MS.U.BHARATHI	204-206
67.	A STUDY ON CUSTOMERS' PERCEPTION TOWARDS PAWNBROKERS IN MADURAI CITY - NANDHINIDEVI.C, DR. THENMOZHIG	207-209

68.	A STUDY ON CONSUMER PERCEPTION TOWARDS GREENMARKETING IN MADURAI CITY - S.SARANYA, N.SOWMIYA	210-212
69.	A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONIC PRODUCTS - S.SATHIYAKEERTHI, DR.N.PRABHA	213-215
70.	A STUDY ON IMPACT OF GST ON BANKING SECTOR - SINDHU. S, DR. MANJULA.S	216-219
71.	A STUDY ON IMPACT OF ADVERTISING ON CONSUMER'S ACCEPTABILITY OF NEW PRODUCT IN MADURAI CITY - SIVAPRIYA.V, DR.ISWARYALAKSHMI.P.	220-222
72.	A STUDY ON THE IMPACT OF ONLINE MOBILE GAMES ON COLLEGE STUDENTS IN MADURAI CITY - C.SNEHA, DR.M.DINESH KUMAR	223-226
73.	A STUDY ON IMPACT OF FINTECH IN FINANCIAL SERVICES OF BANKING SECTOR IN MADURAI CITY - P.SUGITHA, M.SHANMUGAPRIYA	227-229
74.	A STUDY ON AWARENESS OF E-BANKING SERVICES - SULAINA.A, SOWMIYA.N	230-232
75.	A STUDY ON FINANCIAL STATEMENT OF MARUTI SUZUKI - M.ARIHARAN, MS.U.BHARATHI	233-235
76.	A STUDY ON CONSUMER PERCEPTION TOWARDS RELIANCE JIO NETWORK IN MADURAI CITY - G.ARUNKUMAR, DR.S.RAJAMANI	236-238
77.	THE STUDY ON CONSUMER PERCEPTION TOWARDS BRITANNIA PRODUCTS IN MADURAI CITY - A.DHARMESHKUMAR, DR.P .ISWARAYALAKSHMI	239-241
78.	A STUDY ON THE PREFERENCE OF STAR HEALTHINSURANCE IN MADURAI CITY - DINESH KUMAR S, DR.N.ILAMBIRAI	242-244
79.	A STUDY ON CYBER SECURITY AFFECTING ONLINE BANKING AND ONLINE TRANSACTION - M.GURU NARAYANAN, M.SHANMUGAPRIYA	245-247
80.	A STUDY ON CUSTOMER SATISFACTION TOWARDS EVENT MANAGEMENT IN MADURAI CITY - R.K.HARI PRASATH, MS. R. NANDHINIEESWARI	248-251
81.	A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE IN MADURAI CITY - M.KARTHICK, DR.S.MANJULA	252-254

82.	A STUDY OF EFFECTIVENESS OF BHIM APP IN MADURAI CITY - N.S.KESHAV, DR. G. THENMOZHI	255-257
83.	A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN AMAZON IN MADURAI CITY - M.MANIKANDAN, DR.S.RAJAMANI	258-260
84.	A STUDY ON CONSUMER PREFERENCES TOWARDS MOBILE WALLET GATEWAYS FOR CASHLESS PAYMENTS IN MADURAI CITY - A.MUTHUBALAJI, DR.M.DINESH KUMAR	261-264
85.	A STUDY ON USER BEHAVIOUR AND CUSTOMER ENGAGEMENT TOWARDS GOOGLE MY BUSINESS - MUTHU PRAKASH.K, DR.ISWARYALAKSHMI.P	265-268
86.	A STUDY ON WEAVING TEXTILE INDUSTRY BASED ON OWNER AND MANAGER'S VIEWPOINTS IN TAMIL NADU - D.NAVEENRAJA, MS. R.NANDHINIEESWARI	269-271
87.	A STUDY ON FACTOR INFLUENCING THE PURCHASE DECISION OF COMMERCIAL VEHICLE IN MADURAI CITY. - PRADEEP KUMAR.K, DR.G.THENMOZHI	272-274
88.	A STUDY ON ANALYSIS OF THE CONSUMER SATISFACTION TOWARDS IPHONE IN MADURAI CITY - N.SANJAY KUMAR, M.SHANMUGAPRIYA	275-277
89.	A STUDY ON CUSTOMER SATISFACTION TOWARDS ADIDAS PRODUCTS IN MADURAI DISTRICT - S.SARAVANA PANDIAN, DR.S.MANJULA	278-280
90.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS HERBALIFE NUTRITION PRODUCT IN MADURAI CITY - P. SASIKUMAR, DR. N. ILLAMBIRAI	281-283
91.	AN ANALYSIS OF CUSTOMER USAGE PATTERNS OF THE ONLINE PAYMENT APPLICATIONS IN MADURAI DISTRICT - A.ULAGARAJ, DR. N. PRABHA	284-286
92.	A STUDY ON PASSENGERS PERCEPTION TOWARDS "FARE FREE BUS" IN MADURAI CITY - K.R.VISHAL, MS.U.BHARATHI	287-289
93.	A STUDY ON A DIGITAL LEARNING PLATFORM IN SWAYAM ONLINE COURSES FOR STUDENTS IN MADURAI CITY - C.ABINESH, DR.M.DINESH KUMAR	290-293
94.	A STUDY ON THE ADOPTION OF DIGITAL PAYMENTS BY SMALL RETAIL STORES - PANDI RESHMA.J, DR.PRABHA.N	294-296
95.	A STUDY ON CUSTOMER SATISFACTION WITH RELIANCE RETAIL (SMART POINT) IN MADURAI: A FOCUS ON THIRUNAGAR BRANCH	297-300

	- J.MALLESHAN, DR.M.DINESH KUMAR	
96.	A STUDY ON TOURISTS ATTITUDE TOWARDS TOURISM IN MADURAI CITY - M.VIGNESHWARAN, M.SHANMUGAPRIYA	301-303
97.	A STUDY ON CUSTOMER PERCEPTION TOWARDS TATA MOTORS - J.SANTHOSH, DR.N.ILLAMBIRAI	304-306