

**THE STUDY ON IMPACT OF ORGANISATION'S CULTURE ON
EMPLOYEE JOB SATISFACTION**

AT

CROMPTON GREAVES CONSUMER ELECTRICALS LTD.

Crompton

Project work
Submitted to the

UNIVERSITY OF MADRAS

In partial fulfillment of the

Requirements for the award of degree of

MASTER OF BUSINESS ADMINISTRATION

By

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Under the guidance

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SCHOOL OF MANAGEMENT

PG & Doctoral Research

Approved by AICTE & Accredited by NBA

DDGD VAISHNAV COLLEGE

Chennai - 600106

April - 2024

STUDY ON INVESTMENT BEHAVIOUR OF SALARIED EMPLOYEES

**TIRUMALA MILK PRODUCTS PVT LTD
A SUBSIDIARY OF LACTALIS INDIA PVT LTD**



Project work

SUBMITTED to the
UNIVERSITY OF MADRAS

In partial fulfilment of the Requirements for the
Award of degree of
MASTER OF BUSINESS ADMINISTRATION

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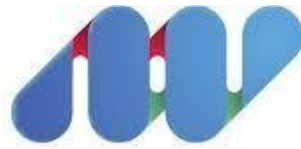
D.D.G.D VAISHNAV COLLEGE

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APRIL – 2024

**A STUDY ON EMPLOYEE ENGAGEMENT AND ITS IMPACT ON
ORGANIZATION GROWTH**

AT



multicoreware

Project work

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In the partial fulfillment of the requirements for the award of degree of

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APRIL -2024

**STUDY OF SAVING AND INVESTMENT PATTERN OF EMPLOYEES
IN TABLET OF INDIA**

at

TABLETS (INDIA) LIMITED



Tablets (India) Limited

Project work SUBMITTED to the

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APRIL – 2024

**THE IMPACT OF AI TOOLS AND ITS ROLE IN CHANGING
THE FIELD OF DIGITAL MARKETING**

AT

DATAWEISER



Project work

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APRIL – 2024

**A STUDY ON IMPACT OF INFLUENCERS ON CUSTOMER
BUYING BEHAVIOUR AT SUNDARAM HOME FINANCE LTD.,
CHENNAI**

AT

SUNDARAM HOME FINANCE LIMITED



SUNDARAM HOME

Project work SUBMITTED to the

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In partial fulfilment of the Requirements for the award of degree of

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APRIL – 2024

**IMPACT OF EMPLOYEE ENGAGEMENT ON
EMPLOYEE PERFORMANCE**

AT

SIFY TECHNOLOGIES LIMITED



Project work SUBMITTED to the
UNIVERSITY OF MADRAS

In partial fulfillment of the Requirements for the award of degree of
MASTER OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON JOB RELATED FACTORS AND
ORGANIZATION RELATED FACTORS AFFECTING
EMPLOYEE ENGAGEMENT**

AT

TTK HEALTH CARE LIMITED



Project work SUBMITTED to the

UNIVERSITY OF MADRAS

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APRIL – 2024

**A STUDY ON LEVEL OF EMPLOYEE ENGAGEMENT AND FACTORS
INFLUENCING EMPLOYEE ENGAGEMENT IN CIEL HR**

AT

CIEL HR Services LTD



CIEL[®]

HR inspired by science

Project work

SUBMITTED to the

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APRIL-2024

Customer Preferences on Online medical Apps
AT

APOLLO PHARMACIES LIMITED



Project work
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MARCH – 2024

**EMPLOYEE PERCEPTION AND EMPLOYEE SATISFACTION
TOWARDS HR POLICIES**

**AT
AMRUTANJAN HEALTH CARE LTD**



**Project work SUBMITTED to the
UNIVERSITY OF MADRAS**

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APRIL – 2024

**A STUDY ON ENHANCING WORK-LIFE BALANCE
THROUGH TRAINING AND DEVELOPMENT: A STRATEGIC
APPROACH**

AT

CARBORANDUM UNIVERSAL LIMITED



Project work

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APRIL – 2024

**A STUDY ON EFFECTIVENESS OF HP MOBILE APPLICATION AND ITS
AWARENESS AMONG CUSTOMERS**

at

HINDUSTAN PETROLEUM CORPORATION LIMITED (HPCL)



हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड
Hindustan Petroleum Corporation Limited

Project work
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APRIL – 2024

AN ANALYSIS ON GOAL BASED FINANCIAL PLANNING

AT

CREATING WEALTH PRIVATE LIMITED



Project Work

Submitted to the

UNIVERSITY OF MADRAS

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APRIL -2024

A STUDY ON THE IMPACT OF HRIS IMPLEMENTATION ON EMPLOYEE WORK
EXPERIENCE



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Project Work

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In partial fulfilment of the

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APRIL - 2024

**IMPACT OF DIGITAL MARKETING PRACTICES ON
SALES GROWTH AND SUSTAINABILITY OF
VASANTH & CO**

AT

VASANTH & CO



Project work SUBMITTED to the
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In partial fulfillment of the Requirements for the award of degree of
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APRIL – 2024

**THE STUDY ON NICHE MARKET PENETRATION THROUGH
INTERACTIVE TV ADVERTISEMENT**

at

ABP NETWORK

ABP Network

Project work SUBMITTED to the

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APRIL – 2024

**A Study on Employee's Perception on the Implementation of
Blockchain at SIFY Technology**

AT

SIFY TECHNOLOGY LTD



Project work
SUBMITTED to the
UNIVERSITY OF MADRAS

*In partial fulfilment of the
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APRIL – 2024

**A STUDY ON EMPLOYEE WELLNESS
PROGRAMS IN PROMOTING HEALTH AND
WELL-BEING**

at

**HINDUSTAN PETROLEUM CORPORATION LIMITED
(HPCL)**



हिन्दुस्तान पेट्रोलियम कॉर्पोरेशन लिमिटेड
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APRIL – 2024

INVESTORS FINANCIAL PLANNING USING FIRE STRATEGY

AT

CREATING WEALTH PVT LTD



Project Work

Submitted to the

UNIVERSITY OF MADRAS

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APRIL -2024

**A STUDY ON BRAND AWARENESS AND CUSTOMER
PERCEPTION OF APOLLO TYRES LTD IN CHENNAI**

AT

APOLLO TYRES LIMITED



Project work SUBMITTED to the

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APRIL – 2024

A STUDY ON CUSTOMER SERVICE QUALITY

AT

SPAR HYPERMARKET



Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON IMPACT OF RECRUITMENT POLICY AND
JOINING RATIO OF JOB SEEKERS AT MUBY TECHNOLOGIES**

AT

MUBY TECHNOLOGIES



Project work SUBMITTED to the

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APRIL – 2024

**MEASURING THE EFFECTIVENESS OF MARKETING EFFORTS IN DRIVING
LOAN APPLICATIONS**

at

SUNDARAM HOME FINANCE LIMITED



Project work SUBMITTED to the

UNIVERSITY OF MADRAS

In partial fulfillment of the Requirements for the award of degree of

MASTER OF BUSINESS ADMINISTRATION

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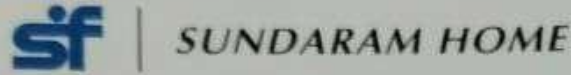
Chennai – 600106

APRIL – 2024

A STUDY ON THE IMPACTS OF DEMOGRAPHIC AND ECONOMIC
TRENDS ON HOUSING AFFORDABILITY IN SUNDARAM HOME
FINANCE

AT

SUNDARAM HOME FINANCE LIMITED (SHFL)



Project work
SUBMITTED to the
UNIVERSITY OF MADRAS

*In partial fulfillment of the
Requirements for the award of degree of*
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MARCH - 2024

**A STUDY ON EFFECTIVENESS OF PROMOTIONAL PROGRAMS:
ENHANCING RETAILER PERCEPTION IN THE
PARRYWARE PIPES & FITTINGS**

AT

PARRYWARE PIPES AND FITTINGS



Project work

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UNIVERSITY OF MADRAS

In partial fulfillment of the
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APRIL – 2024

**A STUDY ON THE CUSTOMER RELATIONSHIP MANAGEMENT
AT
SPAR HYPERMARKET**



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APRIL – 2024

IMPACT OF AI IN MARKETING IN HOME FINANCE
INDUSTRY

AT

SUNDARAM HOME FINANCE LIMITED

Project work SUBMITTED to the

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APRIL – 2024

**EFFECTIVENESS OF DIGITAL PRESENCE AND
ONLINE IDENTITY AMONG CUSTOMERS WITH
SPECIAL REFERENCE TO SWELECT ENERGY
SYSTEMS**

At
SWELECT ENERGY SYSTEMS LTD.



Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON WORK LIFE BALANCE AND EMPLOYEE SATISFACTION
OF EMPLOYEES**

AT

SIFY TECHNOLOGY LIMITED



Project work SUBMITTED to the

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In partial fulfillment of the Requirements for the award of degree of

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APRIL – 2024

**ANTECEDENTS OF OMNICHANNEL DISTRIBUTION WITH
REFERENCE TO FRESH 2 DAY, CHENNAI**

AT

FRESH 2 DAY PVT LTD



Project work SUBMITTED to the

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In partial fulfillment of the Requirements for the award of degree of

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APRIL – 2024

**IMPACT OF CUSTOMER SATISFACTION AND SERVICE
QUALITY ON CUSTOMER LOYALTY OF FRESH2DAY.**

AT

FRESH 2 DAY PVT LTD



Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON TRAINEES RETENTION IN CONSTRUCTION SKILL
TRAINING**

AT

L&T CONSTRUCTION



L&T Construction

Project work SUBMITTED to the

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In partial fulfillment of the Requirements for the award of degree of

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APRIL – 2024

**A STUDY ON IMPACT OF LEARNING AND DEVELOPMENT
PROGRAMS ON CAREER ADVANCEMENT IN TUBE
INVESTMENTS OF INDIA LIMITED**

AT

TUBE INVESTMENTS OF INDIA LIMITED



Project work SUBMITTED to the
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APRIL – 2024

**A STUDY ON EFFECTS OF PERSONAL SELLING ON
CUSTOMER SATISFACTION AND CUSTOMER RETENTION
AT SUNDARAM HOME FINANCE LTD., CHENNAI**

AT

SUNDARAM HOME FINANCE LIMITED



SUNDARAM HOME

Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON THE IMPACT OF PRISM 2.0 ON MARKETING
EFFICIENCY AND CUSTOMER ENGAGEMENT**

AT

ASHOK LEYLAND



Ashok Leyland

Project work

Submitted to the

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In the partial fulfilment of the

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APRIL – 2024

**A STUDY ON MARKET RESEARCH ON NEW PRODUCT
DEVELOPMENT.**

At

CARBORUNDUM UNIVERSAL LIMITED



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APRIL – 2024

EFFECTIVENESS OF TAX PLANNING TOOLS OF EMPLOYEES

AT

TOPPAN MERRILL TECHNOLOGY SERVICES PVT., LTD.,

TOPPAN

TOPPAN MERRILL

Project Work

Submitted to the

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MARCH-2024

**THE IMPACT OF DIGITAL TRANSFORMATION ON
CUSTOMER EXPERIENCE IN THE HOUSING FINANCE
WITH REFERENCE TO SHFL**

AT

SUNDARAM HOME FINANCE LIMITED (SHFL)



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APRIL – 2024

**A STUDY ON FINANCIAL HEALTH OF EMPLOYEES IN REFERENCE TO
SIFY TECHNOLOGIES.**

AT

SIFY TECHNOLOGIES LTD



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APRIL – 2024

**EFFECTIVENESS OF EMPLOYEE ENGAGEMENT STRATEGIES ON
EMPLOYEE SATISFACTION**

at

TVS CREDIT SERVICES LIMITED



Project work SUBMITTED to the
UNIVERSITY OF MADRAS

In partial fulfillment of the Requirements for the award of degree of
MASTER OF BUSINESS ADMINISTRATION

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APRIL – 2024

**A STUDY ON EMPLOYEE TURNOVER AND
ABSENTEEISM AT DHL SUPPLY CHAIN: A DATA-DRIVEN
ANALYSIS**

at

DHL Supply Chain



Project work SUBMITTED to the

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APRIL – 2024

**THE ROLE OF GAMIFICATION IN DIGITAL ADVERTISING
WITH SPECIFIC REFERENCE TO USER ENGAGEMENT.**

at

ABP NETWORK

ABP Network

Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF
THIRUMALA MILK PRODUCTS**

AT

THIRUMALA MILK PRODUCTS PVT LTD



Project work
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**THE EFFECTIVENESS OF E-LEARNING MODULE ON THE
EMPLOYEES AT CUMI**

at

CARBORANDUM UNIVERSAL LIMITED



Project work

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APRIL – 2024

**FACTORS INFLUENCING THE COMPETITIVE ADVANTAGE AT
TIRUMALA**

**TIRUMALA MILK PRODUCTS PVT LTD
A SUBSIDIARY OF LACTALIS INDIA PVT LTD**



Project work

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APRIL – 2024

**A STUDY OF IMPACT OF PAYROLL POLICY ON EMPLOYEE
SATISFACTION**

AT

TVS AUTOMOBILE SOLUTIONS



AUTOMOBILE SOLUTIONS

Project work SUBMITTED to the

UNIVERSITY OF MADRAS

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APRIL – 2024

**CONSUMER PERCEPTIONS OF CONDENSED MILK
SACHET MARKETING AT LACTALIS**

at

THIRUMALA MILK PRODUCTS PVT LTD



Project work SUBMITTED to the
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EXPLORING THE IMPACT OF DIGITAL HIRING ON TALENT ACQUISITION



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Project Work

Submitted To

UNIVERSITY OF MADRAS

In partial fulfilment of the

Requirements for the award of degree of

MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE
FACTORS INFLUENCING THE COMPETITIVE ADVANTAGE AT
TIRUMALA

TIRUMALA MILK PRODUCTS PVT LTD
A SUBSIDIARY OF LACTALIS INDIA PVT LTD



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APRIL – 2024

**A STUDY ON EFFECTIVENESS OF TRAINING AND DEVELOPMENT
ON EMPLOYEE PERFORMANCE AT
HYUNDAI MOBIS INDIA LTD.**

AT

HYUNDAI MOBIS



Project work SUBMITTED to the

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**THE IMPACT OF CROSS-TRAINING PROGRAM ON TVS ELECTRONICS
PARTNER AGENTS**

AT

TVS ELECTRONICS LIMITED



Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON FINANCIAL PERFORMANCE AND FINANCIAL MODELLING
STRATEGIES OF ASHOK LEYLAND LTD**

AT

ASHOK LEYLAND LIMITED



Ashok Leyland

Project Work

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APRIL -2024

**THE IMPACT OF EMPLOYEE JOB SATISFACTION AND
PERSONAL FINANCIAL MANAGEMENT ON
ORGANIZATIONAL COMMITMENT AMONG LARSEN &
TOUBRO LTD EMPLOYEES**

AT

LARSEN & TOUBRO LIMITED



Project work SUBMITTED to the

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APRIL – 2024

**THE UTILIZATION OF TECHNOLOGY & ITS INFLUENCE ON
ENHANCING BUSINESS PROFITABILITY IN ICM LOGISTICS PVT LTD**

AT

ICM LOGISTICS PVT LTD



Project Work

Submitted to the

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APRIL -2024

**A STUDY OF FACTORS AFFECTING FINANCIAL
LITERACY OF EMPLOYEE**

at

TABLETS INDIA LTD



अर्थ मे विश्व भेषज

Tablets (India) Limited

Project work SUBMITTED to the

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APRIL – 2024

**A STUDY ON CONSUMER PERCEPTION IN HOUSING
FINANCE**

AT

SUNDARAM HOME FINANCE LIMITED (SHFL)



Project work
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UNIVERSITY OF MADRAS

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APRIL - 2024

Financial behaviour of salaried employee of Tablets India

at

TABLETS INDIA LTD



अयं मे विश्व भेषज :

Tablets (India) Limited

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