




6.5.1 Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes

### RESEARCH CENTER IN COMMERCE

An extra ordinary milestone achievement is that we received Research Centre at TNCAS on 14-12-2023 is a significant milestone that will enhance the college's research capabilities and academic reputation. With a focus on collaboration and innovation, the center aims to make meaningful contributions to both academia and the community.

Department of Commerce with 02 guides for Ph.D. under the University of Madras.

Grams: UNIVERSITY, Madras / Phone: 25361055 /25399402 /25399778 / Fax:91-44-25360749 It is requested that all communications should be addressed to The Registrar, University of Madras and not to any Person by name.

 **UNIVERSITY OF MADRAS**  
(Established under the Act of Incorporation XXVII of 1857 -  
Madras University Act) [State University]  
Centenary Buildings, Chepauk, Chennai 600 005.

கலைஞர்  
**100**  
1924 - 2023

No: RP/ Guideship/Ph.D./Approval/2023/ 1186 Date: 20 DEC 2023


From  
THE REGISTRAR  
University of Madras

✓ To  
Dr. R. Bhuvaneshwaran,  
[DOB: 40 years, 25.07.1982]  
Assistant Professor,  
Department of Commerce,  
Thiruthangal Nadar College,  
Selavayal, Chennai - 600051

Sir,

Sub: Recognition as a Supervisor to guide Ph.D. scholars- Reg.  
Ref: Your Application No. 20190100016  
\*\*\*\*\*

With reference to the above, I am, to inform you that permission has been granted to supervise the research scholars leading to award of Ph.D degree in Commerce subject to the conditions mentioned in overleaf vide chapter 3 of Research Regulations 2021.

Yours faithfully,  
  
REGISTRAR

Copy to:  
1. The Principal, Thiruthangal Nadar College, Selavayal, Chennai - 600051.  
2. The Section Officer, Ph.D. Registration/Evaluation 1/Evaluation 2.  
3. E-Governance, UNOM – requested to append the supervisor details in master database.  
4. Stock file (RP).

[P.T.O.]



**ELIGIBILITY FOR RESEARCH SUPERVISION**  
**(CHAPTER 3 OF RESEARCH REGULATIONS 2021)**

- The total number of candidates who can be registered for the Ph.D. programme, both full-time and part-time under a Supervisor, at any point of time shall not exceed Four (4) for Assistant Professor, Six (6) for Associate Professor and Eight (8) for Professor (including Re-registered candidates) for a Supervisor working in the University Departments, Affiliated Colleges.
- For Research institutions shall not exceed Four (4) for Scientist (Scientist-C) / Senior Scientist (Scientist-E-I), Six (6) for Principal Scientist (Scientist-E-II) and Eight for Senior Principal Scientist (Scientist-F) / Chief Scientist (Scientist-G)
- Associate Professors in Self-financing Colleges / Self-supporting Departments in Aided Colleges with 12 years of teaching experience in UG and PG Degree Programmes.
- Scientist E-I under a Research Institutions, drawing a pay band matrix equivalent to E-II of another Research Institution, is eligible to supervise six research scholars.
- Research supervisors are permitted one additional candidate above the maximum limit, in order to admit candidates working in their research project funded by the State / Central Government or International Funding Agencies. This is against any future vacancy which may arise when any candidate submits the thesis.
- A Research Supervisor shall not be permitted to get eligibility for research supervision from the other University with the exception of centrally funded research institutions like CLRI, CECRI, NITTTR, CSIR, CIPET, etc. However, the research supervisors shall indicate the list of students working in other Universities under their guidance. In any case, the maximum students shall not exceed the UGC norms.
- Supervisor offers to be a co-supervisor for an inter-disciplinary study that will not be counted as Ph.D. guidance. However, the number of candidates under co-guidance be restricted to three.
- A Supervisor shall not supervise his/her immediate or close relative and to this effect he/she shall furnish a declaration in the column provided in the application form for admission.
- A Supervisor shall not be permitted to register candidates for Ph.D in the last two years of his/her service.
- Whenever the supervisors are transferred from their present place of employment to another place, the same should be intimated to the University, through proper channel, for approval of continuance of Supervisorship of candidates registered under them.
- A Supervisor who wishes to avail leave / lien / deputation beyond a period of six months shall nominate a supervisor in-charge from the department or the Head of the Department in the concerned subject for the candidates registered with him/her for the period of absence and shall intimate to the University well in advance.
- Ph.D. Supervisors are permitted to supervise M.Phil dissertation also if the said department is recognized for conducting research leading to M.Phil Degree as per norms.
- Retired teachers are not permitted to supervise under any capacity or positions like Re-employed faculty member in a self-financing Institution, Emeritus, Guest faculty, visiting faculty, etc.
- If a Supervisor is found to be involved in plagiarism, moral turpitude with fraudulent academic accomplishments and other activities prejudicial to the reputation of the University, etc., his/her eligibility for research supervision will be summarily withdrawn without assigning any reason thereof.



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No: RP/ Guideship/Ph.D./Approval/2023/ 1187

Date: 20 DEC 2023

From  
THE REGISTRAR  
University of Madras


To  
Dr. N.Santhana Vadivu,  
[DOB: 49 years, 14.01.1974]  
Associate Professor,  
Department of Commerce,  
Thiruthangal Nadar College,  
Selavayal, Chennai - 600051

Madam,

Sub: Recognition as a Supervisor to guide Ph.D. scholars- Reg.  
Ref: Your Application No. 20210800054  
\*\*\*\*\*

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Yours faithfully,

  
REGISTRAR

Copy to:

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**Dr. SANTHANA VADIVU N – Research Guide for Ph.D**

Name of the scholar	Year of registration of the scholar	Title of the thesis of the for scholar
SHANMUGAPRIYA R	2024	Impact of customer experience using Artificial intelligence technology in Banking sector -A study with reference to Chennai city
ROSY DYNA JB	2024	Exploring The Awareness, Accessibility and Impact of Social Media Marketing in Cosmetic Products (FMCG) – A Study with Special Reference to Chennai City
PRABHAKARAN K	2024	Exploring the awareness accessibility and impact of social media marketing in fast moving consumer cosmetic goods - A STUDY with special reference to Chennai City
DIVYA T	2024	Analyzing the impact of Social Media Facilitating the Fraudulent Business Practices Targeting Young Customers in Chennai City.

V. Devi  
09/08/24

PRINCIPAL  
Principal

THIRUTHANGAL NADAR COLLEGE  
SELAVAYAL, CHENNAI-600 051.



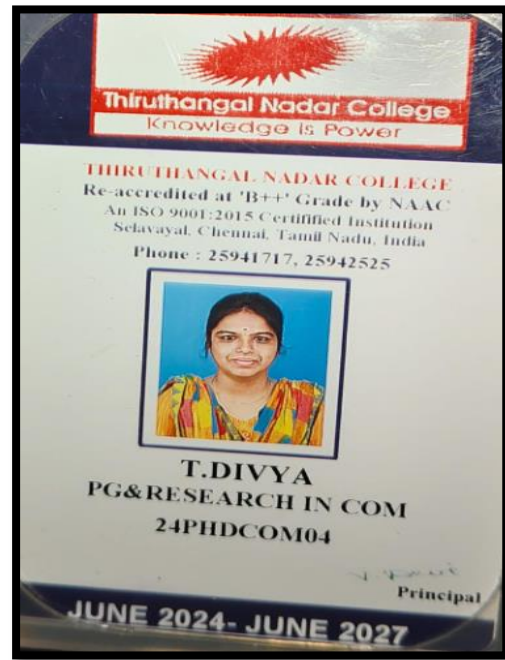
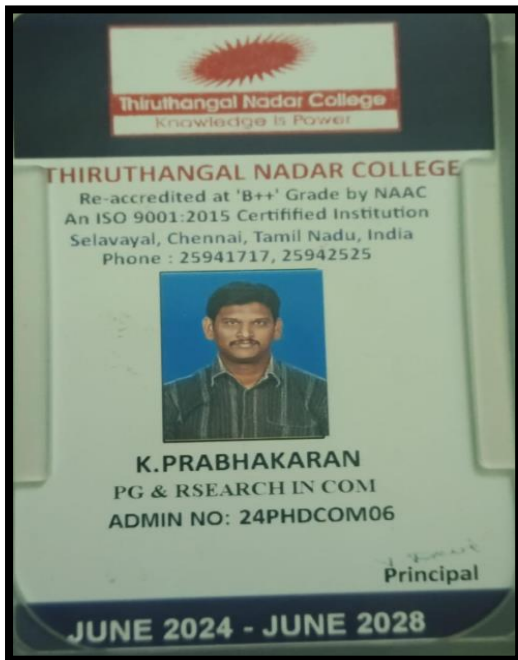
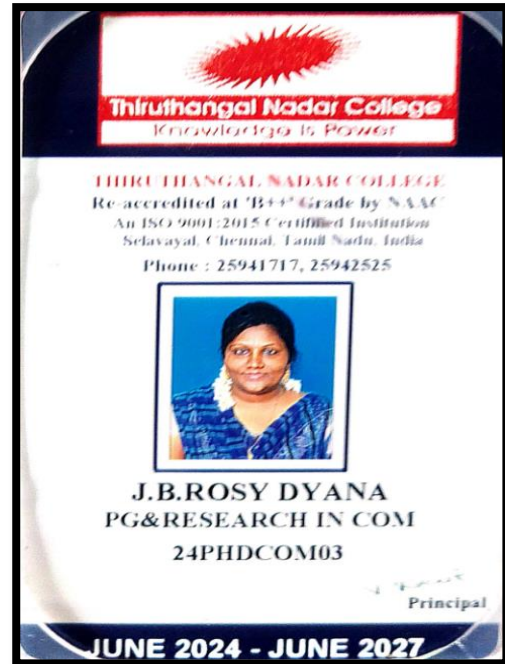
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NAAC CYCLE III - AQAR

6.5 Internal Quality Assurance System

6.5.1 IQAC Contribution

Year: 2023-2024





**Dr. BHUVANESWARAN R - Research Guide for Ph.D**

Name of the scholar	Year of registration of the scholar	Title of the thesis of the for scholar
VAISHNAVI M	2024	Analyzing the Impact of various Schemes on the Marketing Opportunities for Tribal Women - A study with reference to Nilgris District
PAVITHRA S	2024	Investigation the challenges faced by women entrepreneurs and the strategies adopted to overcome them. A study on special reference to thiruvallur district

V. Devi  
09/08/24

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Principal

THIRUTHANGAL NADAR COLLEGE  
SELAVAYAL, CHENNAI-600 051.





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NAAC CYCLE III - AQAR

6.5 Internal Quality Assurance System

6.5.1 IQAC Contribution

Year: 2023-2024



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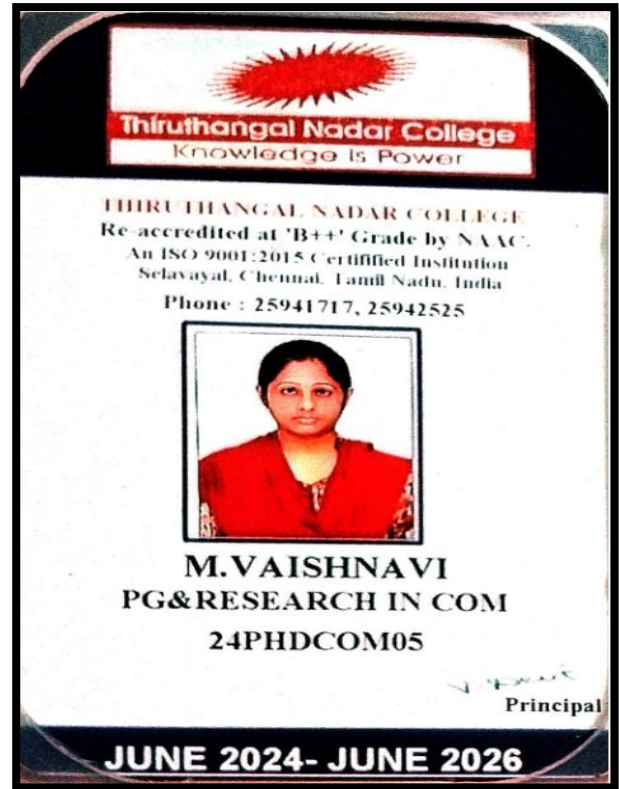
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Phone : 25941717, 25942525



**S.PAVITHRA**  
PG&RESEARCH IN COM  
24PHDCOM01


Principal

**JUNE 2024 - JUNE 2026**



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Phone : 25941717, 25942525



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Principal

**JUNE 2024- JUNE 2026**