



CONSULTANCY

MBA DEPARTMENT

S.No	Name of the staff	Title	Name of the collaborating Industry/Company/Institution	Consultancy Amount
1	Dr. Jayasree Krishnan & Dr. Nadanasabai R	Customer Acquisition for Grand Magnum Properties	Grand Magnum	R. 1,14,000
2	Dr. Jayasree Krishnan & Dr. Nadanasabai R	Promotion of Zepto App	Zepto	Rs.50,000
3	Dr. Jayasree Krishnan Dr.Jawahar Rani	Employee Well-Being	Dinesh Exports Private Ltd	Rs. 25,000
4	Dr. Jayasree Krishnan & Dr. Nadanasabai R	Brand Awareness of KTM Bikes	KTM Bikes	Rs. 1,00,000 (received Rs. 27,500)
5	Dr. Jayasree Krishnan & Dr. Nadanasabai R	Market potential Identification for milk basket APP	Milk Basket	Rs.90,000 (35,700 received)

S.No	Name of the staff	Title	Name of the collaborating Industry/Company/Institution	Consultancy Amount
6	Dr.Jawahar Rani Dr. Priya Sethuraman	Employee job satisfaction survey	Apollo Tyres	Rs.50,000
7	Dr.D.Joel Jebadurai	Buyer Expectation and Satisfaction	Annamalai and VPR Company, Chennai	Rs.25,000
8	Dr.D.Joel Jebadurai	Buyer's Satisfaction	Sree Balavinayaga Food Products	Rs.25000
9	Dr.M.Manikandan	Customer Relationship Management	JP Raja Departmental Store	Rs.20,000
10	Dr. Ajit	A study on the feasibility for sea food processing unit for Cyril Sea foods	Cyiril Sea foods Limited, Kanya Kumari	Rs.50,000