

JDNET TECHNOLOGIES CUDDALORE



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FINAL YEAR PROJECTS

MBA, M.COM.,BBA,B.COM

- ❖ HUMAN RESOURCE MANAGEMENT,
- ❖ MARKETING,
- ❖ BANKING AND FINANCE,
- ❖ SALES,
- ❖ E-COMMERCE,
- ❖ DIGITAL MARKETING.

100 %
PLACEMENT
ASSISTANCE

NO:31, SUBBURAYA CHETTY STREET, THIRUPAPULIYUR, CUDDALORE-2
(OPP DARLING ELECTRONICS)

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HUMAN RESOURCE MANAGEMENT

(HRM)

1. A Study of Impact of Employee Performance Appraisal on the Performance of Worker
in Annamalai Toyota

2. A Study on Performance Appraisal
3. A Study on Employee Satisfaction
4. Human Resource on Employee Motivation
5. A Study on Leadership Qualities of HR
6. A Study on Employee Motivation and Its Impact on Organizational Productivity
7. A Study on Employee Job Satisfaction at [Company Name]
8. A Study on the Impact of Performance Appraisal on Employee Efficiency
9. A Study on Recruitment and Selection Process in Private Sector Organizations
10. A Study on the Effectiveness of Training and Development Programs
11. A Study on Employee Retention Strategies in IT Companies
12. A Study on the Impact of Work-Life Balance on Employee Productivity
13. A Study on Employee Engagement and Organizational Commitment
14. A Study on the Role of HR in Managing Organizational Change
15. A Study on Employee Stress Management Techniques
16. A Study on the Relationship Between Job Satisfaction and Employee Performance
17. A Study on Employee Welfare Measures at [Company Name]

18. A Study on the Impact of Motivation on Employee Performance
19. A Study on the Role of HR in Employee Grievance Handling
20. A Study on the Effectiveness of Incentive Schemes on Employee Productivity
21. A Study on the Role of Human Resource Information Systems (HRIS)
22. A Study on Employee Discipline and Its Impact on Organizational Growth
23. A Study on the Influence of Leadership Styles on Employee Performance
24. A Study on Teamwork and Its Effect on Organizational Productivity
25. A Study on the Role of Communication in Employee Satisfaction
26. A Study on Diversity Management in the Workplace
27. A Study on the Impact of Remote Work on Employee Productivity and Engagement
28. A Study on HR Practices and Their Influence on Employee Loyalty
29. A Study on Talent Acquisition and Retention in Modern Organizations
30. A Study on the Impact of Employee Motivation on Organizational Productivity
31. A Study on the Impact of Training and Development on Employee Performance
32. A Study on Employee Turnover and Retention Strategies in Organizations
33. A Study on the Role of HR in Maintaining Employee Work-Life Balance
34. A Study on the Effectiveness of Employee Welfare Schemes in Manufacturing Units
35. A Study on the Impact of Organizational Culture on Employee Productivity
36. A Study on Employee Grievance Handling Mechanisms and Their Effectiveness
37. A Study on the Role of HR Policies in Enhancing Employee Satisfaction

MARKETING

1. A Study on the Impact of Branding on Consumer Buying Behavior
2. A Study on the Effectiveness of Social Media Marketing in Increasing Brand

Awareness

3. A Study on Consumer Satisfaction Towards Aachi Masala Products
4. A Study on the Role of Packaging in Influencing Consumer Purchase Decisions
5. A Study on the Impact of Celebrity Endorsement on Brand Image
6. A Study on Consumer Behavior Towards Reliance Jio Services
7. A Study on the Effectiveness of Digital Marketing Strategies in the Retail Sector
8. A Study on the Impact of Influencer Marketing on Youth Buying Decisions
9. A Study on Consumer Attitude Towards Patanjali Products
10. A Study on the Role of Advertisement in Promoting FMCG Products
11. A Study on the Impact of Marketing Communication on the Sale of Consumer Goods
12. A Study on Brand Loyalty Towards Coca-Cola Beverages
13. A Study on Consumer Satisfaction Towards Online Food Delivery Apps (Zomato,

Swiggy)

14. A Study on the Impact of Customer Relationship Management (CRM) in Retail Marketing

15. A Study on the Effectiveness of Sales Promotion Techniques on Consumer Buying Behavior

16. A Study on Green Marketing and Its Influence on Consumer Attitudes
17. A Study on Consumer Perception Towards Organic Food Products
18. A Study on the Impact of Television Advertising on Rural Consumers
19. A Study on the Role of Word-of-Mouth Marketing in Brand Success
20. A Study on Customer Satisfaction Towards Yamaha Two-Wheelers
21. A Study on Consumer Buying Behavior Towards Mobile Phones
22. A Study on Customer Perception Towards Brand Switching in the FMCG Sector
23. A Study on the Impact of Rebranding on Customer Loyalty
24. A Study on the Effect of Product Pricing Strategies on Consumer Purchase Decisions
25. A Study on Marketing Strategies Adopted by Startups in India
26. A Study on the Role of Emotional Branding in Customer Retention
27. A Study on Online vs. Offline Marketing — A Comparative Analysis
28. A Study on the Impact of Viral Marketing on Consumer Purchase Intentions
29. A Study on the Effectiveness of Content Marketing in E-Commerce Businesses
30. A Study on the Role of Artificial Intelligence in Digital Marketing
31. A Study on the Impact of Brand Positioning on Consumer Purchase Decisions
32. A Study on the Effect of Customer Loyalty Programs on Repeat Purchases
33. A Study on the Role of Emotional Marketing in Building Strong Brands
34. A Study on the Effectiveness of Celebrity Endorsements in Brand Promotion
35. A Study on the Impact of Green Marketing Practices on Consumer Awareness

BANKING & FINANCE

1. A Study on the Impact of Internet Banking on Customer Satisfaction
2. A Study on Customer Awareness of E-Banking Services
3. A Study on the Impact of Liquidity Problems in the Indian Banking Sector
4. A Study on Customer Satisfaction Towards Banking Services in Indian Bank
5. A Study on the Role of Digital Payments in Promoting Financial Inclusion
6. A Study on the Effect of Mobile Banking on Customer Convenience
7. A Study on the Impact of UPI (Unified Payment Interface) on Retail Banking
8. A Study on Customer Perception Towards Online Banking Security
9. A Study on the Impact of Demonetization on the Indian Banking Sector
10. A Study on the Effectiveness of Financial Literacy Programs Among Rural Customers
11. A Study on the Role of FinTech in Modern Banking Services
12. A Study on the Credit Risk Management Practices in Commercial Banks
13. A Study on the Impact of Non-Performing Assets (NPAs) on Profitability of Banks
14. A Study on Investment Patterns of Working Professionals in Mutual Funds
15. A Study on the Impact of Interest Rate Changes on Bank Profitability
16. A Study on the Role of Commercial Banks in the Economic Development of India
17. A Study on the Effectiveness of Customer Relationship Management in Banking
18. A Study on the Role of Financial Institutions in Promoting Entrepreneurship

19. A Study on the Impact of ATM Services on Customer Satisfaction
20. A Study on the Role of Technology in Enhancing Banking Operations
21. A Study on Financial Performance Analysis of Private and Public Sector Banks
22. A Study on the Awareness and Usage of Credit Cards Among College Students
23. A Study on Customer Perception Towards Net Banking in Rural Areas
24. A Study on the Role of Microfinance in Empowering Women Entrepreneurs
25. A Study on the Impact of Inflation on Investment Decisions
26. A Study on Comparative Analysis of Traditional Banking vs. Neo-Banking
27. A Study on the Impact of Cryptocurrency on Global Financial Systems
28. A Study on the Role of the Reserve Bank of India in Monetary Policy Control
29. A Study on the Effectiveness of Online Loan Processing Systems
30. A Study on Risk Management Practices in Indian Banking Industry
31. A Study on the Role of Credit Rating Agencies in Financial Markets
32. A Study on Customer Perception Towards Online Loan Services
33. A Study on the Impact of Financial Technology (FinTech) Startups on Traditional Banking
34. A Study on the Awareness and Usage of Insurance Products Among Working Professionals
35. A Study on the Effect of Monetary Policy Changes on the Banking Sector for any other banks

SALES

1. A Study on Techniques to Improve Sales Performance in Retail Stores
2. A Study on the Impact of Discounts and Offers on Sales Volume
3. A Study on the Effect of Advertisement on Product Sales
4. A Study on Customer Satisfaction and Its Influence on Sales Growth
5. A Study on the Role of Sales Promotion in Boosting Consumer Demand
6. A Study on Factors Affecting Sales of Two-Wheeler Vehicles
7. A Study on the Impact of Product Quality on Sales Performance
8. A Study on the Role of Salesperson Behavior in Customer Retention
9. A Study on the Effectiveness of Personal Selling in Increasing Sales
10. A Study on Sales Promotion Techniques Used by FMCG Companies
11. A Study on Customer Perception Towards Sales Offers in Supermarkets
12. A Study on the Role of Customer Service in Enhancing Sales
13. A Study on the Impact of Online Sales on Traditional Retail Business
14. A Study on the Relationship Between Product Price and Sales Volume
15. A Study on the Influence of Brand Image on Sales of Mobile Phones
16. A Study on Seasonal Variations and Their Effect on Product Sales
17. A Study on Sales Growth Through Effective Distribution Channels
18. A Study on Customer Feedback and Its Impact on Sales Performance

19. A Study on Sales Promotion Strategies in the Automobile Industry
20. A Study on the Role of Packaging Design in Increasing Sales
21. A Study on Sales Forecasting Techniques in Retail Sector
22. A Study on Impact of Product Display on Sales in Supermarkets
23. A Study on the Effectiveness of Social Media in Promoting Sales
24. A Study on the Role of Loyalty Programs in Boosting Sales
25. A Study on the Impact of Digital Payment Options on Sales
26. A Study on Sales Performance Analysis of Fast-Moving Consumer Goods (FMCG)
27. A Study on the Relationship Between Customer Trust and Sales Growth
28. A Study on Sales Promotion Campaigns and Their Effectiveness
29. A Study on the Impact of Word-of-Mouth Marketing on Sales
30. A Study on the Strategies to Retain Customers and Increase Repeat Sales
31. A Study on the Effect of Customer Relationship Management on Sales Performance
32. A Study on the Impact of After-Sales Service on Customer Loyalty
33. A Study on the Role of Advertisement in Boosting Product Sales
34. A Study on Sales Strategies Adopted by Small-Scale Businesses
35. A Study on the Influence of Online Reviews on Product Sales
36. A Study on the Impact of Customer Loyalty Programs on Sales Growth
37. A Study on the Role of Product Pricing in Boosting Sales Performance
38. A Study on the Effectiveness of Telemarketing in Increasing Product Sales

E-COMMERCE

1. A Study on Customer Satisfaction Towards Online Shopping
2. A Study on Consumer Buying Behavior in E-Commerce Platforms
3. A Study on the Role of Customer Reviews and Ratings in Online Purchases
4. A Study on the Impact of Website Design on Online Shopping Experience
5. A Study on the Effectiveness of Digital Payment Systems in E-Commerce
6. A Study on the Impact of Delivery Speed on Customer Satisfaction in Online Shopping
7. A Study on Customer Satisfaction Towards Meesho Online Shopping App
8. A Study on Consumer Perception Towards Amazon and Flipkart Services
9. A Study on Online Shopping Trends Among College Students
10. A Study on the Impact of Social Media Marketing on E-Commerce Sales
11. A Study on the Role of Mobile Apps in Promoting Online Shopping
12. A Study on Consumer Preference Towards Cash on Delivery in E-Commerce
13. A Study on the Influence of Product Return Policy on Customer Retention in E-Commerce
14. A Study on the Impact of Artificial Intelligence on E-Commerce Personalization
15. A Study on Consumer Trust and Security Concerns in Online Transactions
16. A Study on the Role of Logistics and Supply Chain Management in E-Commerce Success
17. A Study on the Impact of Flash Sales and Discounts on Online Shopping Behavior
18. A Study on the Growth of Small Businesses Through E-Commerce Platforms
19. A Study on the Comparison Between Traditional Shopping and Online Shopping
20. A Study on the Impact of Customer Loyalty Programs in E-Commerce Websites

DIGITAL MARKETING

1. A Study on the Impact of Social Media Marketing on Brand Awareness
2. A Study on the Effectiveness of Digital Marketing Strategies in Small Businesses
3. A Study on the Role of Influencer Marketing in Promoting Consumer Brands
4. A Study on the Impact of Instagram Marketing on Consumer Purchase Decisions
5. A Study on Customer Perception Towards Online Advertisements
6. A Study on the Role of Search Engine Optimization (SEO) in Business Growth
7. A Study on the Effectiveness of Email Marketing in Customer Retention
8. A Study on the Impact of YouTube Advertising on Brand Promotion
9. A Study on the Role of Content Marketing in Enhancing Brand Engagement
10. A Study on Consumer Behavior Towards Facebook and Instagram Ads
11. A Study on the Influence of Online Reviews and Ratings on Customer Buying

Decisions

12. A Study on the Impact of Google Ads Campaigns on Business Growth
13. A Study on the Effectiveness of Digital Marketing Over Traditional Marketing
14. A Study on the Role of Social Media Influencers in Shaping Consumer Choices
15. A Study on the Use of Artificial Intelligence in Digital Marketing Campaigns
16. A Study on the Impact of WhatsApp Marketing on Small Business Promotion
17. A Study on the Role of Analytics Tools in Measuring Digital Marketing Performance

18. A Study on Consumer Engagement Through Short-Video Platforms (YouTube Shorts, Reels)
19. A Study on Customer Awareness Towards Digital Payment Advertisements
20. A Study on Online Branding Strategies Adopted by Startups
21. A Study on the Impact of Mobile Marketing on Consumer Purchase Behavior
22. A Study on the Role of Viral Marketing in Increasing Product Sales
23. A Study on the Effectiveness of Paid Advertising Campaigns in E-Commerce
24. A Study on the Role of Influencer Collaborations in Brand Building
25. A Study on the Impact of Digital Marketing on Customer Loyalty
26. A Study on the Growth of Businesses Through Google My Business Optimization
27. A Study on the Effectiveness of Social Media Campaigns During Festival Seasons
28. A Study on the Role of Chatbots and Automation in Enhancing Customer Experience
29. A Study on the Impact of Online Video Marketing on Brand Visibility
30. A Study on Future Trends and Innovations in Digital Marketing
31. A Study on the Impact of Influencer Reels and Short Videos on Brand Promotion
32. A Study on the Effectiveness of SEO and SEM in Generating Online Leads
33. A Study on the Role of ChatGPT and AI Tools in Digital Marketing Strategy
34. A Study on Consumer Perception Towards Personalized Online Advertisements
35. A Study on the Impact of Social Media Engagement on Brand Loyalty
36. A Study on the Impact of Social Media Influencer Collaborations on Consumer Buying Behavior

Connect With Us

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