

NAIPUNNYA INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY (NIMIT)

STUDENT RESEARCH PROGRAMME (SRP)

We launched this initiative to foster a research culture among NIMIT's advanced students. This presents them with yet another opportunity to advance because we have a large number of advanced students who really want to excel in their performance. We concentrate on all students in their final year. The ultimate goal of this initiative is to force final-year students to publish their original research papers in either the Naivigyan or UGC journals this academic year. 26 papers were published this year, including 2 in the UGC journal and 18 in Naivigyan.

The number of papers from each department are as follows:

- Commerce -15
- English 6

- Hotel Management 4
- Computer Science -1





Vandana CH «vandana@naipunnya.ac.in»
Leading Hands Program, the prestigious wing of Naipunnya Training Department, comprising of vibrant team of Scholars and leaders is glad to inform you about our brand new initiative
This program is initiated to facilitate and support the Leading hands, especially the advanced learners to publish their own research paper by the end of this academic year.
So, on behalf of the training department, I cordially invite you all to the SRP inaugural session followed by orientation session on Research paper writing by Dr. Jacob Mathew to be held o Saturday, 31st July 2021 @ 3pm.
Expecting everyone is Valuable presence
Thanks and Regards
LHP Team
WWS- SRP: Departmental Orientation Sessions on Research Paper Writing D Interval
Vandana CH - vandana@naipunnya.ac.in> 🗇 Sun, Aug 15, 2021, 10:46 PM 🛧 🕤 to viceprincipal, viceprincipal, director, Rajani, Drjoy, Bini, Sabu, Fr.Jose, Fr.Renson, Fr., Teaching 👻
Dear Ali
Greetings from the Training Department II
With immense pleasure and pride WWS of the training department has come up with the second phase of SRP(Students Research Publications) where the Research Coordinators from department will be giving a departmental orientation session for the respective students so that the students will be having a deep knowledge in the research paper writing with their respective streams Kindly note this is exclusively for the LHPs.
The details are ellevised because by the threads the ellevised
The details are attached herewith. Kindly go through the attachment.
Thanks and Regards

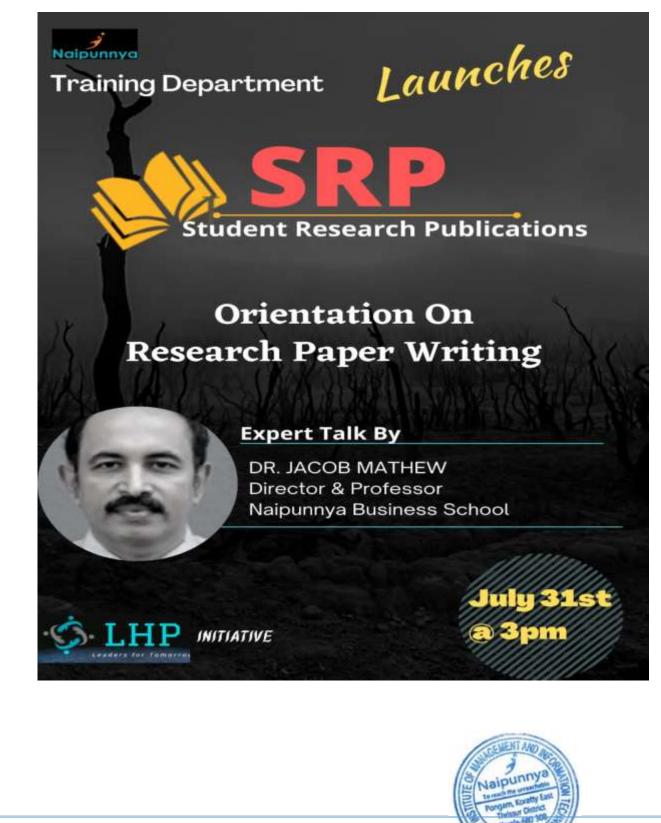




Student Research Publication (SRP) - 2021



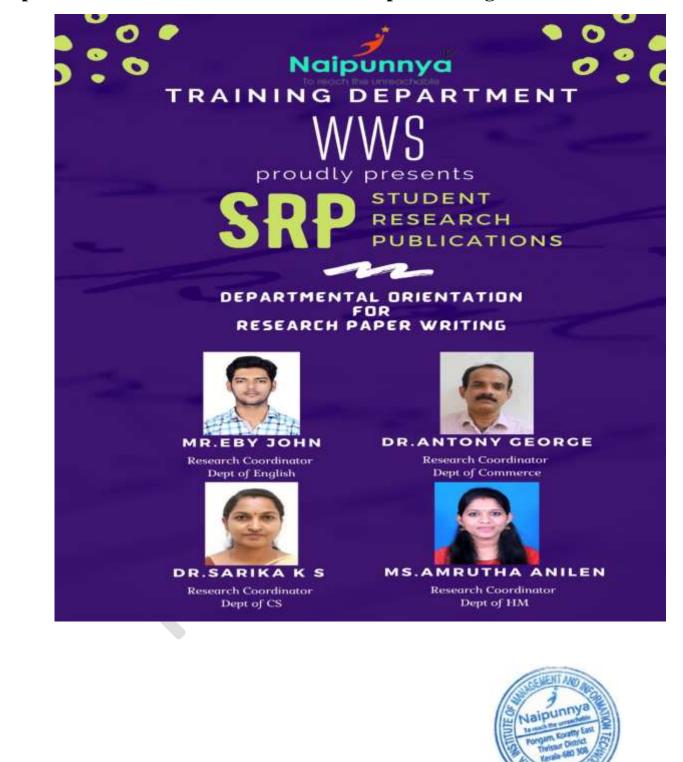
Brochure





 Naipunnya Institute of Management and Information Technology

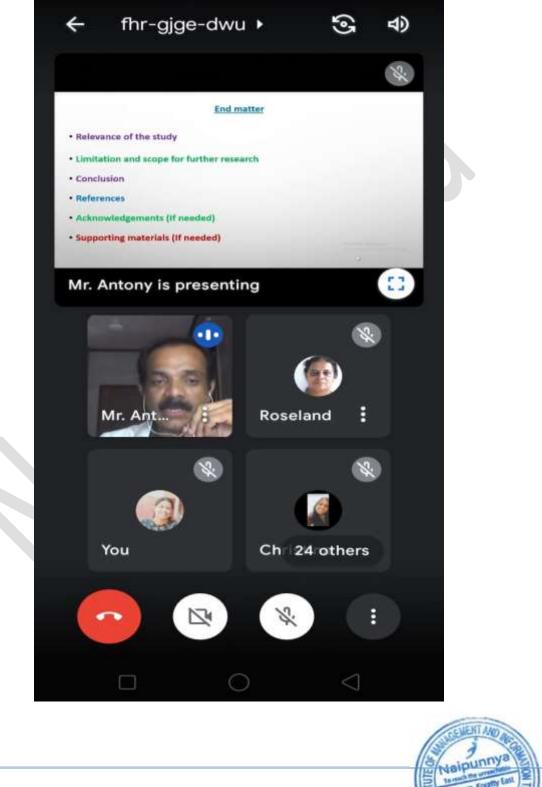
 Departmental Orientation for Research Paper Writing





Screenshots of Departmental Orientations

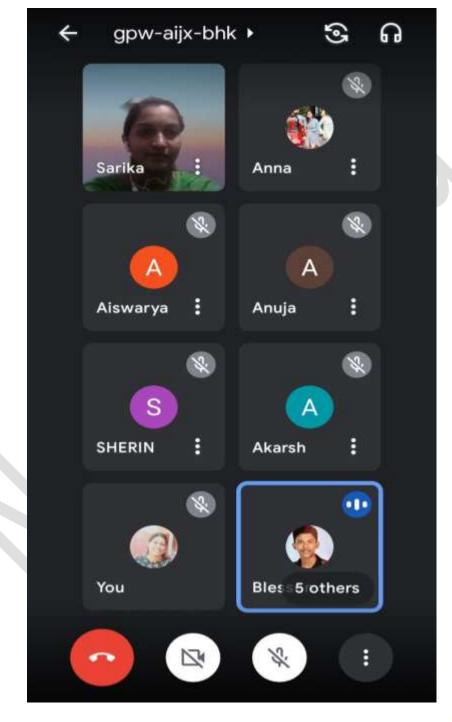
Department of Commerce



Student Research Publication (SRP) - 2021



Department of Computer Science

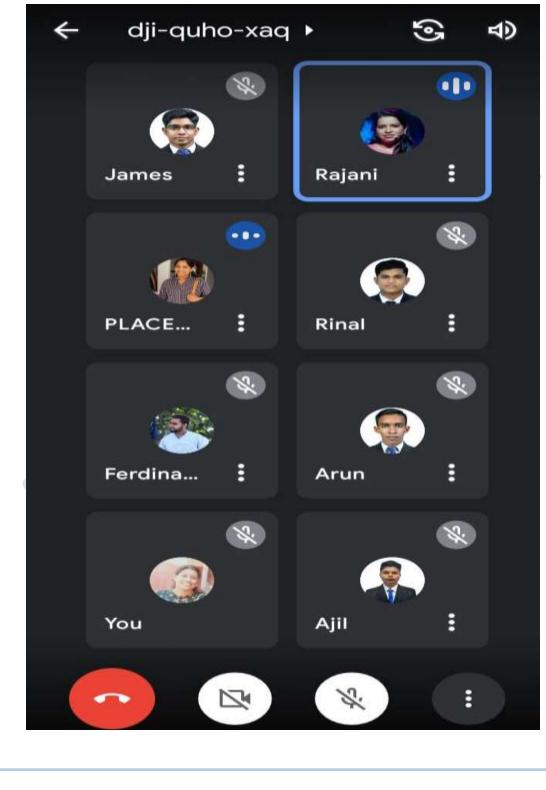




Student Research Publication (SRP) - 2021



Department of Hotel Management

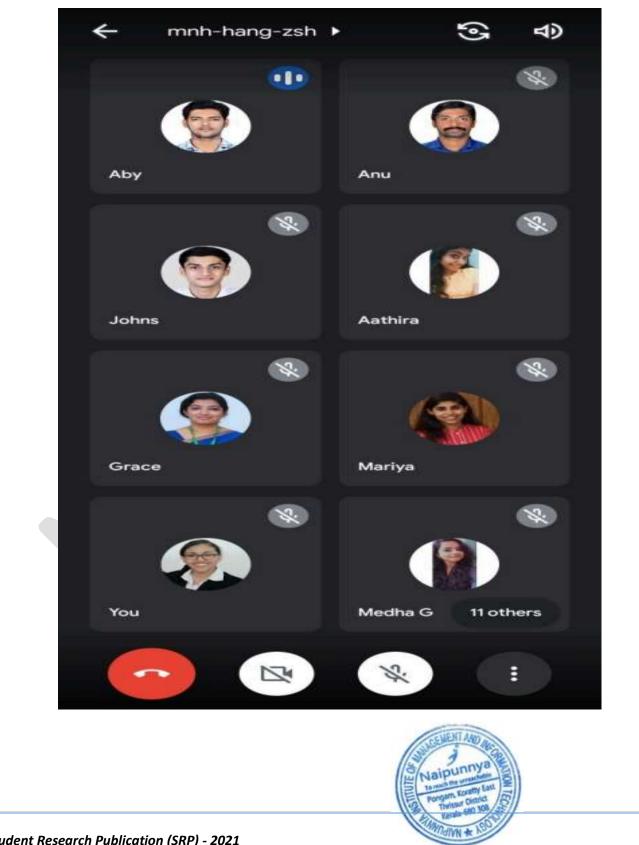


Maipunya Maipunya Porgan Kozay ka Porgan K

Student Research Publication (SRP) - 2021



Department of Language



Student Research Publication (SRP) - 2021

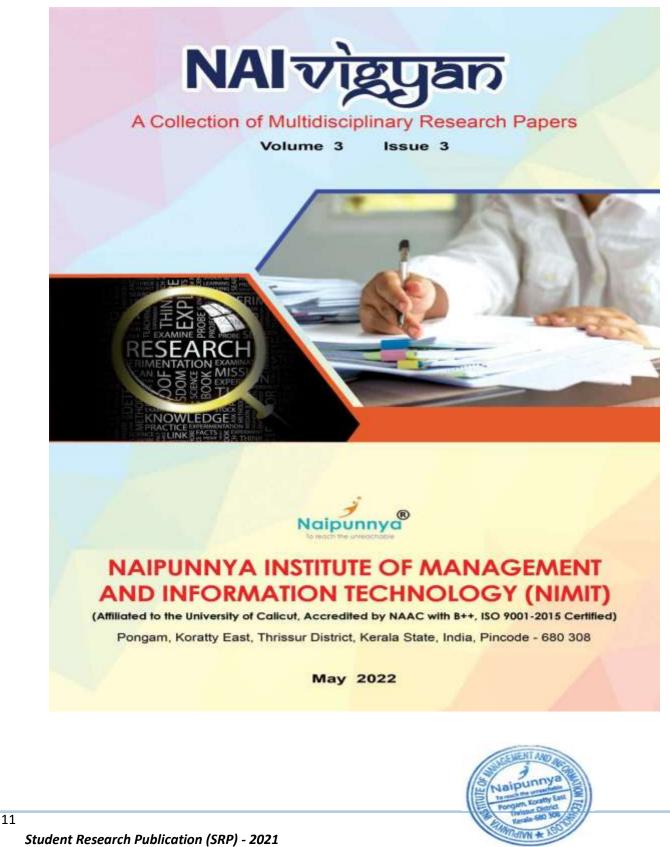


List of Advanced Learners WWS List - Dept. of Commerce Class MEENU K R S6 BBA VANI MURALI SREDHA BABU JOHN SHAJI S6 Finance(A) SETHUPARVATHY NAIR T SANJAY KUMAR T S ANN MARIYA K JOMON J.JITHIN S6 Finance(B) MARIA SEBY JENITTA MARIYA PAUL **GLERIN SIMETHY** S6 BCom Co SNEHA SAJAN ANN MARGRET JOHNY S6 BCom CA NOBLE JOB





Naipunnya Institute of Management and Information Technology **Cover Page – NAIVIGYAAN College Journal**







A Collection of Multidisciplinary Research Papers Volume 3, Issue 3



NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (NIMIT)

(Affiliated to the University of Calicut, Accredited by NAAC with B++, ISO 9001-2015 Certified) Pongam, Koratty East, Thrissur District, Kerala State, India, Pincode – 680 308

May 2022



Student Research Publication (SRP) - 2021



Editorial Board

Chairman

Fr.(Dr). Paul Kaithottungal Executive Director & Principal Naipunnya Institute of Management and Information Technology

Chief Editor

Dr.Joy Joseph Puthussery Dean of Studies Naipunnya Institute of Management and Information Technology

Associate Editors

1. Dr. Mathew Jose K

2. Dr. Sarika S

3. Dr. Antony George

4. Dr. Tessy Poulose

Editorial Advisory Council

Dr. Jancy James Former Vice Chancellor, M G University Dr. Joshy Joseph Professor, Indian Institute of Management Kozhikode Dr. Varghese Paul Professor, Rajagiri School of Engineering and Technology, Kakkanad Fr. (Dr). Benny Maramparambil Former Principal, BMC College Dr. Jacob P M Director, NBS

Editorial and Administrative Office

Naipunnya Institute of Management and Information Technology Pongam,Korraty East,Trissur,Kerala-680 308,Ph:0480 2730340,2730341 Web: www.naipunnya.ac.in,Email:mail@ naipunnya.ac.in



All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publisher.



Student Research Publication (SRP) - 2021



Naipunnya Institute of Management and Information Technology Publication of WWS Students – Index Page

WWS Students	A study on brand preference among youth towards mobile phones with special reference to Nimit	81
	Sanjay Kumar TS	
	A study on impact of covid 19 on investment pattern of women investors in Thrissur district	85
	Rajeswari V Bhagavad Gita As A Guide to improve Mental Health Aathira K U	89
	A study on the impact of green marketing practices on consumer buying decision with reference to Cochin corporation Ann Margret Johny	95
	A study on investment pattern among youth Christo P Joshy	98
	The psychopathic traits reflected in Amy Elliott Dunne in Gillian Flynn's gone girl : a psychoanalytic approach	108
	Medha G Nair, Johns Shaju, Mariya Joseph	
	A study on customer perception on endowment plans of LIC with special reference to Ernakulam district	115
	Mr. Joseph James, Mr. Noble Job A	
	A study on the effectiveness of advertisement on the buying behavior of customers of Honda scooters	117
	Sneha Sajan, Dr. Fairooz Ashareff	-
	Study on work from home culture in it industry during covid 19 pandemic with special reference to Kakkanad	121
	Vandana C H, Meenu K R A study on mobile brand preference of people with reference to Chalakudy muncipality	129
	Glerin Simethy	
	A Study on Consumer Perception Towards Chit Funds of KSFE Limited in Ernakulam District	142
	John Shaji	-
	Study on training and development towards maintaining employee morale in the hotel industry	150
	Ajay Joy	
	A study on employee empowerment impacts on hotel front office operations with reference to Five-Star hotels in Kochi	157
	Stephen Jose	





A study on challenges faced by women entrepreneurs with special reference to Angamaly municipality	166
Maria Seby, Tony VM A study on work-life balance of female nurses with specialreference to Angamaly municipality Sredha Babu, Varghese Paul	169
A study on stress management of working women with reference to Koratty panchayat Sethuparvathy Nair T	172
Feasibility of UPI (Unified Payment Interface) basedtransactions with reference to Thrissur district Varghese Paul, Vani Murali	175
A study on inertia of investment towards cryptocurrency by youth of Ernakulam district Ms. Midhula Sekhar, J Jithin	180
A study on the effectiveness of pop-up advertisements on internet among youngsters Mr. Tony V.M, Jenitta Mariya Paul	184
A study on the impact of green marketing practices on consumer buying decision with reference to Cochin corporation <i>Ann Margret Johny</i>	187
A study on the effectiveness of financial inclusion among daily wage workers Mr. Jiss Jose, Ann Mariya K Jomon	190

