

Academic Year 2018/2019

1	Sivaloganathan Anamiga	Usage of social media in Sri Lanka banking industry: A study from awareness and user knowledge Perspectives
2	Gowrikumar Aroshan	The factor influencing on University students' smartphone purchasing behaviour: special reference to University Of Jaffna.
3	Herath Appuhamilage Sajith Pradeep Dissanayaka	Effect of online customer reviews on purchase intentions of Sri Lanka tour packages
4	Ekanayaka Mudiyansele Subodhani Jayamali Ekanayake	Influence of Brand Equity on Consumer purchase Evaluation of mobile communication in SL.: with Special reference in pollonnaruwa District
5	Hitihamilage Ishara Madurajith Gunarathna	Determination of consumers Attitude towards online video advertising youtube as platform
6	Hikkaduwe Widanaralalage Dona Anuruddhika Lakmali Hikkaduwa	The Impact of Green marketing strategies on consumers green purchase intention in Sri Lanka
7	Lekam Arachchilage Waruni Shashikala Jayarathna	Impact of Loyalty programme benefits on Brand commitment with Special reference to dialog Axiata Mobile Co. A pura District
8	Jayasundara Mudiyansele Ishara Madhumali Jayasekara	The relationship between word of mouth communication and purchase intention in the case of wedding and floral industry
9	Jayasundara Mudiyansele Sahana Oshan Jayasundara	Analyzing the factors impact on customer retention in insurance sector with special reference to union Assurance plc in poloneruwa District.
10	Nuwarapaksha Gedara Wathma Ridmi Rasari Kularathna	The impact of perceived crowding on customer choice of super markets in Sri Lanka.
11	Nawarathna Mudiyansele Silappu Gedara Prasadi Kaushalya Nawarathna	The Study on factors impact on customer satisfaction of online marketing under covid - 19 in Polannaruwa district
12	Raviasokkumar Nirusha	The influence of Green Marketing Strategies on consumer's purchase behaviour
13	Thevathayaparan Nitharsan	Consumer's preference and consumer's buying behaviour in footwear in jaffna Dis

14	Ranombage Harshan Rasanka	The impact of customer relationship management on customer retention comparative study between state and private in Anuradhapura
15	Nagulaswaran Sinthuba	The impact of Brand awareness Brand image the case of mobile phone industry in Northern province
16	Muthudiwelage Lahiru Gimhan Siriwardhana	Impact of social media marketing on brand preference of smartphones in anuradhapura district
17	Mailvaganam Somiya	Discuss the analysis of ethics in Tamil advertisement communication ethics
18	Pushparaj Sridharan	Green manufacturing practices and sustainability performance of Organisation in Jaffna
19	Gama Arachchilage Wijitha Swarnapriya	The factors impact on students satisfaction of professional education industry with special reference to Kandy district
20	Thalpavila Kankanamge Dilshi Nimeshika Thalpvavila	A study and impact of service quality and brand equity with special reference to hotels in anuradhapura district
21	Chandra Prakash Yadav	Factors influencing to the Green purchasing intention of Sri Lankan consumer
22	Gowthamy Thayaparan	Market orientation and performance of MSMEs in Jaffna, Sri Lanka
23	Shashini Arawindi Weerathna	Customer analysis of visual merchandising and impulse buying behaviour with special reference to Fashion stores in Sri Lanka
24	Wewa Gedara Priyangika Madumali Wijerathna	Marketing strategies during virus pandemic special reference to groceries shops in Gurunakela
25	Jesupalan Willinson	Factor influencing on customer purchase intention towards eco- friendly intention design product in Sri Lanka
26	Senarath Pathirana Divya Rashmi Sulekhana	Influence of Tech reading and consumer need for uniqueness on emotional attachment to brand in the context of smartphone industry
Academic Year 2017/2018		
1	Mr.Sithamparanathan Jasokulan	Brand name characteristics and Purchasing decision with special reference to mobile phone users in Jaffna

2	Mr.Udapola Dahanakge Asanka Sampath Gunarathna	The Impact of brand equity customer purchase intention carbonated soft drink industry in Sri Lanka
3	Mr.Herath Mudiyansele Dushantha Kumara Herath	Determinant factors of customer loyalty in banking sector in Sri Lanka
4	Mr.Wadugedara Menuka Nadeeshan	Determinants that affect to the customer online in Purchasing intention - Evidence from the select e-tailers in Sri Lanka
5	Mr.Semasinghe Nawarathna Situbandaralage Pradeep Darshana Semasinghe	Customer feedback on promotional activities of the selected Bank in Kurunagala
6	Mr.Konara Mudiyansele Amal Sri Bandara	The Impact of Democratic factors of purchase intention towards Fashion luxury goods market in Sri Lanka
7	Mr.Kanniyaraj Kirushanthan	Impact of social media on consumer behaviour in hatton urban area - central province
8	Mr.Selvaraja Devaprasath	The Factors affecting customer intention to subscribe for digital newspaper
9	Miss.Siriwardana Mudiyansele Vishvi Yasoda	The Impact of Bahan personality destination on tourist behaviour intention
10	Mr.Tharmalingam Kushanthan	The Factor influencing customer purchase intention smartphone among students in University of Jaffna
11	Mr.Sithiravelu Archuna	Study on the role of the advertising in influencing in the purchasing behaviour of soft drink in the trincomalee town
12	Mr.Kantharatnam Kabilan	Whether Green Marketing tools have impact on green purchase intention towards electronic home applicants particularly in Jaffna district
13	Mr.Seevaratnam Kajanathan	The effectiveness of internet advertising on consumer behaviour study of Jaffna University Students
14	Mr.Mohammed Haafleen Mohammed Hadhaf	Relationship of value satisfaction and loyalty on customer retention of Classic Trade (pvt) Ltd
15	Miss.Srikaran Kavitha	

16	Mr.Rasamanikkam Thiliban	Impact of celebrity endorsement towards consumer buying behaviour with special reference to mobile telecommunication service industry users in trincomalee district
17	Mr.Sivapatham Thanojan	Impact of promotion on customer satisfaction speech reference to Bajaj Yamaha Motor bikes in trincomalee district
18	Mr.Vigneswaran Janarthan	The Impact of brand awareness on brand image: The case of mobile phone industry in Trincomalee district
19	Mr.Mehendran Ketharan	Determinant of customer loyalty in the banking sector in Trincomalee district
20	Mr.Amirthanathar Thibusius	Impact of factors affecting youths intention on seeking microcredit in bottom of pyramit market - Mullativu district
21	Mr.Selvakumar Kajalaxan	A comparative study on service quality gap between commercial bank of Ceylon Limited and peoples Bank in Kilinochchi
22	Mr.Srikaran Banushanth	The Study on impact of detail mix on customer switching behaviour from the traditional supermarket in Kilinochchi
23	Mr.Atputharasa Majuran	Impact of service marketing mix on customer satisfaction provided by Janashakthi insurance
24	Mr.Tharmalingam Navinthan	Effect of Information and Communication Technology on consumer satisfaction in commercial bank of Sri Lanka
25	Mr.Kanagaratnam Yogarajan	The impact of e- service quality on consumer loyalty special reference of public banking sectors in Nuwaraliya district
26	Mr.Joseph Anton Jeroshan	The impact of customer relationship marketing on customer satisfaction with a special reference to Dialog Axiata PLC
27	Miss.Rasenthiram Jegatheesvary	Consumer perception and preference towards plashe forniture: fows on puthukudiyiruppu Divisional Secretarial division in Mulaitivu Distric
28	Mr.Sooriyakumar Dineskumar	students Choosing marketing as a specialisation influencing factors
29	Mr.Sinnarasa Sivakumar	Consumer preference and consumer buying behaviour in footwear in Mannar district

30	Mr.Sirochandranell Sajeewan	The Impact of factors affecting customer relationship marketing on market performance in banking sector:- A study on and BOC & HNB customer vavuniya district
31	Mr.Thiruchelvam Sajeepan	Impact of consumer purchasing decision on cell phone in Vavuniya district
32	Mr.Juulan Reginold Juluxsan	The effectiveness of advertising through the social media in Vavuniya
33	Mr.Kumaralingam Kajeepan	Effect of consumer emotion factors under consumer behaviour in customer products Special reference with mullaitivu district
34	Mr.Balasundharam Kapilraj	Service quality and customer satisfaction A comparative study of Sri Lanka Insurance Corporation Limited and Ceylinco insurance Limited
35	Mr.Nagarasa Linesh	Investigation the impact of marketing mix elements on Tourist satisfaction and empirical study on Sri Lanka
36	Mr.Ponnampalam Rujinthan	Impact of product notification on customer satisfaction with special reference to Samsung and Huawei phones in Northern province
37	Mr.Nakuleswaran Kajuran	Impact of promotional strategies on brand awareness: A study on milk powder brand in Vavuniya district
38	Mr.Mahenthiran Mithuran	Relationship between website attitude and customer satisfaction study of e-commerce system in Vavuniya district
39	Mr.Thavakumar Kumanan	An empirical investigation factors influencing on buying luxury goods special reference to Jaffna district
40	Mr.Mahendran Jesman	A study on the impact of online social networks on consumer purchasing decision special reference to super marketing supper Marketing
41	Mr.Navaraththinam Thivakaran	Study on the impact of brand image on purchase behaviour special reference to brand product in Cargills Branded Products in Kili district
42	Mr.Kangara Pathirannahalage Kasun Nirosha Wijewardana	Impact of Loyalty program on customer retention in retail sector in Sri Lanka evidence from Gampaha district
43	Mr.Wickramasinghe Mudiyanseelage Nimesh Chathuranga	Application of e marketing tools in Keels super Sri Lanka

44	Mr.Rangadhi Pathige Danushka Jeewantha	Impact of social media marketing communication activities on celebrity brand image with special reference to Facebook users
45	Mr.Amirthalingam Mithusayeraj	Critical discuss analysis of advertising appeal in television advertisement
46	Mr.Ravichandran Nadeeswaran	A Study on the impact of brand name on brand loyalty with special reference to mobile phone providers in Jaffna
47	Mr.Thommaya Hewa Nimesh Sandaruwan Gunapala	The impact of brand ambassadors on customers preference towards purchasing products with special reference to fast moving consumer goods industry in Godagama Area
48	Mr.Dissanayake Mudiyansele Ishara Niranjana Wijerathna	A Study of consumer motives to purchase counterfeit luxury brand fashion product in Sri Lanka context
49	Mr.Aluth Durage Achala Dimuthu Kumara Sumathipala	Key factors influencing the Choice of fast food restaurant with special reference to young generation in Kegalle district in Sri Lanka
50	Mr.Dissanayake Mudiyansele Lakshana Amila Dissanayake	Strategies for the quality research work at the undergraduate level
51	Mr.Geekiyana Janith Roshantha Fernando	The impact packaging elements on consumer purchasing decision on fast moving consumer goods in Sri Lanka
52	Mr.Jayalathge Shanika Shehan Karunathilake	The impact and relationship and digital marketing adoption towards customer intermotion satisfaction with special reference to hotel industry in Colombo area

Academic Year 2016/2017

1	Miss.Sanga Rajage Chathurika Sewwandi	Impact of brand image on customer satisfaction in mobile phone providers in anuradhapura district
2	Mr.Christy Debexson Sosai	Factors affecting customer switching behaviour special reference to soft drink market
3	Miss.Yaddehi Gedara Maheshika Kumari Wickramasinghe	Impact of brand personality on emotional brand attachment: A Case of Samsung mobile phone customer in N .Eliya district
4	Mr.Nimbuliyadda Mudiyansele Duleep Madhusanka	The Factor influencing Credit spending behaviour in Easter province
5	Mr.Wickramasinghe Mudiyansele Anushka Kasun Udayanga	Impact of FB as a promotional tool for enhancing the customer collaboration in clothing industry : with sp. Ref. to Trincomale Area

6	Mr.Kodagoda Arachchige Sudesh Asanka Kodagoda	Factor Influencing the Purchasing of Brand and Non Branded Cocounut Oil
7	Miss.Kariyawasam Mannage Shakila Nayomini Kariyawasam Mannage	The impact of Marketing strategies on growth of SME in N.Eliya District , SL
8	Miss.Waduvidanelage Gedara Tanuja Lakmali Wimalasiri	Consumer based Brand Equity & Consumer choice the case of mobile service providers in matale District.
9	Mr.Sivakumaran Ragavasoruban	factors affecting customer buying behaviour on motor bikes in Jaffna DS area
10	Miss.Kudabaduge Asanka Udeshini Kudabaduge	Influence of product package on consumer buying in soft Drink market in Kandy District
11	Miss.Kodippili Patabendige Lakmini Manori Jayasooriya	Analyze the service quality dimensions with satisfaction of automobile Insurance policy holders in Kandy Distric
12	Mr.Selvarasa Suthan	The Relationship between advertising media & Communication effect on face wash category with special ref. to young generation in Jaffna District in SL
13	Mr.Karunakaran Dibisan	Exploring the Service Model for Managing the Service Quality - A Case study in Electrical Service in Jaffna
14	Miss.Sachini Maleesha Jayasingha	Critical Discourse Analysis of Sinhala Cultural Identity in Celebrity Endorsement Advertisements
15	Mr.Karandagolle Walawwe Pradeep Ruwan Bandara Karandagolla	Opportunities and Challeges for Organic Agriculture in Dambulla
16	Miss.Thimasa Sandeepani Jayasooriya	Factor influencing the Attitude and Intention toward Mobile Multimedia Message Advertisement: Mediating role and Credibility
17	Mr.Sathananthan Sangar	Marketing Problem of Agriculture Product: Special Reference to Paddy Cultivation in Jaffna
18	Mr.Arumuganathan Nirojan	"Tobacco Advertising, Promotion and Sponsorship Regulation and Practices Across South and South East Asia"
19	Mr.Aliul Rahman Mohamed Aslam	Service Quality and Students' Satisfaction on Higher Education in Management
20	Mr.Amirthalingam Kejeepan	The Level of corporate Social Responsibility: A Study about Bank of Ceylon Limited in Sri Lanka
21	Mr.Arumugam Sasikumar	An Emprical study on advertising on consumer buying behaviour of milk power in Jaffna District.
22	Mr.Alosious Saranajan	Enhancing Brand preference through CSR Initiatives in Sri Lanka Banking sector.
23	Mr.Sivarasa Viyasan	market positioning toward Pepsi &Coke in Trincomalee Division
24	Mr.Thevathavagnanam Nishanth	Study on Consumer Awareness and Usage of e-banking in Jaffna and Nallur Ds Division Jaffna.
25	Mr.Mahendran Matheepan	Influence of Brand on Consumer purchas intention of motorbikes: Special Reference of YAMAHA Brand in Jaffna.
26	Mr.Raja Mowin	The Impact of sales promotion on consumer buying behaviour.
27	Mr.Narayanasamy Maheshkumar	Impact of advertising on consumer behaviour special reference to noodles in Jaffna district

28	Mr.Jaya Dewalage Thilina Nuwan Chathuranga	The impact of country of origin on the brand equity the case of University student in purchasing toothpaste insulin market
29	Mr.Kurukulasooriyage Chanaka Sachith Chandra Kurukulasooriya	The influence of media advertisement on consumer purchase intention: Special reference to Smart Phones in Sri Lanka
30	Mr.Vijayarajan Rajeevan	product modification: Service Quality on samsung and apple cellular phones in trincomalee district
31	Mr.Uthayakumar Vithushan	The Impact of social media advertising on young working women's buying behaviour with reference to consumer electronics- a study of selected cities in jaffna
32	Mr.Ramalingam Gangadhasan	The impact of Environmental stimulus on consumer buying behaviour of mobile selection special reference to Jaffna district
33	Miss.Ketheeswaran Thuvaraka	The assessment of service quality and customer satisfaction using servqual model : a case study of Tilco Hotel
34	Mr.Santhiran Mohanarajan	Effect of Consumer emotion factors on the consumer behaviours in cosmetic Products : Special Reference with Mullaithivu Distric Peoples
35	Mr.Santhanarasa Sumanan	The Factors influencing on customer for switching from traditional retail shop to supermarket in Jaffna district
36	Mr.Gunaseelan Gowthaman	Children's advertising materialism and caused conflicts with parents
37	Mr.Jegathas Venuganan	Influence of Electronic wordof mouth in consumer behaviour of Hospitality Industry
38	Mr.Santhirasekaran Vinojan	"Consumer's Preference and consumer's buying behaviour in Foot Ware in Jaffna District"
39	Mr.Damayan Goda Gamage Uditha Maduwantha Yapa	The Impact of Advertising on consumer Buying Behavior of Milk Powder in Kalutara District
40	Mr.Pusparajan Tency	Green Marketing Practices & Customer Satisfaction :- Study of Hotel Industry in Jaffna
41	Mr.Thirunavukarasu Thinesh	The factors determining the consumer behaviour towards footwear purchase in Trincomalee district
42	Mr.Kanagasooriyam Jashanth	Impact of Marketing Mix on consumer buying behaviour in natural and carbonated soft drink in the Trincomalee district
43	Mr.Athaula Mohamed Asmeen	Impact of Islamic Insurance towards consumer reception: Special reference to among in Vavuniya
44	Mr.Weerasinghe Mudiyansele Thenuka Pathma Kumara Weerasinghe	Factors affecting high involvement products purchasing behaviour special Reference for mobile phone
45	Miss.Siripalage Menaka Sandamali Senadeea	effect of media advertisements of sales Facewash in Sri Lanka
46	Mr.Siriwardhana Arachchige Sudarshana	Key Drivers of consumer loyalty to Facebook pan pages in Sri Lanka
47	Miss.Thilini Nadeesha Senavirathne	The Evaluation of customer attitude towards purchase in kitchen on women's skin care product in Sri Lanka

48	Miss.Jayasinghe Mudiyansele Ishadi Nimesika Shashikala Jayasinghe	Impact of celebrity endorsement of consumer brand switching behaviour in mobile telecommunication industry in north west
49	Miss.Walimunige Sachini Chaya Wimalaweera	The relationship between marketing mix Strategies and parents satisfaction international School in Anuradhapura District
50	Mr.Thennakoon Mudiyansele Janaka Prasad Thennakoon	The Relationship between word of mouth communication and purchasing intention in the case of wedding and floral industry

Academic Year 2015/2016

1	MISS. SIVAPATHAM ARTHHIKA	Service process model to manage customer relationship case study at Bank of Ceylon
2	MR. NAVARATNARAJA ARURAN	Brand awareness and consumer buying Behaviour for tooth paste in Jaffna District
3	MISS. JEYASOORIYA BANUYA	Impact of information technology on customer satisfaction in banks in Jaffna peninsula
4	MR. ELAYATHAMBY JESANTH	Effect of Strategic management on corporate social responsibilities with special reference to the financial institution in Batticaloa district
5	MISS. SIVARAJA KALAIMAHAL	The role of brand equity Influencing the Purchase intention special reference of branded baby soap in Maruthankerny D.S Division in Jaffna district.
6	MISS. SOUNDARARAJAN KEERTHIKA	Impact of service marketing mix on customer satisfaction evidence from peoples Bank in Trincomalee District
8	MR. RAJASEGARAM KIRUPAHARAN	Customer loyalty in banking sector special reference to Jaffna district
9	MISS. SIVAYOKASUNDARAM LATHURSHA	Integrated customer relationship marketing model for service business
10	MR. RASACOPAL MAYOORATHAN	Impact of marketing mix on consumer buying behaviour in natural and carbonated soft drink in the jaffna district
11	MR. MOHAMED SALEEM MOHAMED NISATH	Evaluating market positioning of elephant with other brand compare with other brand soft drinks in kinniya division, Trincomalee
12	MR. PARARASASINGAM MOHEESAN	Factors influencing the development of fish processing industry in mullaitivu District
13	MR. PANCHADSARAM PAVITHIRAN	Effect of service quality on customer satisfaction special reference to urban council trincomalee Town & Gravets
14	MISS. RAMAKRISHNAN ELAVENY	Study on market positioning towards pepsi & cocacola in vavuniya division
15	MR. CHANDRATHAS RABIRAJ	Banking practices and customers satisfaction special reference to peoples Bank in Jaffna district

16	MR. THANGAVELU RUBAN	The impact of interactive marketing customer satisfaction: with special reference to Diaog and mobitel in Nuwaraeliya district
17	MR. KARUPPIAH SADEESKUMAR	Impact of e-learning quality of students satisfaction
18	MR. SHANMUGARASA SAJANTHAN	AStudy of consumer attitude towards mobile at Advertising among the undergraduates of University of Jaffna, Sri Lanka
19	MISS. SANMUGANATHAN PAVITHRA	Consumers attitude towards Eco friendly products and purchase intention in the fast moving consumer Goods: A study in Northern province in Sri Lanka
20	MR. THARMAKULASINGAM SANSIJTH	Retail mix influence of customer switching behaviour from traditional retail shop to supermarket in Jaffna
21	MISS. IYATHURAI THADSANIYA	The study on service quality and customer satisfaction of microfinance institution empirical evidence from selected microfinance institutions in Batticalo district
22	MISS. DISSANAYAKA MUDIYANSELAGE THILINI LAKMALI DISSANAYAKA	Investigating the factors affecting brand choice of hair dry with special reference to Western products
23	MISS. EDIRISINGHE DEWEGEDARA THILINI MADUMALI EDIRISINGHE	The impact of country of origin on the brand equity of toothpaste in sri lankan market
24	MISS. RAJASWARA VINOETHINI	Marketing mix adaptations by culture of hirdarmani garmentin international market
25	MR. UDUMULLE HETTIWANA DEWAGE SHASHIKA MADHURANGA GUNASIRI	Determinant factors of customer loyalty in the banking sector in matale district (Sri Lanka)
26	MISS. VANNIYASINGAM BAKEERATHY	The impact of service marketing mix on customer satisfaction selected restaurants in jaffna urban Area

Academic Year 2014/2015

Academic Year 2014/2015		
1	Miss Shandralingam Sujanthiny	Impact Of Customer Relationship Marketing On Customer Loyalty In Northern Banking Industry
2	Miss. Sivanesasarma Sivasorupine	The Impack Of Unfavourable News On Consumer Behaviour
3	Miss. Kathirmanickam Sivagowry	Analysis Of Supply Chain Problems In Fish Processing Section Two Case Studeis
4	Mr. Kunasingam Ketharan	Social Media To Enhance E-Service Qualiyy Special Referance Online Travel Agency
5	Mr. Jeyaseelan Jemiltan	“The Impact Of Service Quality On Customer Satisfaction And Customer Loyalty In Hsbc Bank In Jaffna District”
6	Mr. Ponipus Thairiyanathan Justin Menoson	The Impact Of Country Of Origin On Brand Equity: The Case Of Jaffna Customers In Purchasing Toothpaste In Sri Lankan Market.
7	Mr. Srikanthan Vithush	The Influence Of Consumer Oriented Sales Promotion On Brand Loyalty. A Case Of International’s Fast Food Chains In Jaffna District Of Sri Lanka
8	Mr. Muthulingam Ravishankar	“Determinants Of Automobile Users In Trincomalee District”
9	Mr. Puthisikamani Janojan	The Factors Determining The Consumer Behavior Towards Footwear Purchase In Trincomalee District
10	Mr. Tharmakulasingam Kaleesan	A Study On The Impact Of Brand Name On Purchase Behaviour ;Special Reference To Cargills Branded Products
11	Miss. Ramakrishnamoorthy Malathy	“Dranding Problems Of Jaffna Made Product: A Multiple Case Studies Of Manufacturers In Jaffna District”
12	Mr. Vithanalage Sumith Wijebandara	Factors Affecting To Customer Loyalty In Two Wheeler’s Industry In Sri Lanka
13	Mr. Arunakirinathan Thuvaragan	Astudy Of Factors Which Determine The Level Of Educational Achievement Of School Students In The Trincomalee Town And Gravets Divisional Secretariat Division
14	Mr. Subramaniam Rajeev	“Impact Of Advertising Appeals On Consumers Purchase Intention Reference To Supermarkets In Jaffna”.
15	Mr. Vimalanathan Puvintharaj	IMPACT OF SERVICE QUALITY On CUSTOMER SATISFACTION SPECIAL

		REFERENCE TO SRILANKA RAILWAY TRANSPORTS IN BATTICALOA DISTRICT
16	Mr. Thankaswaran Sisitharan	“The Impact Electronic Word Of Mouth And Traditional Word Of Mouth On Customer Purchase Decision Automobile Industries
17	Mr. Rasathurai Pararajah	A Study Of Marketing Problems And Solution For Paddy Cultivation In Batticaloa Divisional Secretariat Division
18	Mr. Sripathmanathan Santheepan	Customer Satisfaction Through Marketing Mix (Special Reference Anna Industry)
19	Mr. Mahesan Nishanthan	SERVICE MARKETING MIX AND CUSTOMER SATISFACTION: Special Reference With Janashakthi Insurance In Jaffna District
20	Mr. Kokularaja Gowshikan	Impact Of Customer Purchasing Perception And Preference Towards Plastic Furniture’s In The Jaffna District
21	Mr. Ehamparamoorthy Thanesh	A STUDY ON THE IMPACT OF BRAND NAME ON BRAND LOYALTY:With Special References To Cargills Branded Products In Jaffna
22	Mr. Sivalingaraja Nirmalraj	Impact Of Marketing Mix On Brand Preference In Lubricant Market In Jaffna District
23	Mr. Varatharasan Thayatheesan	A Comparative Study On Service Quality Gap Between The Commercial Bank Of Ceylon Limited And People’s Bank In Jaffna
24	Mr. Balasubramaniam Rushanthan	A Study On Social, Culture And Psychological Factors Influence On Consumpton Of Textile Products In Sri Lanka
25	Miss. Navaratnarajah Kirushaanthy	Impact Of Green Marketing On Customer Satisfaction;With Special Reference To Electrical Goods.
26	Mr. Nadesamoorthy Tharaneetharan	The Impact Of Customer Relationship Marketing On Customer Satisfaction: <i>With Special Reference To Commercial Bank Plc And Hnb Plc In Jaffna District</i>
27	Mr. Shanmugavel Thasarathan	“Study On Consumer Buying Behaviour Of Cosmetic Products In Trincomalee District-With Special Reference To Soap And Powder ”

Academic Year 2013/2014

1	A.Ledsana	Study Of Examining The Relationship Between Product Modification And Customer Satisfy Action Special Reference To Nokia And Samsung Mobile Phones In Vavuniya District.
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2	Mr.Sanjeevan.N	A Compatriity Study Customer On Telecommunication Service And Customer Satisfaction
3	Miss.Punniyarani.S	Important Of Customer Relations At Government Hospitals In The Post War Environment
4	Miss.Croos.M.S	Impact Of E.Baking Factors On Customer Satisfaction: A Study Based On Manner
5	Mr.Niruparan.L	A Study On Examining Customers' Perception Of Marketing Mix And Brand Loyalty Of Super Markets: Special Reference To Cargill's Foodcity
6	Mr.Indrakanth.M	Study On Consumer Buying Behavior Towards Selected Baby Care Product: With Especially Refer With Hatton Urban Area"
7	Miss.Fernando.T.K.J	The Impact Of Switching Cost On Customer Satisfaction And Customer Retention: A Study Based On Manner Commercial Banks
8	Miss.Fernando.A.L.A.S.V	Retail Service Quality A Determinant Of Customer Satisfaction In Super Markets
9	Mr.Reminus.A.L	A Study On Consumer Buying And Consumption Pattern Towards The Liquor Products In Jaffna District (Special Reference To Dcsl And Rockland Brands)
10	Mr.Salajan.R	Impact Of Marketing Mix In Brand Preference Special Reference To Lubricant Maret In Jaffna District
11	Mr.Clarance.A.N.A	A Study On The Relationship Between Customer Relationship Marketing And Customer Satisfaction Special Reference To "Dialog Axiata Plc"
12	Mr.Praganan.S	Marketing Mix And It's Impact In Purchase Intention Eco-Tourism Perspective Srilankan Context.
13	Mr.Desilen.B.P.S	Impact Of Marketing Mix On Customer Satisfaction Special Reference To Commercial Bank Plc In Manner Branch Manner District.
14	Miss.Sabaratnam.S	Awareness Of Food Labelling And Use Of The Information In Purchasing Packaged Food Products Among Consumers In Jaffna District: Special Reference To Supermarkets.

15	Mr.Vijitharan.N	A Study On Exploring The Level Of Perceived Brand Attributes Of Cargill's Branded Products On Jaffna District
16	Miss.Soyhilingam.V	Determinants Of Demand In Hotel Industry Special Reference To: Jaffna District
17	Mr.Thabeesan.Y	Service Quality And Customer Satisfaction Of Bank Of Ceylon In Jaffna District
18	Mr.Kirikaran.K	The Impact Of Marketing Mix On Customer Loyalty.
19	Miss. Sangeetha.A	Relationship Between Website Attributes And Customer Satisfaction Study On E.Commerce System In Jaffna
20	Miss.Elamurugan.J	The Factors Influencing On Purchase Intention Towards Beauty Care Products.
21	Mr.Vidyasaagar.S	The Study Of Relationship Between Design, Reliability, Price And The Consumer Buying Behaviour Of Drinking Bottled Water.
22	Miss.Shanmuganathan.K	Influence Of Social Media On Consumers Purchase Intention
23	Miss.Ayantha.S	Reason For Consumer Switching From Pawing Services Special Reference To Jaffna District
24	Miss.Siyamala.A.A	Impact Of Production \$ Distribution Method On The Performance: Special Reference With Bakery Owners In Jaffna District
25	Ajiththa Rajah	Marketing Strategies For The Poddy Product Of Mullaitivu Districtf (A Case Study)
26	Miss.Jesintha.P	Service Modification And Costomer Satisfaction At Automobile Service Station Jaffna (A Case Study)
27	Mr.Anton.A.J	Influence Of Consumer Characteristics. On Fast Food Consumption In Colonbo District
28	Mr.Joefabian.A.C	Influences Of Brand In Consumer Purchase Intention Of Motorbikes: Special Reference Of Tvs Brand In Jaffna City
29	Mr.Thusjanthan.V	Impact Of Promotion Strategies On Brand Awareness Of Dialog In Jaffna.
30	Mr.Tharmasegaran.N	Impact Of Product Involvement Factors On Brand Loyalty Of Mobile Phone Users In Jaffna Town
31	Mr.Sajeepan.T	Brand Equity And Purchase Intention Special Reference Of Branded Baby Colognes In Thunukkai Dis Division In Mullaitivu District

32	Mr.Iynkaran.N	Service Marketing Mix And Customer Satisfaction Action Provided By Janashakthi Insurance In Mullaitivu
33	Mr.Karththik.R	The Study Of Market Positioning Toward Pepsi And Coca Cola In Jaffna District
34	Mr.Raveenthiran.V	Influence Of Service Quality On Consumer Satisfaction : Special Reference Of Hatton National Banning Kilinochchi.
35	Miss.Munasha.M.A	Advertising Effectiveness Consumer Perceptions And Consumer Buying Behaviour: Special Reference To Cosmentics Products.
36	Mr.Kajanthiran.K	An Empirical Investigation On Retail Service Quality And Its Impact On Consumer Loyalty In The Supper Markets In Jaffna.
37	Mr.Kartheepan.I	Influence Of Brand Equity On Purchase Intention Of Baby Soap A Study In Vavuniya District.
38	Mr.Thilipan.V	Impact Of Marketing Mix On Cunsumer Buying Behaviour In Natural Soft Drinks And Carbonated Soft Drinks: A Case In Manmunal South West Ds Division
39	Miss.Grace.H	Impact Of Corparate Social Responsibilily On Consumer Statistaction In State Commercial Banks In Jaffna District.
40	Yasiththa Kananathan	Strategic Management Control Systems Of Dissertation Work.
Academic Year 2012/2013		
1	Mr.M.Anat Dilakshan	Impact of Service Marketing Mix on Customer Satisfaction Provided by Janashakthi Insurance
2	Miss.T.Archchutha	Factors Attracted New Businesses Towards Jaffna District A Study on Post War Perspectives
3	Mr.A.Arun Francis	"Marketing of Fish in Jaffna Divisional Secretariat Division"
4	Mr.J.Bhanujan	"Study of Brand Eguity and Purchase Behavior: Special Reference to Cargill's Branded Product in Jaffna District"
5	Miss.K.Dilogini	Television Advertisement and Parent - children Confilict: A Qualitative Study in the Post - War Jaffna Market.
6	Mr.T.Flywin Fernando	Impact of Customer Relationship Marketing on Market Performance in Banking Section.
7	Mr.N.Harikaran	Study on the Consumer Usage of E-Banking in Jaffna City

8	Miss.V.Kajotha	Exploring Consumer Buying Behavior Towards Branded Products in jaffna Cargill's Super Market: A Case Study
9	Miss.R.Malarveny	Effect of the Consumer emotion factors on the Consumer behaviors in Conmetic proucts. Special reference with Kilinochchi District People
10	Miss.Y.Pabitha	Impact of Automation on Customer Satisfaction "Special Reference Banking in Jaffna District"
11	Mr.S.Pragash Payson	Impact of Marketing Mix in Buying Behaviour A Case Study of Motorbike Buyers in Jaffna District
12	Mr.T.Sangarathas	"Study on Consumer Buying behaviour of Cosmetic Product in Jaffna District"
13	Mr.T.Sivagnanam	A Comparative Study on Service Quality Gap Between the Commercial Bank of Ceylon Limited and Bank of Ceylon in Jaffna.
14	Miss.B.Sulosina	Entrepreneurial Orientation and Organizational Performances (With Special reference to tourist Hotel and Hospitality Industry in Jaffna District)
15	Mr.S.Thanojan	"Study on Market Positioning Towards Pepsi \$ Cocacola in Vavuniya Division"
16	Mr.T.Ushanth	Impact of Customer Orientation on Organization Success: A Study of News Paper Companies in Jaffna District.
17	Mr.P.Uthayakumar	"Employees Job Satisfaction and Customer Satisfaction on Banking Section in Jaffna District"
18	Mr.S.Vakeesan	"Case Study Analysis on Marketing Strategy of AIA Insurance Company"
19	Miss.V.Vimalani	The Impact of Retail Mix on Customer Switching Behavior: Special reference in Jaffna District
20	Mr.K.Jeyasuthan	Factors Influencing on Consumer buying Behavior on Brands with Special Reference to Bajaj and Hero Honda at Nallur Division in Jaffna District
21	Mr.T.Subaskaran	Consumer"s preference and Consumer': Buying Behavior in Soft Drinks: A Case Study in Nothern Province of Sri Lanka.