



3.2.4 Research projects funded by government and non-government agencies

S. N O	YEAR	RESEARCH PROJECTS TITLES	FUNDING AGENCY DETAILS	WEBSITE OF THE FUNDING AGENCY
1	2020-2021	Analysing the sustainability growth of top 40 companies listed under BSE using Dupont model	The Society of Auditors (REGD)	https://www.societyofauditors.com/
2	2020-2021	Exploring The Effectiveness of Product Placement in Cinema and its Influence on Consumer Behaviour	("PLATINUM CHAMBERS" Shop No. 33, TNHB Complex, 4(180) Luz Church Road, Mylapore Chennai 600004)	
3	2019-2020	Sectoral Analysis of the impact of ESG on corporate financial performance	D Rangaswamy Academy for Fiscal Research (Old No. 283, New No. 214 , TTK Road, Alwarpet, Chennai 600018).	https://www.societyofauditors.com/
4	2019-2020	Media Access, Awareness and Usage among Rural school Children — A Survey in Salem district Tamilnadu		sivakumar@karra.in
5	2017-2018	Digital Literacy and Underprivileged girls - A Study of Access, Competency, Application and Outcomes	University of Mysore Crawford Hall, VISHWAVIDYANILAY A KARYA SOUDHA, K.G Koppal, Saraswathipuram, Mysuru, Karnataka 570005	https://uni-mysore.ac.in/