

Author No	ID	Author-study no	Guide name	Affiliation of the Guide	Student Name 1	ID 1 (FT16)	Topics
<b>Top 3 studies</b>							
31	VIS	2	Viswanathan P K	Great Lakes Institute of Management, Chennai	Joy Dutta	163036	What drives Customer Loyalty in E-Commerce: A Retail Intelligence Perspective
					Kaustubh Sharma	163040	
					Kingshuk Chakraborty	163042	
<p><b>Abstract :</b> The Internet has turned into essential platform for providing services (e.g. cutting-edge and customized business sector and industry reports) and provided a common platform for businesses and customers to interact. Keeping in mind the end goal to follow the global trend to meet customers' needs and expectation in e-commerce (Wu, 2010), market intelligence service organizations must give quality administrations through the Internet. Recent years have shown a remarkable transformation in the way Indians shop and trade. E-commerce has taken the world of retail by tempest and enthralled the creative energy of a whole era of business visionaries, with e-commerce wanders with different business and business models. The progressive development in the most recent couple of years has effectively slung the biggest firms among these ventures past the billion-dollar region. The sector has grown three times in four years to about 12.6 billion USD in 2014. Different industry estimates that the sector will further grow five to seven times throughout the following four to five years.</p>							
5	BHA	5	Bharadhwaj .S	Great Lakes Institute of Management, Chennai	Nidhi Iyer	162058	Effect of Assortment on Impulse Buying
					Sulagna	162093	
					Debapriya Dey	164024	
<p><b>Abstract :</b> The importance of Impulse Buying is massive and retailers have perceived the same quite a while ago. Truth be told, this is indeed a central point in numerous purchasing exercises. Impulse Buying is mostly considered synonymous with "spontaneous purchasing/Unplanned buying" – it essentially portrays any purchase a customer makes however has not been planned in advance. However, it is more of a narrower concept than unplanned purchasing. It is represented by a sudden urge in consumer to buy something immediately with no regards to the consequences. The fundamental shifts in consumer spending patterns have expansive ramifications not just for retailers but for manufacturers and marketers of consumer products and services. The key lies in deciphering this change in consumer behaviour patterns and thereby the change in the wallet-share of consumers.</p>							
29	VID	4	Vidya Mahabare	Great Lakes Institute of Management, Chennai	Pratim Rakshit	161068	Consumer choice pattern analysis of service bundles in telecom and tourism industry and to identify the dominant choice factors
					Rohit Pal	163080	
					Susmita Chatterjee	163095	
<p><b>Abstract :</b> This study attempts to address the gap of building a decision support model, which can dynamically generate bundles of VAS (value added services) based on consumer purchase behaviour both in telecom and tourism industry. This paper attempts to understand the significant variables which influence the customer choice preferences as well as presents a model which not only generates bundles of VAS based on pattern association, using the latest trends in predictive analytics. The proposed model using K-nearest neighbour technique is expected to be instrumental in targeted marketing based on customer demographic profile which in turn increases the bundle selling probability of the specific firm.</p>							
<b>Remining 132 studies</b>							
1	ANG	1	Angeline Fernando	IIT, Madras	Sharda Sinha	164082	Use of Electronic Media to Enhance the Green Quotient: An Empirical Analysis
					Vaibhav Mahajan	164093	
					Vikram Aditya Rattan	164101	
<p><b>Abstract :</b> Green Consumerism is a growing trend in worldwide. With more and more people getting aware of the environmental concerns rising worldwide, inclination to the use of Green Products is increasing. People are becoming more Health Conscious and in an effort to contribute a little from their side towards the environment are moving towards Energy Efficient appliances, organic foods and a lot more. These products other than environmental benefits and also have health benefits. Product such as, An Organic Tea is a good source of Antioxidants and helps in reducing stress which a major health concern for working professionals. The market potential for our country also looks huge for such green product manufacturing companies with rising levels of awareness among customers.</p>							
2	ANO	1	Anthony Paulraj	University of Denmark	Ashima Malhotra	161024	Impact of Lead-Time and Price Variation on competitiveness in a heterogeneous market
					Charithartha Reddy Chitivolu	161031	
					Joshua R	161043	

**Abstract :** This study examined the impact of price and lead time variations on competitiveness of an ecommerce firm. Market share of the firm in a particular product category in the ecommerce space is taken as a measure of its competitiveness and various tests were run to determine the factors which significantly affect it. Results showed price variations in the form of discounts, delivery time variations and customer ratings positively impact the competitiveness of a firm.

		2			Abhijeet Suresh Ghag	161004	A Small scale Model for One Day Delivery
					Amogh Anil Parmarathi	161013	
					Jishnu Jagajeeve	164031	

**Abstract :** There is a rise of 'On Demand' startups in e-commerce sector who pledge to deliver the products not only in a day but within a few hours. 'Same Day delivery' is a new buzzword being used by marketers which needs to be studied further. In this paper we intend to do an exploratory research to explore various factors like Geography, Product Type, Customer Type, Cost, Network Impact, Carrier-Courier Partners and Processes-Technology Impact which have major impact on the feasibility and cost effectiveness of same day delivery. An in-depth interview of various e-commerce start-ups was undertaken with an open ended questionnaire to prioritize the factors affecting their delivery model. Implications of this study can be used by upcoming e-commerce start-ups for designing their one-day delivery model.

		3			Ankit Gupta	161016	Optimization of the factors influencing performance of multichannel supply chain
					Divyaprakash Panda	164027	
					Falguni K.P. Mishra	164028	

**Abstract :** Multichannel retailing is considered as an important strategic issue by most retailers. By conducting an empirical research to understand the essential factors associated with migration of retailers from single chain supply chain to multichannel supply chain, our research approach provides important insights related to factors which affect satisfaction of customers and what preferences they have in general. Multiple factors such as ordering convenience, delivery convenience, total cost, delivery time as input are considered and the customer satisfaction level based on them is predicted. In the study we estimated all the factors that have significant impact on customer satisfaction and by approximately how much

		4			Sumit Kumar	162095	Scope of Cash and Carry model in organized retail in Indian markets
					Yaksh Ahluwalia	164104	

**Abstract :** Business dynamics is rapidly changing today, whether they are specialty products, shopping goods or convenience consumer goods—the ways they are sold and purchased are undergoing rapid metamorphosis. Refurbished goods (usually electronics and electrical) are the products that are been returned to a manufacturer or vendor for various reasons. Refurbished products are normally tested for functionality and defects before they are sold again. Around \$12-15 billion worth of goods are returned every year in India. Of which, returns from OEMs(Original Equipment Manufacturer) / retailer across all industries is 4-5%. Despite being a new sector, it has a lot of scope in the e-commerce space as well because the returns policy is more customer friendly (Returns Rate around 10-15%), and also Cash-on-delivery (COD) is being introduced wherein we have spur-of-the-moment buying followed by buyer remorse when the product lands up at the door," said Chaturvedi, founder and CEO, GreenDust Private Ltd.(Ashish K Tiwari,2015)

		5			Anjali Sharma	161015	Explore the Scope of Remanufacturing in Indian Automotive Sector – An Empirical Study
					Mohit Wadhvani	161053	
					Apra Prabha	162021	

**Abstract :** Remanufacturing is an attractive business process of returning end-of-life products to original "as-good as-new" condition in a manufacturing environment. India is yet to take it up as an organized industrial sector where remanufacturing has been accepted by western world proactively. Remanufacturing of products conserves energy in trillions of Btu (British thermal unit, 1Btu=1055 Joules). In addition remanufacturing can greatly mitigate the amount of carbon dioxide expelled into the air known as greenhouse gases.

		6			Hitesh Nayak	161040	Third Party Logistics: How it is impacting the businesses in India
					Jatin Aggarwal	161041	
					Lalitha Moorthy	161047	

**Abstract :** Logistics is an essential business function, the importance of which has risen due to higher customer expectations, pressure to reduce costs while still maintaining service levels & globalization. A firm's logistics distinctive capability has been considered a valuable strategic resource which can provide sustainable competitive advantage and superior performance. Due to the breadth of services in businesses, there has been increasing pressure on the ability of companies to deliver a variety of products, worldwide at a rapid pace and on time (Sohail and Sohal,2003). Firm's implementation of process innovation is increasingly relying on logistics-oriented solutions. (Olavarrieta & Ellinger, 1997). Such logistics requirements can be met by outsourcing the logistics to third-party Logistics (3PL) firms. Burnson, 2000, reports that many Fortune 500 companies have outsourced their transportation, warehouse, and inventory management functions.

		7			Arnab Kundu	161021	Optimizing reverse logistics and supply chain management in the e- commerce industry
					Neha Bamhore	161055	
					Nishith Gandhi	161059	
<p><b>Abstract :</b> Supply chain management can be defined as the set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouses and stores. So that the items are produced and distributed at the right time and at right locations in order to control the costs while satisfying service requirements. It involves coordinating and integrating the flows both within and among companies. Supply Chain Management has received tremendous attention from business world. In 2013, retail e-commerce sales amounted to \$3.59 billion and are projected to grow to \$17.52 billion in 2018. Reverse logistics can represent a significant portion of supply chain cost, and it's typically not very well managed. It ranges from 1 percent of overall supply chain costs to maximum 10 percent (not managed well). The amount of product returns can be very high, with some industries facing even more than 50% of returns.</p>							
3	ARJ	1	Arjun Chakraveti	Indusage	Adarsh S	161007	Popularizing Hybrid cars in India : An Empirical Analysis
					Johnson	161042	
					Swati Johri	161095	
<p><b>Abstract :</b> Hybrid cars, the less polluting solution to the exponential rising problem of pollution in India, is still not prevalent enough to be quoted as the perfect solution to the Global issue of polluted air. With this paper, we wish to trace the Consumer Behavior which drives people towards making the wise decision to purchase a Hybrid car and how &amp; what factors should companies focus specifically to drive their sales. With issue in hand, we took the survey across country - trying to capture the Genders, all Ages, and income levels of people and the Region of the country they belong to. Various behavioral factors were collected via the survey, keeping the linkage to Hybrid cars hidden initially and then being specific to Hybrid cars. The results were then clustered as per Region, Age, Income levels and Genders – to run regression and understand what factors are prevalent under each cluster. Conclusion of each cluster can serve as an important factor to judge and to be focused upon as a marketing strategy base by the industry to make Hybrid cars as more of a purchase option, catering to specific target population in the right manner that resonates with their ideas and thinking.</p>							
		2			Vignesh	162103	Viral Content on the web– An Empirical analysis
					Nirmal	163061	
					Prashanth	163066	
<p><b>Abstract :</b> This study primarily aims to understand what constitutes a “Viral Video” and what the factors that drive it are. Insights have been taken from various agencies that promote viral videos, top personalities from various industries and utmost care has been taken to ensure diversity (both demographic and geographic) while taking the survey. It also aims to understand virality purely from an Indian perspective and what makes them “Share” videos thus making it viral. We feel that in this day of fast food and faster minds, there is no time for corporates to run a successful advertising campaign without cutting down on the time factor. No longer can a company wait to market its product with competitors waiting to pounce and consumers having the attention span of a goldfish. We hope that this study can help corporates &amp; other agencies understand what the critical success factors are that can help them run a good advertising campaign (video-specific adverts) by making their adverts go “VIRAL”.</p>							
		3			Aniket Rahul Mishra	161014	Consumer attitude towards COD in e-commerce and the feasibility to remove it
					Lakshay Gaur	164037	
					Mitra Mohanty	164044	
<p><b>Abstract :</b> Understanding Customer attitude towards Cash on Delivery (COD) and feasibility of alternatives in E-commerce. Intent: To understand the consumer rationale behind them choosing Cash on Delivery over other payment options while shopping online. The consumer's point of view and their reasoning behind opting for COD and if they would like to use credit/debit cards given some incentives. For this we will conduct interviews as part of our qualitative analysis.</p>							
		4			Rahul Riyal	162072	Study on customer perception as e-commerce websites like Myntra decide to go App-only
					Saurabh sisodia	162080	
					Archit Tripathi	164016	
<p><b>Abstract :</b> To understand the factors that can affect customer perception while shopping from an e-commerce player like Myntra which can only be accessed using an application designed for mobile devices. To get insights on what factors play a vital role when customer prefers to shop using an app of an e-commerce industry or its web services, we will conduct a Focus Group Discussion as a part of Qualitative Analysis. Depending on the independent variables, several hypotheses will be formed. Quantitative Analysis will now be done in order to check which hypothesis can be accepted or rejected</p>							

		5			Alolika Pattanayak	162009	Factors Influencing the Shift of Bricks and Mortar Retailers to Bricks-Clicks Model -Indian Perspective
					Himanshu Joshi	162042	
					Manavi Vatsala	162051	
<p><b>Abstract :</b> The empirical study aims to find the factors influencing the shift of brick and mortar stores to bricks and clicks model. The approach towards this will be both from a producer’s perspective and a consumer’s perspective. We aim to look at the project from the perspective of a retail chain that has made the shift from a pure bricks to a bricks and clicks model through qualitative methods. In addition this study will also help us in getting a perspective of the consumer side through a survey. The companies which are already operating a bricks and clicks model can streamline their processes and modify their current operations with the help of the findings from the response of consumers to the survey proposed in the study. Moreover, those companies which are trying to shift from a bricks and mortar model to a bricks and clicks model will be able to take into consideration the advantages and the disadvantages of the same from the findings of the study. We aim to achieve the findings through group discussions, surveys and other forms of feedback and then quantitatively analyzing the results we get and try to infer the results.</p>							
		6			Dixit Taneja	161035	Scope of multi-level marketing in the e-commerce domain
					Karan Gandhi	164032	
					Komal Agarwal	164036	
<p><b>Abstract :</b> Multi-level Marketing (MLM) and Loyalty Programs (LPs) in general, play a key role in determining the competitive strategies for firms facing increasing global competition. Globally there is a surge in the interest towards MLM and LPs, though researchers examining these marketing activities typically apply U.S.-centric frameworks, we through our research would like to study the “Scope of Multi-level Marketing for the E-Commerce players in India” In order to understand how well do MLM and Ecommerce driven LPs combine, this review offers a comprehensive framework of MLM, LP and Ecommerce. How cultural and developmental contingency factors may alter the effects of these mechanisms on seller performance. By considering these mechanisms jointly, we through this paper would like to analyse the gap and dig the opportunity to figure out, whether MLM and Loyalty programs offered by Ecommerce players in India can be combined effectively or not.</p>							
		7			Bhaskar Vashistha	162026	Major factors deciding effectiveness of a travel websites
					Saurabh Kumar Srivastava	162082	
					Akanksha Shukla	163009	
<p><b>Abstract :</b> Effectiveness of website is not only measured in terms of technical functionality but with perceived benefit to the customers. Customers (Travellers, holiday planners) wants evaluate their travel experience before their journey. Every prospect customer perceives the value in customized way from travel website. Perceived Value (PV) is a subjective construct that varies between customers, between cultures and at different times. PV is dynamic variable, which is evaluated before purchase, at current purchase moment, at time of use, after use. experiential interaction with travel websites, which evoke users travel imaginings. our study focus on affective, emotional, reflective and behavioural aspects of tourist decision making process.</p>							
		8			Piyush Mahajan	163064	Feasibility of Internet of things for Indian Agriculture
					Varun Chhabra	163100	
					Pranit Bhandula	164055	
<p><b>Abstract :</b> This study is on assessing how Internet of Things can be efficient in Indian agriculture scenario. For this analysis, we are taking into consideration the cost of farming, including raw material cost, labor cost, storage and logistic cost. Monetary benefit to farmers after implementing IoT is another parameter that will be analyzed. Impact of geographical conditions, such as, weather forecast, humidity, moisture content in soil will be analyzed. The impact of government stimuli, such as subsidized equipment and ecosystem setup cost and funding for innovation will be factored for analysis. To carry out this, we did primary research by collecting data from various stakeholders involved such as agriculturalists, professors, service providers and component manufacturers.</p>							
		9			Devankshi Prakash	161033	Designing market strategy using SMAC that will drive consumer purchases in Cosmetic-Industry
					Girish Kumar Sreeram	161037	
					Misha Gulati	163054	

**Abstract :** The aim of the current empirical study is to devise a marketing strategy which will use SMAC as a tool to enhance consumer buying preferences for cosmetic products. Factors affecting customer preferences for cosmetic products have been found out through in depth interviews of female professionals as major customers and industry experts in the field of cosmetics. A survey was conducted and linear regression was performed to know the factors which were most important to consumers and the findings were Knowledge, Price of cosmetic Product, Longevity, Involvement and point of purchase which impact the consumer buying behavior. Based on these significant factors, a marketing strategy is formulated using SMAC to target the right customers and increase the customer base in the cosmetic industry.

4	BAL	1	Bala V Balachandran	Great Lakes Institute of Management,Chennai	Rachit Ratnesh Shrivastava	161070	Analysis of NPAs in Education Loans
					Arjun Ramesh	163107	
					Nalin Mohan	164106	

**Abstract :** The Indian Education loan market is at its highest levels and profitability of this industry depends on its ability to recover the loans. Borrowers have to be screened carefully as a mistake here would increase the probability of the loan becoming an NPA. There are certain characteristics in a borrower's profile (captured in the application forms) that can be used to predict the borrowers who are more likely to default. To create this model (that predicts the possible NPA's), interviews with the top management of a PSU Company will be conducted and secondary data from the PSU banks will be used. The procedure of Logistic Regression will be used to determine the correlation between the number of NPA's and the various characteristics that most likely cause NPA's

		2			Pavas Singhal	161062	Predictive modelling of consumer behaviour and supply chain management in retail
					Vineet Khandelwal	161105	
					Saurabh Yadav	162081	

**Abstract :** Retail industry faces a tremendous competition from local as well as global players. Today, the retail industry is highly dependent on the consumer behavior and the efficiency of its supply chain to adapt to this changing consumer behavior. It needs to establish a profitable, long time relationship with the consumers and also pursue multichannel strategies in supply chain. Retail winners continue to focus on the challenge of understanding what consumers' demand, their insights, their response to retail marketing and accordingly react quickly to consumer preferences. Lately, there has been a paradigm shift in the thought process of the retailers. The Indian Retail report, 2015 says that CRM Analytics helps retailers in connecting with the customers, drive the business and optimize the returns. The desire to do more with numbers is prevalent in today's world. Analytics is being used into a future oriented mode to optimize, plan and execute across the entire enterprise

5	BHA	1	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Ankush Ballal	161019	Online Grocery Channels: An Empirical Analysis
					Pooja Chaudhary	161063	
					Rajasa Keerthi	164064	

**Abstract :** According to CRISIL, Indian On-line Grocers are still in the build-up phase; hence the industry poses a significant opportunity but is still nascent. 11% of internet users buy online today, this is expected to grow to 30% by 2015.India has the 3rd largest internet base in the world at 150 million users. Predicted to grow to 2nd largest at 300 million users by 2015.35% of online GMV will be influenced by women; Women influencers online to grow by 5x.4% of world's retail driven by ecommerce. In India it stands at 0.2% .Online retail expected to hit INR 50,000 crores by 2016. Today it stands at INR 14,000 crores.

		2			Vignesh Ramanan	161078	Increasing Domestic Tourist Arrivals in Tamil Nadu: An Empirical Analysis
					Melvin Antoni	164042	
					Sathiyarayanan.B	164100	

**Abstract :** The tourism potential in a country like India has been largely untapped. Considering the home state of Tamil Nadu and having toured numerous places across the state, we realize that there are many tourist places that people are unaware of and the tourism capital here has been untapped. Tamil Nadu is a state that boasts of a wide range of tourist locales comprising coastlines, hilly regions, wildlife, historical and religious places. However, only a part of this tourism capital has been identified and developed upon. Moreover, people across India prefer foreign locales for vacations and invariably visit Tamil Nadu only on a purely religious basis. The scenic forest and hilly regions along the Tamil Nadu Kerala border, mangroves near Chidambaram and Poompuhar are some of the examples which are largely unpublicized and go unnoticed. We plan to identify many more such places, analyze the potential there and develop marketing strategies to capitalize on the tourism potential at those places. We also plan to develop plans that would ensure sustainable tourism development at those places to ensure that native populations are not affected and the developed infrastructure is well maintained and tourist friendly. Based on the various classifications of tourist places that would attract tourists, we intend to devise strategies such as developing tourist circuits and promoting them by appealing to the various aspects that travelers look for while selecting a place to visit. The motive of the study is to strategize ways to promote the tourism attractiveness of the state and analyze ways to increase tourist footfalls thereby subsequently increasing tourism revenues.

		3			Aarthi Sudarsanam	162001	Realizing India's Tourism Potential - An Empirical Analysis
					Kiruthika S	163043	
					Devi Aishwarya S V	164026	
<p><b>Abstract</b> : India should be a tourist powerhouse. It has on paper the right mix of everything that should lure a traveller. Historical monuments, spirituality, breath-taking natural sites, rich culture, good food and yet, even with an increase in the number of visitors to the country, we show a growth of only 5% from 2011 in comparison to Bhutan and Sri Lanka which recorded a growth of 17% with regards to tourist arrival. With Indian tourism facing issues such as safety concerns, infrastructure and hygiene, our study aims at determining what factors are significant with regards to tourist arrival and satisfaction after analysing responses from foreign tourists who are presently in India or have visited it in the past.</p>							
		4			Jai Shiva Ram P	163032	Impact of Amma Canteens : An Empirical Study
					Kumaresh Passoupathi	163044	
					Swetha Nandakumar	163097	
<p><b>Abstract</b> : Prior research focused on the influence of CI mostly in the impulse buying context; however, there is growing evidence that CI may also be responsible for self-regulatory failures across a wider range of behavioural domains, such as driving (e.g. reckless driving and drunk driving; Zuckerman, 2000), eating (e.g. overeating and cheating on diet; Sengupta and Zhou, 2007), entertainment (or gambling; Zuckerman, 2000; e.g. illegal downloading of movies; Kunze and Mai, 2007), shopping (e.g. overspending and compulsive buying; Haws et al., 2012) and substance use (e.g. binge drinking and taking drugs; Zhang and Shrum, 2009). Specifically, prior research shows that consumers with high impulsiveness scores generally find it more difficult to control their impulsive urges and are more likely to fail in their attempts to maintain self-regulation</p>							
		6			Arnab Dey	161020	Enhancing Growth of Market for Millets in Tamil Nadu: An Empirical Analysis
					Poornima Venkatesan	161064	
					Prassanna R	162067	
<p><b>Abstract</b> : Millets market is filled mostly by unorganised players but recently there seems to be a growing trend of organised players entering the market with various offering of Millet based product in 'Ready to consume' and 'Ready to cook' form. Tapping the potential of the distribution systems, creating awareness amongst urban population about the availability of these products can truly bring about a growth for market of millet based products. In this Empirical Research study we are trying to determine the factors that can boost the intent of purchase and consumption of millet products amongst the population of Tamilnadu where traditionally millets have been consumed as a commodity but not as a product and not too popular in comparison with rice and wheat. With growing concern amongst the present generation for healthy food options in ready to consume and cook format there seems to be a very strong potential for high growth for Millet based products. Based on these factors we can introduce and position millet products effectively and capture the target market successfully.</p>							
6	BOB	1	Bobby Srinivasan	Great Lakes Institute of Management, Chennai	Sumant Wandekar	162094	A Study of Indian IPO Market
					Purna Tiu	164058	
					Rajappa T	164063	
<p><b>Abstract</b> : Whenever a country is undergoing a transformation and moving from a developing economy to a developed grade, the importance of banking and the amount of wealth available for doing business will determine the financial health of the nation. India is in such a phase growing at a rate that no other major world economies are able to do. Financial disintermediation where borrowers can raise fund directly from lenders either with help of public issue or private placement of securities. The major contributor to this phenomenon are the capital markets.</p>							
		2			Shamili Singh	161080	Volatility and Efficiency of the world crude oil market and its impact on Global economy
					Alekhya Nag	163037	
					Abhishek Maheshwari	164005	
<p><b>Abstract</b> : These activities occur within a global marketplace—a broad physical infrastructure that connects buyers and sellers worldwide. With the growing production in North America there has been declining imports of oil from overseas sources. Overall, the world consumes approximately 90 million barrels of oil per day. OPEC, an international cartel of oil-producing countries, is the single most important production-related entity in the global crude oil market. Together they supply for about 40% of the world's daily consumption. There are a number of spot markets at various trading locations around the United States, and around the world. From 2003 to 2007 crude oil prices more than doubled from its historical level due to demand increase from China and India</p>							
		3			Chandrayi Ghosh	162029	M&A Deals And Post Merger Performance
					Deepankar Joshi	162031	

					Rahul Kothari	162070	
<p><b>Abstract :</b> Indian Companies have been acquiring firms abroad in the post liberalization era and have continued to do so even in the globally turbulent markets. The Indian firms have pursued them on reasons based on acquiring markets or resources or a combination of both, as stated by the firms publically. This study deals with the market reaction in the form of CAR (Cumulative Abnormal Returns) associated with the announcement of outbound deals, done by Indian companies post liberalization. The paper also analyses the impact of the deal size (compared to the acquirer's market cap) on the existence of CARs with respect to both the market and the industry.</p>							
		4			Prashant Arora	161066	Portfolio management Developing remunerative and pragmatic insights into personal finance options
					Prateek Bhatia	163067	
					Shuchi Saxena	163091	
<p><b>Abstract :</b> This study aims to understand the stability and profitability of the Islamic banking system against the conventional banking system for the period 2004-2014 i.e. Pre-and-post the crisis of 2008. The comparative analysis is done by choosing 10 conventional Banks along with 5 Islamic Banks. The 5 banks in each sector are of varying sizes. Data collection for the same is done with the help of the Bloomberg repository. ANOVA has been used to compare the 3 groups of USA, Indian and Islamic Banks. The analysis reveals that the Islamic Banks recovered the fastest after the financial crisis as compared to the conventional banks. Also, Indian Banks are found to have performed well during the crisis period as well.</p>							
7	EAS	1	Easwar Krishna Iyer	Great Lakes Institute of Management, Chennai	Anand G Kurup	164013	Advertising and its impact on consumer purchases in Automobile Sector
					Bhavna Verma	164021	
					Vaisakh Sreenivas	164094	
<p><b>Abstract :</b> Indian Automobile industry is a highly competitive as well as consumer preference driven market. The industry is shifting momentum towards gaining more insights on the consumer buying pattern. The purchase decision is one of the tedious decisions that a consumer takes after valuing lot of factors. Indians being highly influenced by media, advertisements are one of the main influencing factors which help them in their purchase decision process.</p>							
		2			Gayathri Narayanan	164029	Effect of personalized recommendations in influencing consumer buying behavior
					Himanshu Khandelwal	164030	
					Karthik Sreekumar	164033	
<p><b>Abstract :</b> The purpose of this research proposal is to study the effect of personalized recommendations on consumer buying behavior. As part of this research we intend to study how a consumer perceives these recommendations, whether these recommendations play a big role in generating sales for the e-commerce business and whether it is fruitful to actually put in effort to personalize product recommendations for every customer who visits your site. We differentiated the recommendations based on the content each of them carry like the discounts, recency, and relevance. We analysed whether each of them has a significant impact on the strength of recommendations, and whether an interaction among these is also significant. This helped us in analyzing what factors should be included to make these recommendations more attractive to the consumers.</p>							
		3			Agastya Mishra	161106	The Impact of Digital Marketing on Consumer Behavior
					Kalpita Gupta	163038	
					Mukund B Iyer	164045	
<p><b>Abstract :</b> Digital marketing is a foundation term for the targeted, assessable, and interactive marketing of products or services using digital technologies to touch and convert leads into customers. The key objective is to promote brands, build preference and raise sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing strategies, which predominantly use the Internet as a core promotional medium, including mobile and traditional TV and radio. Digital marketing ideas and exercise are budding enormously among several industries, particularly by the leading companies among each industry utilizing the mass reach of digital tools and social media platforms, benefiting from the opportunity to create individually tailored approach that can achieved at a very prolific cost</p>							
		4			Vignesh V	163106	User Acceptance of Mobility Solutions - Content Analysis and modified TAM2 modelling
					Srikar M	164088	
					Yashwanthy G K	164105	

**Abstract :** With the advent of mobile phones and other devices, consumers have become used to easily accessing information and gathering knowledge about any product and its associated features. There has been a huge increase in the number of players in the mobility solutions market due to the explosion in the usage of mobile devices. Many companies provide comprehensive end to end solutions which will completely satisfy the requirements of the customers. This paper will aim to study the literature provided by the seller space of the aforementioned mobility solutions and understand the characteristics that the sellers emphasize on while promoting such products through the TAM 2 model by adopting the content analysis methodology.

		5			Tushar Dandriyal	161098	Exploring the impact of brand extension on parent brand image
					Vasudha Monga	162101	
					Pragati Bhargava	163065	

**Abstract :** The financial risk of entering into new market can go manifold for a company. The cost in some of the markets is estimated to range from \$50 million to more than \$100 million (Brown 1985). As a cost cutting measure, firms use established brand names to enter new markets. One strategy of doing this is “Brand Extension” wherein a current brand name is used to enter a completely different product class (e.g., Tata tea and Tata automobiles). Such strategy can decrease the costs of gaining distribution and/or increase the efficiency of promotional expenditures (Morein 1975). Due to increasing competition in distribution channels and customer outlets and rising advertising costs, introducing new brands may be more difficult now as in the past with higher trade-offs. (Aaker 1991).

		6			Adity Sharma	161008	User Acceptance of Augmented reality based services or products - Content Analysis and modified TAM2 modelling
					Reetu Chopra	162074	
					Sarjana Singh	163084	

**Abstract :** The present research titled “User Acceptance of Mobile Applications - Content Analysis and modified TAM2 modelling” aims to analyse a Mobile Application seller’s perspective on User acceptance of the application. It also aims to study the degree to which the identified variables (both cognitive/affective drivers/inhibitors) are affecting the information supplied by a seller.

		7			Anita Negi	162013	User Acceptance of Mobile Applications -Content Analysis and modified TAM2 modelling
					Garima Sinha	163023	
					Ketan Jadhav	163041	

**Abstract :** The main purpose of this study is to identify the important factors catering to user acceptance of any augmented reality based product or service from a seller’s perspective. The methodology used is “Content Analysis”, in which the seller’s content (in form of white papers, website content, etc.) was collected and each line of content was mapped to Constructs from TAM2 Model. Using coding technique as method of content analysis, counts of constructs were found and hypotheses as per TAM2 model were validated using Chi-Square Test. All the hypotheses were significant under 99% confidence level. This study could be used by the existing or new sellers in the augmented reality space to optimize their content to increase user acceptance of their product or service

		8			Susina Roshni Borromeo	161094	Size and Value: as deterrents to the scaling up of furniture e-commerce business
					Gautam Kumar	162039	
					Sujatha Shankar	162092	

**Abstract :** In this era when e-commerce is booming, it is imperative for businesses to understand the factors pertaining to their products that could be potential reasons or potential deterrents to not only the sale of the items but also to the expansion of that particular vertical. Their first aim should be to understand consumer behaviour and focus towards getting more customers and in the process earn more revenues. Our focus will be on the furniture vertical of the e-commerce industry. We are assessing two important mediating variables – size and value. Through this empirical study we intend to analysis the impact of size and the value of the furniture on the scaling up of this ecommerce business.

		9			UmpaPriya C	162098	Issues Concerning Awareness and Choice in Green Marketing: An Empirical Analysis
					Divya Ogoti	163020	
					Kogani Vineeth	164035	

**Abstract :** This study is about how various facets of 3ps driving Green consumer attitude and how in turn green consumer attitude drives purchase intention .With increasing awareness about ill effects of toxic and non-degradable materials, focus is on green products. The study aims at identifying key drivers that will influence consumer choice and purchase intention of green products. The study also considers role of green promotion and place in driving consumer attitude. This study will help in arriving at meaningful insights and information that will help firms in designing marketing strategy for green products

8	JOF	1	Joffi Thomas	IIM,Kozhikode	Arpit Tyagi	161022	Is Choice Overloading a myth?"
					Vibhuti Raizada	161102	
					Surbhi Vyas	161093	

**Abstract :** Marketing has evolved from Marketing 1.0 to Marketing 3.0. The focus has moved from product to adding value to the consumers, ensuring satisfaction. Consumers are faced with umpteen options, keeping a count of which is a challenge. Marketers feel that increasing the number of options provided to the customers will help them increase sales and thereby customer satisfaction. Some companies even follow the same. Contrary to this, researchers (Iyengar & Lepper, 2000; Iyengar, Wells, & Schwartz, 2006) have found that the satisfaction level of the customer gets hampered if the numbers of options provided are many. Some say that more options are always better than fewer options (Schwartz, 2004). According to Schwartz, some choices are good but it does not mean that more choice is better. Thus, we have studies and research for both the aspects of choice overloading, the purpose of our study would be to check and find if choice overload exists and if so, on what variables does it depend.

9	KAL	1	Kalyanaraman Subramaniam	The Academic Mentors	Arun Chander	161023	Optimization and Scheduling problem in Movie Industry
					Abhishek Singh	163006	
					Sayan Mukherjee	164079	

**Abstract :** This empirical study is about the optimizing 'movie scheduling problem' in theatres and multiplexes. The theatres in India remains underutilized and scope for movie industry in the country is huge. Forecasting the visitors in the theatres remains a challenging task. We propose to optimize the ticket pricing and re-selling, supplementary services, and look forward to solve the scheduling problem. This will provide with a decision model to take a learned guess on sale of shows, based on forecasts parameters.

		2			Nishanth R G	161057	Impact of goods and services tax (GST) on supply chain & Logistics
					Abhishek Goel	162003	
					Abhishek Mishra	164006	

**Abstract :** GOODS & SERVICE TAX (GST) is a comprehensive tax structure to be introduced in India tentatively by April, 2016 to do away with the cascading effects of indirect taxation on goods and services at various levels of production of goods to its consumption by people. According to this structure an individual or an organization is obligated to pay tax only for outputs and receive all the tax paid for inputs called as the INPUT TAX CREDIT (ITC).

		3			Abhijeet Chandak	162002	How big data can improve manufacturing and Supply chain
					Nachiket Rane	163057	

**Abstract :** Big data is currently a buzz term and has applications in just about every industry – retail, healthcare, financial services, government. Any organization that can assimilate data to answer nagging questions about their operations can benefit from big data. We are focusing our research on manufacturing industry. How big data can play a major role in improving manufacturing performance and improve the supply chain efficiencies. Big data can aid manufacturing industries in many ways and provide operational benefits.

10	KIR	1	Kiruba Shankar	Great Lakes Institute of Management,Chennai	Polepeddi Vamsi Krishna	162063	Effective digital marketing techniques for book sales in Indian Context
					Divya Kasturi Kasthala	163021	
					Venkata Rama Naveen Durgaraju	164098	

**Abstract :** To find out effective methods of digital marketing which would guarantee positive results in terms of book sales and awareness in Indian market. We would like to conduct a survey and collect data to find out the various social media platforms that one can leverage in selling. We would mainly emphasize on ubiquitous networking sites, blogs, e-commerce websites and other digital media forums.

11	MAH	1	Mahima Gupta	Great Lakes Institute of Management,Chennai	Jibin P Rajan	163034	Supply Chain Optimization in Online Grocery
					Milan P. Panackal	164043	
					Susan Thomas	164090	

**Abstract :** The focus of the research is on the lean business model that relies on a convenient mix of warehousing and cash-and-carry. How to reduce the e-grocer's dependence on capital-intensive operations and enable it to put in place a thoroughly efficient supply chain? As competition abounds in online grocery retail space, controlling cash-burning is very crucial when it comes to inventory, supply chain and logistics. The research aims at application of a model to forecast the quantity required based on the demand of the product and the lifespan of perishable goods to assure quality of products. The research also aims at collecting real data from an e-grocer to study their operations and develop optimization model to add value to their operations. The study also aims to perform analysis based on historic sales data to develop insights for category management.

		2			Bindheshwar B	161028	M-Commerce adoption in India – Factors driving the shift
					Poorva Dubey	161065	
					Rajat Gupta	161072	

**Abstract :** The era of M-Commerce has already begun in the world and India is picking fast pace in m-commerce business model. M-Commerce and mobile technology is catching up and quite appealing to the Indian population and yet there is a huge scope for development. Many E-commerce giants are vigorously promoting the M-Commerce industry by providing mobile based application and services. Many biggies like Mynta.com have shut down website services and are purely M-Commerce business model and a few others are in the same line of thoughts and would soon go completely mobile app based business model (Flipkart – planning soon; Ola cabs– by end of Aug/Sep).

		3			Rohel Deb	161075	Competitive Intelligence & Sentiment Analysis of automobile industry
					Rachit Sheth	163073	
					Rupayan Bhattacharjee	164069	

**Abstract :** In today's world in order to sustain customer, knowledge is most important for any company and substantial resources are spent on monitoring customer behavior, tracking customer buying trends, customer surveys and in-depth customer analyses. Customer intelligence is an essential input for CRM and provides clarity on a number of areas, including how to accurately combine products and services to best satisfy customer needs. Customer intelligence is also important to provide insight into the customer's business. Competitive intelligence (CI) has become a necessary activity in business. It compels companies and institutions to look beyond internal business activities and to integrate events in the external environment into the information picture of a company on an ongoing basis. Different to knowledge management and other information management tools, CI provides focus to the information management activity in companies, attempts to make sense from available information and interprets information to make it actionable for use in strategic decision making. It presupposes a human role – information is turned into intelligence through a process of interpretation.

		4			Abhishek Rathore	162005	Impact of GST on the pertaining warehouse system of industries in India.
					Namit Srivastava	162056	
					Shivani Singh	162083	

**Abstract :** The discussion of CST/Vat and GST is one of the most important contemporary discussions. GST is perceived as “the biggest tax overhaul” since independence. Taking in account such a critical role of GST, it is important to analyse it on various aspects. One of those aspects is –impact of GST on the warehouse system in India (Punarjit Roy Chowdhury, 2012) [Ref. 18]. The GST is expected to fuel up total economic growth of the nation and increase tax revenue of the government. In this study, we have formulated a model for determining distribution centres (DCs)/warehouses locations considering the impact of CST/VAT and GST. A linear integer programming model is made taking in account various costs incurred in supply chain. Using some numeric data the effect of various tax rates on DC locations has been analysed. We have also included a detailed explanation of various taxes to make the reader understand the tax scenarios.

		5			PM Rajesh	162060	Recall Process Framework and Inventory Management
					Vansh Bhatia	162100	
					Nupur Bharara	163063	

**Abstract :** The core of our study would include the study of the processes involved in the recall of defective and substandard items/batches in the FMCG, Automobile and related industries. A recent and well talked about incident was the mass recall and disposal of the Maggi Noodles from all over the country due to increased lead and MSG found in the samples. We want to study the supply chain framework, inventory and cost factor involved in case of such an event. There are two types of analyses possible in such a study: Descriptive and Prescriptive. In descriptive analysis we would just study the officially recommended frameworks and current processes being followed and describe their salient features.

		6			K Avinash Varma	163045	Warehouse and Logistics pooling in E commerce startups
					Abhinav Raj	164003	
					Pallavi Sah	164053	

**Abstract :** Gone or the days, when people used to visit the brick and mortar stores to purchase goods and services. Today every need a customer can be satisfied with one click, it is the era of e- commerce. As the customers are moving away from the traditional brick and mortar models to e commerce for various reasons such as better price, less time, access to global products etc., . This progress has created a great opportunity for entrepreneurs to come up with various online services ranging from all in one to niche market products and services. The biggest hurdle for any E commerce startup company in India is its logistics. As the cost of capital would be very high for warehouse maintenance and logistics for e-commerce start up to serve for a vast geographical area like India. Many E commerce Startups plan to outsource there logistics. This Research paper reveals what are the factors of logistics outsourcing which are positively related to the firm performance in E commerce market

		7			Kanishka	161045	Vendor Selection Parameters in Manufacturing plant
					Kushal	161046	
					Prshaun Kumar Jha	161067	

**Abstract :** With the Supply chain becoming more integrated and complex in today's manufacturing Industry, selecting the right Vendor becomes extremely critical. In some cases in the industry, suppliers or the vendors are mainly selected on price basis(Lowest bidder-L1).Yes price is one of the key factors but there are other variables which affect the product or the services offered by the Vendor. The performance of the company is directly related to the performance of the vendors or suppliers making it one of the main factor to focus on. Industries like manufacturing and E- Commerce the role becomes much more important. Thus in our empirical we have tried to identify the factors that play an important factor in identifying the right supplier in a specific industry taking manufacturing as one. is Hence our aim is select a feasible model, which would systematically assist the buyer in evaluating and selecting the vendor in outsourcing jobs of manufacturing industry.

		8			Akhil Dwivedi	161011	Empirical Study on Airline Pricing Behavior
					Alwin James	162010	
					Khushboo	164034	

**Abstract :** Customers planning to go on a vacation tend to book their tickets online well in advance. The dilemma they face is when to book their tickets, from which website to book the tickets and will they get the best possible bargain on the tickets. Buying a ticket at lowest possible cost is the goal of every customer. The general accepted notion is to book a ticket as early as possible to get the lowest price but even it is true, customers are not certain of their travel plans until few weeks from the departure date. The purpose of this study is to analyze online airfare behavior for routes between different Indian cities over a period of three months from multiple airline e-commerce sites and provide customers with decision making information that will assist them to buy their tickets at the best possible time, striking a balance between the time restraints customers have and their desire to save money

		9			Bhuvan Singhla	161027	Assessment of Operational bottlenecks in Automotive Industry
					Nishchal Bhargava	161058	
					Nishant Raj	164052	

**Abstract :** Buying a car is still a landmark in Indian household. As the buying power of Indian Consumer is growing with the growing economy, it is accompanied with supplementary challenge of fulfilling ever growing demand. Indian Automobile sector is no exception in this case. As a consumer when we visit an automobile showroom of our choice, we often are faced with a waiting period for the car of our choice, usually between 15 days to 6 months, depending on the popularity of the model. Having no other option than to either wait or switch to different Model/Version/Color of car we take a decision based on situation at hand. But it always leaves us wondering, "Why can't company manufacture sufficient number of cars to meet customer's demand?" Automobile industry is highly vulnerable and suffers huge losses due to bottlenecks in operations. This study identifies the losses that can be reduced if the bottlenecks managed efficiently. By estimating the probability of different challenges and determining their impact on performance of the industry we have outlined recommendations which if implemented, is expected to help automobile companies tackle any adversity and mitigate its impact in Procurement from OEMs.

		10			Akshay Agrawal	162007	Using Sentiment Analysis to track Product and Company Performance
					Amit K Nair	163010	
					Abhishek Thyagarajan	164007	

**Abstract :** Web 2.0 and platforms like Google Play and the App Store combined together provide a treasure trove of content, rich in user opinion on a wide variety of subjects and applications. If these opinions can be tracked, we can deduce the reason behind past experiences and based on those insights we can predict the expectations of consumers and their needs with respect to products, brands and companies. Predicting expectations will result in companies streamlining their product inventory according to consumer demands, thus resulting in higher value for consumers as well as shareholders. We aim to extract consumer opinions from various sites that host responses and reviews for different mobile apps. These sites will be text heavy and sentiment analysis will help us mine them. Once a pattern has been established, we can provide marketing insights, areas of improvement in the product and also if it is wise to invest in the equity of the company.

12	MAN	1	Manu K Vora	Business Excellence, Inc., USA	Shashwath Garg	161083	Green Supply Chain Management and Impact on businesses
					Sneha Aralikatti	162085	
					Sravya Chandrika Yellapragada	162086	
<p><b>Abstract :</b> The e-commerce industry in India has seen unprecedented growth since the beginning of 2014. This growth has been aided by increase in technology awareness and adoption by Indian consumers. There has been increase in use of devices such as smartphones, tablets, smart PCs and also easier access to Internet through broadband, 4G, 3G etc. leading to an increase in Internet customer base. The growth shown by major players like Flipkart, Snapdeal etc. and increasing investor affiliation demonstrates the future growth potential of this industry. India has emerged as an attractive market for new investors and e-commerce players to venture into. Entry of international players such as Amazon, Alibaba etc is expected to intensify the competition. In order to compete in such a competitive industry, every factor affecting the business must be researched and addressed.</p>							
		2			Mohak Prawal	161050	Stochastic Modelling in Supply Chain Management/Operation Research
					Shobhit Ambasta	161086	
					Rahul Ranjan	162071	
<p><b>Abstract :</b> Managing uncertainty is a main challenge within supply chain management. Therefore, it is noticed that those supply chain planning methods which do not include uncertainty obtain inferior results as compared with models that formalise it implicitly. Stochastic Modelling is a research area within Operations Research and Supply Chain Management that focuses on developing probabilistic models for real-life systems having an element of uncertainty. The work involves constructing useful models, analysing them analytically, deriving mathematical expressions for various important performance measures, and building efficient algorithms for their numerical evaluations.</p>							
13	MEE	1	Meenakshi Sundaram K.S	Great Lakes Institute of Management, Chennai	Praveen	163070	Viability of App only based business model in Indian e-Commerce industry
					Virinchi	163104	
					Vijay	163108	
<p><b>Abstract :</b> In a constantly changing world powered by advancements in technology, e-commerce is going to be part and parcel of our life. E-commerce is one big giant in the making. The mode of retail operations has changed to internet applications oriented delivery mechanisms with the entry of E-commerce platforms. E-commerce in simple terms means commercial transactions handled through internet electronically. App based online shopping is the current trend and companies are trying various methods to realize the maximum potential of this method. Based on the current data, it is clearly evident that most of the online shopping happens on mobiles. Apps are a new way of interacting through mobiles and a large portion of online shopping is now attributed to app based purchasing</p>							
		2			Anshul Bhatia	162017	Which product categories to transit from online to offline
					Tejal Kothari	162097	
					Mudit Gupta	163056	
<p><b>Abstract :</b> We plan to research about the exact parameters that e-commerce businesses use or should use for maximum sales impact while making a decision to move to a brick and mortar business model. The research is about what will be the initial products that will be moved into the physical stores. There are very few online stores which have tried the brick and mortar model alongside online sales, so we will be using their database to obtain the pattern of consumer buying behavior and identify the products with the maximum change in popularity. This study can act as a starting point to assist e-commerce stores in their decision making to select appropriate product categories to promote offline as increasing number of stores are planning to go offline and are currently doing a dip stick research in market to identify the probability of success, as this requires considerable amount of investment. By success we mean that are we able to break even from our initial investment through the means of offline sales and gaining more loyal customers. For example: We will be analyzing Lenskart's transition to offline alongside online evaluating the level of success they had, what have been their start products in offline segments and factors behind choosing them? Did the popular products offline cannibalize their online sales or did they enhance their sales in the online space resulting in the overall growth of the category. It would be interesting to observe the most popular products according to their location and connect them with the demographics of the place. Also analyze that were those products popular in the online segment too</p>							
		3			Chukkaluru Venkata Narayana Reddy	162030	Post-Purchase behaviour (Returns) of online customers with reference to apparels
					Abhishek Voruganti	163007	
<p><b>Abstract :</b> E-commerce industry in India, especially the apparel industry is contending with post-purchase return rates as high as 25% and is incurring high costs in catering to the reverse logistics from customer to the seller. This study shows the importance of perceived brand value and the functional utility of an apparel in determining the possibility of return of the apparel by the customer. The sample respondents chosen for the online survey conducted were aged between 18 and 35 years, residing in Bengaluru, Chennai and Hyderabad where online shopping is quite prevalent. A linear regression test showed negative correlation between perceived brand value and return frequency and positive correlation between functional utility and return frequency of the apparel. This study is useful for planning reverse logistics to minimize costs and to target the right customers to reduce possibility of returns.</p>							

		4			Anurag Arora	162019	Effectiveness of Customer relationship management in Private and Government hospitals in Chennai
					Chandranuz Bhuyan	162028	
					Deepanshu Hans	164025	

**Abstract :** In the recent years there has been a significant rapid increase in the amount of medical information being available. It has compelled hospitals to be aware of an essential issue which is about the effective utilization of healthcare information technology for the improvement of healthcare services quality. Customer relationship management system (CRMS) can be defined as an innovative technology which helps in facilitating the process of acquiring, developing and maintaining customer relationships more effectively and efficiently. From the business point of view the patients represent the major customers of the hospital who receive the healthcare services directly. In previous researches authors have the common views that an organization tends to fail while implementing a CRM strategy. Even though the critical factors for the adoption of CRM have been studied and identified in previous research studies, very few health cares have explored CRMS adoption in hospitals despite the proven fact that it has positive impacts on the quality of healthcare services as well as customer satisfaction. Thus, this study is going to fill in the gap thereby proposing an integrated model that includes both system and organizational related factors as primary determiners of CRMS adoption in hospitals. Several surveys were conducted with 20 government hospitals and 28 private health institutions in Chennai. The results obtained indicated that IS capabilities of staff, hospital size, knowledge management capabilities, innovation of senior executives and relative advantage have major influence on the CRMS adoption. The research results also give insights to CRMS vendors, researchers, hospitals and the government to increase the likelihood of adopting CRMS.

14	PUR	1	Purba H Rao	Great Lakes Institute of Management, Chennai	Akshay Kumar	164010	Analysing effect of training on productivity of employees in the IT sector
					Prateek Das	164056	
					Rahul Kumar	164062	

**Abstract :** Training programs should be effective in recognizing the organizational deficiencies, curing them, improving the individual effectiveness and the overall evolution of the organization. The purpose of this study is to analyze how the various factors related to training programs contribute to the overall effectiveness on productivity of employees. Employees who have worked in an IT firm for more than two years were selected as the target respondents. Further the respondents were narrowed down to employees working in a CMMI level 4 or above and also the number of respondents from a single firm to twenty. We also conducted this survey on middle level managers to get a seasoned perspective on the appraisals and client ratings. Since, in our study, categorical variables are used, the selection of the scales for the dependent and independent variables was based on this

15	PIY	1	Piyush Shah	DSIMS	Aurobindo Sahoo	162024	Development of a framework for reverse logistics in E-commerce industries
					Nachiketa Kulkarni	164047	
					Vibhuti Verma	164099	

**Abstract :** The e-commerce industry is estimated to be worth over ₹20,000 crores as of this financial year. Reverse logistics presents one of the biggest operational challenges in the world of e-Commerce freight logistics due to the sheer volume and cost of processing returns. Effective reverse logistics is believed to result in direct benefits, including improved customer satisfaction, decreased resource investment levels, and reductions in storage and distribution costs. The amount of returned goods going backwards along the supply chain from the end point (customers) is usually much more than people normally think. Reverse Logistics in E-Commerce is no longer a Hope to have but a NEED to have. It's no secret that a positive experience delivered to a customer determines whether that customer will come back. This is true in pretty much any industry, but especially true in manufacturing and distribution where collaborative relationships between suppliers and customers in a B2B setting are vital for long term success.

16	RAJ	1	Rajan C.R	Great Lakes Institute of Management, Chennai	Apurva Pratik	164015	Study of profitability of in-house delivery system vs third party delivery system for a E-commerce business
					Ashish Kumar Singh	164018	
					Shashank Sharan	164083	

**Abstract :** In the In-House Delivery System the companies maintains its own logistics solutions for product delivery. In the Third-party Delivery System the companies uses a Third-party logistics provider for its logistics operations. A Third-party Logistics (3PL) firm provides logistics services for the supply chain management function of its customers. These firms typically specialize in warehousing & transportation services. Such services can be scaled and customized per the demands, as well as delivery requirements of the customers. Nowadays the 3PL also provide value added services like production or procurement of goods and services that integrate the supply chain. In such cases these firms are called a third-party supply chain management provider (3PSCM) or supply chain management service provider (SCMSP).

		2			MY.Vignesh	161103	In India, What Factors influencing Capitalists to invest in any firms ?
--	--	---	--	--	------------	--------	---

					Abiram Yanamandra	163005	
					Rahul Agarwal	164061	
<p><b>Abstract :</b> Today India is at a threshold of entrepreneurial revolution. We have seen recently that a large no of service based companies which provide services online as well as others have gained large market-shares in their respective domains. This has also been led to high investment by venture capitalists and other investors into these companies. New product based companies like 'Kaaryah' which makes designer textiles have been funded by respected businessmen like Rattan Tata. Our study is essentially focused into that. India is till at the infant stage of entrepreneurial revolution. Most of the companies in the Silicon Valley or elsewhere in USA have relied on funding of VCs, for their growth. But it is also true that the structure and environment of business in India is different from that of USA. We want to investigate through our study that what are the factors which effect and VC investment in India. We plan to look into the financial, operations and other aspects of Indian firms. E-commerce and cab companies have attracted the most of VC funds recently. We wish to look into the advantages of their models and make our recommendations that how this be used by other companies to attract the same for them.</p>							
17	RAK	1	Rakesh Singh	Great Lakes Institute of Management, Chennai	Sunny Singh	161092	Digitization of Supply Chain
					Govind Narayan Dubey	163025	
					Prateek Parashar	163069	
<p><b>Abstract :</b> Digitization has touched upon all parts of organizations, including supply chains and working models. Today, innovations, for example, RFID, GPS, and sensors have empowered organizations to change their current hybrid (blend of paper-based and IT-bolstered procedures) supply chain model into more adaptable, open, spry, and cooperative digital models. Unlike the existing SCM models, which have brought about unbending hierarchical structures, blocked off information, and divided associations with accomplices, digital supply chains empowers process automation, flexibility in organization and digital management of company resources.</p>							
18	RAA	1	Rama Shankar	Delta Consultant	Jajpeet Singh	162068	Operational Efficiency analysis of Airlines in India
					Prateek Gupta	162044	
					Sumit Kumar	163094	
<p><b>Abstract :</b> We have many papers written on operational efficiency of airlines around the world but there are only a handful of papers written on Indian airline industry such as paper by Charu Gupta, Dr. R.M. Belokar on Applications of Total Quality Management in Indian Airline Industry and paper by Dr. AVN Murty, Dr. Tapeshe Kiran on Performance Analysis of Airline Services. After reading journals of air transport management we have identified some of the factors driving the operating cost of airlines</p>							
		2			Abhinav Goel	161005	Comparative Analysis of ERP Implementation in Manufacturing Industries and Carbon Footprint Reduction
					Debharshi Bhattacharya	163018	
					Nabarun Bhattacharya	164046	
<p><b>Abstract :</b> In today's world of globalization, global warming has become a major factor affecting our lives. Earth temperature has risen significantly in the past few years, resulting in melting of polar caps and thereby rising in the sea water level endangering huge population. The major factor of global warming is the emission of greenhouse gases like water vapor, carbon dioxide, methane, nitrous oxide, and ozone. This is caused mainly due to the human activities by burning fossil fuels, deforestation and forest degradation in tropical and boreal regions. This causes significant rise in the Carbon footprint</p>							
		3			Bhavana Gurnani	162027	Use of big data analytics in supply chain management of e commerce industry
					Kaushik Gurav	162047	
					Pranav Vashi	162065	
<p><b>Abstract :</b> With new trends in operations management, globalization of supply chains, increasing demand and supply uncertainty, environmental risks and big data, there is significant change in supply chain dynamics. There is rapid growth in the amount of data that needs to be handled daily. The paper is an attempt to analyze the impact of big data analytics on supply chain management in the Ecommerce industry. The study will be conducted across B2B or B2C ecommerce companies in India. Although there have been studies discussing the applications of big data analytics in the supply chain management of ecommerce industry, no empirical research has been conducted to verify the same</p>							
19	RAM	1	Ramanathan S	Param Consulting	Ananth P S	162011	Factors hindering the maximum utilization of ERP systems
					Ayush Bansal	162025	

					Hemant G	162040	
<p><b>Abstract :</b> ERP system is one of the most effective optimizing tools used by many organizations. It is a strategic tool that many organizations use to successfully integrate key business operations so that proper planning, synchronization and optimization of available resources are possible. However, the benefits from ERP have never been fully materialized. Like every other systems, this too has its share of drawbacks and limitations. Even though the use of ERP systems is growing and becoming more popular, the factors that affect the maximum utilization of these systems are still somewhat unfamiliar in the industry. The study aims at measuring and analyzing the effects of critical factors affecting ERPs implementation success in industries/organizations located in India. To study this, we have considered many industries based in southern region of India as our samples. After doing focused group discussion with some of the people who worked on ERP (as a part of implementation, consultants, end users etc) we came up with the list of independent and dependent variables which are critical for maximum utilization of ERP. A total of six hypotheses were made and further steps are systematically followed (questionnaire, getting responses, analysis etc) to come at a conclusion</p>							
20	RAJ	1	Rajamanickam.M	Managing Partner, ProXL Consulting,	Shashiraj R	161082	Viability of exclusively mobile-based platforms in E-commerce firms
					Shivam Shukla	161085	
					Keshav Maheshwari	162048	
<p><b>Abstract :</b> E-commerce firms get approximately 70% of their traffic through mobile apps. There has been extensive debate on E-commerce companies closing their website operations and running their business exclusively through mobile apps only. Our study is to analyse whether this model would be successful in the long run from the customer's perspective. We focus on shopping websites like Flipkart, Amazon, Myntra, etc. with sample across the urban sector of India. A survey is conducted to determine the customer engagement and consumer switching tendency, if mobile app only model is implemented. Also, an experiment is done to study customer engagement in the two different models. Both, survey and experiment results show that exclusive use of mobile app is not viable for the E-commerce firms</p>							
		2			Arshia Parveen	163015	Critical Success Factors for Agile Transformation
					Priya Bhatia	163071	
					Rini Kiruba Shanthini	163078	
<p><b>Abstract :</b> This study provides an analysis of the critical success factors for agile transformation by considering the IT Service industry. Currently, many of the companies are following the Waterfall model for project management. Various key success factors falling under the Organisation, Process, People, Project and Technical constructs were identified and an in-depth statistical analysis to validate the same was performed. These factors were found to be significant and will help companies to implement or transform to agile methodology in a very effective manner. Surveys, virtual and face to face interviews were conducted to gather data from the industry. We found agile methodology to be well adaptable to the IT service industry with incremental gains to both the client and the organisation.</p>							
20	RAP	1	Ramprasad G	Murugappa Group	Abhishek Pandey	162004	The Transition from E-commerce to M-commerce: Business's and Customer's perspective
					Alok Gupta	162008	
					Mayank Chaturvedi	164038	
<p><b>Abstract :</b> M-commerce is changing the way consumers shop goods and services and it is rapidly evolving as a trend in the market. Many companies have started to shift web platform e-commerce to mobile-only platform with the aim of penetrating deep into the new markets. As the m-commerce shift is happening, this empirical study aims to measure the readiness of the consumers to move from websites to mobile-app shopping platform. This study also attempts to understand the purchase intention of consumers between these two channels. We have used the Unified theory of Acceptance and the Use of Technology 2(UTAUT2) model to understand the Indian consumers' preference of m-commerce over e-commerce for shopping online. Besides researching on the already published papers, we also took the help of surveys to understand the current trends and approach regarding the above topic. . We chose Simple Random Sampling method for selecting the finest possible demonstration of the population of consideration. We have 25 questions for which 250 responses have been taken. Further, we made use of analytical tools like SPSS for regression, factor analysis etc. to understand the results of their responses. It helped us to seek the principles of the sample design, data collection, statistical instruments, data processing and final data analysis to avoid any systematic and random survey errors. Based on our research we conclude that customers are using m commerce over e-commerce based on the factors like social influence, facilitating conditions, hedonic motivation and habit. Thus companies can increase their customer base considering the factors that we found in our empirical</p>							
21	SAN	1	Sanjoy Sircar	Great Lakes Institute of Management,Chennai	Chandan	161030	Understanding Rural Consumer and its Banking Needs
					Nachiket Deshmukh	161054	
					Tejas Badgujar	161097	
<p><b>Abstract :</b> The study deals with understanding credit needs of the rural consumer and what the institutions like Banks, NBFC's need to take in to consideration to expand their customer base in rural areas. The study identifies six factors which are important to rural consumers when he/she decides to take credit. These are Interest Rate, Proximity and trustworthiness of credit supplier, Discretion of Use, Sufficing Credit Needs, Debt Restructuring Options, and Process Efficiency.</p>							
		2			Debashis Khatei	161032	Empirical study on Market Interest Rate and Commercial Bank profitability in India

					Ankit Nanda	162015	
					Rishab Gupta	164066	
<p><b>Abstract :</b> In this paper we investigate the effect of changes in bank rates on the profitability of Indian banks. We are examining the reactive causality of profitability indicators to variation in bank rates based on data of period 2007-15. Changes in bank rates significantly cause changes in Net Interest Margin(NIM) and RoA but not on RoE. However, no significant effect caused by total employment costs/total assets. Shareholder Equity ratio causes significant effect on Net Interest Margin and RoA, but not on RoE. This effect is reversed for Loan/Asset. Variation of NIM is dependent on CRR and SLR but not on Repo and Reverse Repo. These results suggest that for the Indian banks, increase in market rates hindered their profitability and performance.</p>							
		3			Abhinav Choudhary	163003	Role of Inflation,Interest Rates and Balance of Payments in influencing the exchange rate of a currency
					Aditya Vemparala	163008	
					Aanchal Sharma	164002	
<p><b>Abstract :</b> Many macroeconomic variables like inflation rate, interest rates and balance of payments etc. are said to have an impact on the exchange rates of a country. The aim of this empirical study is to statistically arrive at the influence of macro-economic factors (such as inflation, Interest Rates and Balance of Payments) on the exchange rate of a currency and study the extent of correlation between these factors with exchange rate by observing the quarter wise variation on historic data over a duration of past 10 years. Since the data related to these factors can't be obtained by survey or convenience sampling because these are decided by market forces and government .Hence, we got data of these factors from some government ran sites on finance and economy.</p>							
22	SHA	1	Shankar R L	Great Lakes Institute of Management,Chennai	Jimmy Maniar	163035	Impact of Hedging against Foreign exchange risks on firm valuation
					Megha Varghese	163051	
					Yedhu K	163105	
<p><b>Abstract :</b> This study attempted to study the impact of currency hedging on the valuation of Indian IT sector firms. To evaluate the impact we statistically analyzed the effect of hedged exposure ratio of the firms to the value of the firm represented by Tobin's Q. Also we tried to see whether currency return is a price risk factor in stock return and hedging drives this price factor or not. Results showed that Hedged ratio does not have significant impact on firm valuation as well as stock returns. Also currency seems to be price risk factor but hedging doesn't drive it</p>							
		2			Sheshank Goel	161084	Algorithmic Trading
					Saigiriram	164072	
					Tameesh Sood	164091	
<p><b>Abstract :</b> In this paper, we study the algorithmic trading strategy used by Hedge funds - Pairs Trading. We take Pairs trading which is a relative value strategy that includes buying of one stock while selling another simultaneously. In any market with limited risk bearing capacity, unpredictable demand shocks cause temporary price pressure. We form pairs of stocks that have historically moved together and we trade these pairs of stocks when the prices of stocks diverge when subjected to unexpected shocks. This strategy includes selling the higher priced stock and buying the lower priced stock to earn excess returns. We found 100 pairs that were highly correlated and moved similarly in the past .We implemented our pairs trading strategy to find the cumulative return and compare that return with that of the market. The study also finds whether the market is efficient over a six month trading period in which pairs trading strategy is used.</p>							
		3			Soham Dutta	161088	Building Sentimental Indicators for Indian Stock Markets: An Empirical Study
					Jay Ghosh Khemka	163033	
					Nihit Varshney	164050	
<p><b>Abstract :</b> According to Chang and al. (2009a) investor sentiment is defined as sentiments influenced by emotions, future returns and investment risk. Baker and Wurgler (2006) also explained the inclination to speculate the optimism or pessimism of a given asset. Defining the sentiment is to identify an investor who is pessimistic (or optimistic) without bad (or good) economic reasons for the same. The literature has used several different measures of investor sentiment. Baker and Wurgler (2006) used the principal component analysis to build an index that aggregates a collection of variables sentiment indicator</p>							
		4			Gaurav Sharma	162038	Credit Risk Analysis
					Kshitij Sodhi	162049	
					Darshan Chandrashekar	164023	

**Abstract :** Credit risk analysis is an evaluation of the credit worthiness of a company i.e. to measure the company's debt service capacity, or the ability of the company to pay its debt. It involves analysing the chances of credit default and the amount which can be recovered in case of default. Credit analysis is based on the 5 C's i.e. Capital, Conditions, Capacity, Collateral and Character. It involves the evaluation of company's management performance/capacity and the working relationship of a company's assets, liabilities and equity as shown on its balance sheet, the result of its operations as reflected in its cash flow and income statement. The objective of credit risk analysis is to maximize a bank's risk-adjusted rate of return by maintaining credit risk exposure within acceptable parameters.

		5			Vijay Krishna K	161104	Analysis of NPA's of Banks in India and their capital requirement norms
					Aditya Gupta	164008	
					Vallur Sugun	164095	

**Abstract :** This research is on the comparison of NPA's of Public and Private Sector Banks. The sample consists of 11 PSB's and 7 private banks. The data is collected from Annual Reports, Investor Presentations, and Financial Statements of 18 banks. Results from the research indicate that incremental lending to priority sectors for PSBs (all 4 priority sectors significant at 99% confidence level for PSBs), higher infrastructure sector lending as a proportion of stressed assets ratio in PSBs over Private Banks, a positive relationship between proportion of stressed assets ratio of PSBs over Private Banks has led to higher NPAs for PSBs. Higher lending to infrastructure sectors such as iron, textile, power and construction has led to higher NPAs for PSBs.

		6			Arunav Kumar	163016	Assessment of the correlations between VaR and Volatility in Indian stock markets
					Shishir Jogani	163088	
					Anshul Deshpande	164014	

**Abstract :** An empirical study of systemic risk impacting expected returns for investors was carried out. The main emphasis of this study was to understand the systemic risk-return relationship among top tier Indian companies. The companies studied were top 50 companies which formed the Nifty50 index of National Stock Exchange (NSE), India. In addition to the operation risk and the market risk, we are trying to understand the sector wise risks. For example, risk associated with the collapse of entire financial services sector as happened during subprime crisis of 2008. An attempt was made to study the effects of important firm specific parameters (for example, the size of a firm) in a given sector affects the riskiness of overall sector. As a part of this study, we analyzed the returns of all the companies, which are part of Nifty50 index, from the year 2007-2014. The logic behind using such an extended time duration was to cover the bull-bear stock market cycles. On the basis of above returns and also the market returns which were calculated for the same duration Value at Risk (VaR) was calculated for each individual stock. Based on VaR, a measure called Marginal Expected Shortfall (MES) which gives the average unexpected loss i.e. the loss beyond VaR is calculated and this indicates the losses that a stock experiences when there is a sharp fall in the market. Also, a comparison is done with the Beta of a stock with MES to study the differences these two measures.

23	SRD	1	Sridhar Samu	Great Lakes Institute of Management, Chennai	Amal Goswami	161012	Analyzing Consumer Buying Behavior to Mitigate Delivery Risk in E-commerce
					Rajahamsam TR	161071	
					Sumit Kumar Aggarwal	161090	

**Abstract :** Among all the established and matured ecommerce industries in the west, one discerning factor between them and India is the widespread prevalence of payment done through prepayment method in the West. On the other hand, Indian Ecommerce Industry is yet to embrace the prepayment method and the majority of transactions still takes place in the Cash on Delivery model. It is a known fact that Cash-on-Delivery poses risks that are unfavourable even for the Indian Ecommerce scenario. Apart from this, there are many other risks involved surrounding it. In this empirical study, we propose to understand the consumer's buying behaviour specifically in their choice of payment method between Cash-On-Delivery and prepayment. We want to find out the factors that affect this decision of customers of choosing Cash-On-Delivery over prepayments and to find measures that would make this shift from Cash-On-Delivery to prepayments. Also, we would want to consider what all other risks have the corresponding factors affecting it and how they can be manipulated so that they can be mitigated.

		2			Abhinav Chaurasia	163002	How much is too much marketing
					Mihir Joshi	163052	
					Shipra Singh	163087	

**Abstract :** With the rapid increase in the number of Internet users around the world, the World Wide Web has become the fastest growing advertising medium in this decade. According to a report by the Confederation of Indian Industry (CII) and PricewaterhouseCoopers (PwC), Online advertising, an estimated Rs 2,900 crore in 2013, will jump three times to about Rs 10,000 crore in five years, growing at a compound annual rate of 28 per cent[1]. According to the report, by 2018, Internet advertising will be poised to overtake Television as the largest advertising medium. This report not only signifies the importance of online advertising to advertising and marketing Industry but also guides marketers to capitalize on the new medium and the society in understanding the increasing impact of the medium

		3			Avani Gangele	161025	Brand Diversification and Brand Image
					Manu Chugh	161049	

					Rishi Puttoo	161108	
<p><b>Abstract :</b> Brand Extension (Line/Category) as a concept was introduced in late 20th century and has been diligently followed ever since. Leading companies and brands have introduced new products or concept into the market by vouching for their existing brand image. In fact, brand extension comes with its own set of pros and cons. While the companies can easily carve out a niche for their new products by harping on trust and image of the parent brand image, at the same time, a failed product or concept can taint the image of parent brand if corrective actions are not taken. This leaves us to question that what perceptions drive the image of a company/brand once the new product has been introduced into the market</p>							
		4			Shaswat Dash	163086	Revolutionizing mass-customization in apparel industry
					Ruturaj Ahirrao	164071	
					Sanyukta Ratnakar	164076	
<p><b>Abstract :</b> In the ever changing apparel industry there is an increasing inclination of customers towards customized clothing. However there are certain factors that are significant to decide whether a mass customization approach would work in the Indian apparel industry which also tells whether the Indian customer is ready for mass customization. Through this Empirical Study we have tested the hypotheses to understand the same. Data was collected via in depth interviews and surveys. The sample size for this study was 100. The reliability of the data was checked using Cronbach Alpha test and analysis was done using Multiple Linear Regression. It was found that willingness to pay a Premium, willingness to spend Time and the interactions between Uniqueness &amp; Time and Premium &amp; Time were significant</p>							
		5			Ravi Shankar	163077	Brands - what can go wrong, and how should they rebrand
					Keshav Dewan	163109	
					Vishal Bhaiya	164102	
<p><b>Abstract :</b> Brands are constantly evolving to ensure that they keep up with the changing needs in the market. A product can lose market due to numerous reasons, which can affect brand value of the company. In such scenarios a brand audit and market research will help in repositioning the brand. For a product affected by quality issues, a recall is possible to maintain brand image. Even some of the greatest brands in the world need rejuvenation. Rebranding of products can occur due to various reasons, such as inside out change of a company or product or due to re-launching of an existing product.</p>							
		6			Ankit Gala	162016	An Effective Marketing Strategy for Online Coupons in India
					Mayank Bhayana	163050	
					Amit Bhardwaj	164012	
<p><b>Abstract :</b> Discount coupons, today, form one of the key driving elements shaping consumer preference for any e-commerce firm. This study empirically examines the effect of availability of coupon in shaping Brand perception, Repurchase intention and Purchase satisfaction for different set of customers based on their frequency of online shopping. The study consists of two-pronged methodology. First, the prospective consumer carries out purchase on the test website wherein the respective coupon availability is artificially simulated. Later, the consumer's overall experience is recorded through a questionnaire. The study clearly finds out that the easy availability of coupon most positively effects Brand perception, Repurchase intention and Purchase satisfaction. This study may not be completely exhaustive on subject but opens up an arena of further studies.</p>							
		7			Vikas Shahu	162104	Impact of government regulations on de-marketing of alcohol consumption
					Chirag Kothari	163017	
					Sanjay Thanki	163082	
<p><b>Abstract :</b> This research investigates the effectiveness of technology (mobile applications, internet websites, web based consulting, etc.) on reducing the consumption of alcohol when compared to the conventional techniques based on the ease of access, anonymity and engagement offered. The survey was conducted with psychiatrists, patients undergoing therapy for alcohol addiction problem, people who consume alcohol and people who do not consume alcohol at all. We found that the with the advancement in technology most of the people find technology based treatment more impactful as technology offers more touch points for self-monitoring because users can remain constantly in touch with technology through mobile phones or computers.</p>							
		8			Arpita Kapoor	162022	Online grocery shopping - Analyzing the paradigm shift in Consumer buying behavior
					Kapil Ramani	162046	
					Gaurav Mahajan	162037	

**Abstract :** The objective of this study is to help retailers understand the factors that impact modern day consumer's inclination and behavior towards purchasing grocery online. We carried out an experiment among students from a MBA College in age group of 24-27 years with diverse prior work experience. We exposed 15 students per day to a controlled environment for 8 days. Each day, a group was exposed to a different combination of web portal quality, low or high payment related warning messages, low or high amount of product information and collected their likelihood of purchase. It was found through regression analysis that consumer's inclination to purchase grocery online is significantly influenced by more product information, low perceived risk in online payments as well as web page quality (ease of navigation, speed and interface of website). This study suggests that conventional retailers should invest in E-Grocery websites with a user friendly web portal interface, fresh quality products, authentic payment gateways and optimum information about each product on their website.

		9			Rishabh Neema	162075	Will Shift to m-commerce only platform help e-commerce companies expand in the Indian market
					Shamipa Saha	163085	
					Vaibhav Malik	163099	

**Abstract :** India, the second largest smartphone market globally, is expected to witness a manifold growth in the number of smartphones to over 650 million in the next four years. While m-commerce is in its nascent stages, it is slated to boom over the next few years with growing sophistication and lowering of prices of smartphones. This growing use of smartphones in India provides a developing prospect for mobile shopping. M-commerce is changing the way consumers shop goods and services and it is rapidly evolving as a trend in the market. Many companies have started to shift web platform e-commerce to mobile-only platform with the aim of penetrating deep into the new markets. As the m-commerce shift is happening, this empirical study aims to measure the readiness of the consumers to move from websites to mobile-app shopping platform. This study also attempts to understand the purchase intention of consumers between these two channels.

		10			Anuj sharma	162018	Which e-commerce model to follow - Web & Mobile OR Mobile Only?
					Pallavi Malode	162062	
					Gautam Sankar	161036	

**Abstract :** Increase in internet and smartphone usage in India is remarkable in the last decade. It has necessitated a better understanding of Mobile-commerce acceptance across India. Thus in this paper we have tried to study behavioural intention to accept mobile commerce in metro and Tier 1 cities of India. There are many different models (TAM, TAM2, and M-CAM) that have been developed in past researches that can be used to study the acceptance behaviour towards technology. This paper analyses all the models to find the best one for Indian culture using in-depth interviews and focussed group interviews. After Qualitative analysis M-CAM seemed to be the best model for the required study. Survey Method has been used for quantitative analysis which used a slight variation to M-CAM model. From the analysis of survey data we found functional and psychological indicators to be very significant in determining acceptance of m-commerce. Whereas motivational factors and gender had very less effect on consumer behaviour.

24	SRI	1	Sriram.D	Great Lakes Institute of Management, Chennai	Ankita Dhar	163013	A multi-attribute analysis of preferences for Online and Offline Shopping
					Gautam Gupta	163024	
					Himanshu Malik	163031	

**Abstract :** Customer is the centroid of any business and satisfying a customer need is ultimate motive of business thereby achieving profit. However customer needs a lot of information before he or she makes a final purchase decision. It depends on various factors as to which channel will a customer choose for searching a product and then finally buying a product. By channel we mean online (ecommerce website) and offline (physical store). Now a days it's an upcoming trend where a customer uses a mix of both the channels to make a final purchase decision i.e. at times customer would like to search a product online then finally buy it offline or say search a product offline however buy it online. We call this Omni channel shopping. Through our study we are trying to bring out what factors that drive this Omni channel shopping behaviour. Literature review of our empirical research project brought forward that different Product attributes, Customer Traits, and situational factors could be important in determining customer's overall shopping experience. In the end we would be able to conclude what combination of factors leads to situation where customer prefer Omni channel shopping rather than just pure play shopping. By engaging across different channels customers can research and shop at their convenience, anytime, anywhere. Omni channel retailing can enable new purchases of products that would not have been available in local convenient stores by providing a more flexible shopping experience. It creates opportunities to exploit rapid sales growth through emerging mix of channels to capture more sales. It can also create new sources of competition, potentially leading to redistribution of sales across retailers

		2			Ankur Rana	161018	Effects Of Step Down Vertical Line Extension Of Premium Brands In India
					Bhramari Bisht	161026	
					Mohd Anique Rafique Khan	161052	

**Abstract :** The main purpose of this paper is to empirically analyze the effects of step down vertical line extension of premium brands in India. From a learning based perspective we, hypothesized approach taking into account the particular connections between a parent brand (namely “Rado” watches) and its imaginary step down extension. Survey methodology was utilized with the idea of gathering information what are the important factors for watch enthusiast and what may be important to them while evaluating a vertical step-down extension. Generally speaking, this paper gives experimental confirmation of what is needed to achieve a successful step-down brand extension in the Indian market. In accordance with past research, we propose that despite the fact that step down extensions may be essential to many firms in today’s competitive environment, only when some factors are taken care of during this extension will the extension prove to be successful and beneficial to the firm. These firms are discussed in detail in this paper and are backed by empirical evidence.

		3			Harshit	161038	Success factors of Omni channel Retailing: A Consumer Perspective
					Varun Maheshwari	163101	
					Aman Arora	164011	

**Abstract :** In today’s world of hyper competition and communication the consumer decision journey has become much more complex and has evolved to a great extent. Enhancing time and place utility, therefore is a challenge for the marketers. As a direct consequence- Retail competition has become fiercer with products being substitutable and consumers more demanding. Customer experience is fast becoming a defining strategy for retailers looking to service connected consumers' needs. The boom of E-commerce has opened up a whole lot of new possibilities for the consumer. In order to stay competitive, retailers need to find new ways of attracting consumers to their brick-and-mortar stores.

		4			Minaxi Khataniar	163053	Factors affecting Brand Equity in e-Commerce (Lifestyle)
					Srikanth Vadrevu	163093	
					Tejas Pramod Madan	163098	

**Abstract :** This study has been conducted aiming at providing a distinct value addition to the scholarly world. First of all, to date, there have been very few studies conducted on different factors and attributes affecting the Brand Equity of e-commerce companies (lifestyle) In India. Secondly, it will present managers with a powerful base to measure the strength of a brand. Thirdly, although similar studies have taken place, many of them have taken place at a global level and have not identified the critical dynamics that are crucial at a local level. Fourth, this research will establish the relationship between Brand equity, customers’ loyalty, trust, perceived brand value and awareness. This study may also contribute to exploring the impact of trust on Brand equity on a relational level. While there have been a lot of studies which have focused on the relevance of trust significantly in the relationship-marketing criterion, not many findings point to the relationship between the relationship between trust and Brand equity. Finally, it will help the retailer rise as a brand and set the trends in e-tailing and finally widen the market. This research contributes in enriching the understanding of the perception of Brand equity and its importance. We would like to conduct a customized survey on Jabong after generic survey of e-commerce industry. After the survey, we would be able to propose the key factors which will help Jabong to improve its brand equity. The desired sample size for the generic survey is 250 respondents. As the questionnaire will contain around 35 questions, time taken for each respondent to fill the questionnaire would be five minutes.

		5			Deepshikha Sharma	163019	Online reviews affecting Consumer Buying Decisions
					Shreya Narula	163090	
					Shivanshi Alawadi	164086	

**Abstract :** The field of empirical Study seeks to extract useful information from unstructured data using specific market research techniques to arrive at an industry specific pattern. Using this paper we went one step ahead and analyzed the resulting pattern’s market based industry application. The paper examines the affect of online reviews of existing consumers on the buying intent of the potential customers. Both quantitative and qualitative forms of data analysis techniques are used. Qualitative technique uses text mining to extract semantic characteristics from review texts (e-WOM). Finally, the quantitative analysis technique for verifying the results by analyzing data points from the market research survey and performing various statistical operations on them is presented. This paper is concluded by citing industry based applications of the results yielded

		6			Utkarsh Sethi	161099	Private labels : Customer perception and role in enhancing business in retail sector
					Rajdeep Gupta	162073	
					Rishabh Singla	164067	

**Abstract :** The emergence of private-label brands is a major turning point in the history of retailing. There is a rapid growth in the retail sector for these private label brands and has increased the presence of these brands across all the product categories in the market of retail industry. These brands have gained so much popularity in last few decades with increasing the market share as well as sales-figure. At present, they are giving a resilient competition to the national brands in terms of the factors like price, quality, distribution, promotion, packaging, etc. In summation, the private label brands have progressed from their primordial status of low priced, low quality goods to premium superior items. If we see the other side, some research studies have indicated that still a lot of customers have negative perceptions about private label brands and they still prefer national brands to private-label brands. This exploratory research study has tried to prospect various findings made by the earlier researchers on private-label brands regarding the customers' perceptions towards them, factors behind their success in the market, branding and positioning strategies, their role in enhancing the business in retail sector etc. Along with that, this study also reveals few of those factors due to which these brands are still unpopular among customers and the reasons due to which they are still less preferred than the national brands in the market

		7			Kunal Mishra	162050	The effect of bundling on customer perceptions of value
					Arsh Prakash	163014	
					Harshil Gagnani	163028	

**Abstract :** This study serves two purposes: One is to examine the impact of monetary aspects of product bundling on the buying decisions of customers. Second is to examine the non-monetary aspects involved in the buying decision of customer. Empirical evidence existed for the monetary aspects impacting the buying decision; however few evidences existed for non-monetary aspects. We, in this study, intended to measure both the monetary and non-monetary aspects involved in the buying decision. This research was designed at establishing a causal relationship between the independent variable (factors leading to buying decision) and dependent variable (willingness to buy). We conducted an experiment (experimental research method) to test for the relationship. A quasi-experimental research method was used, where all the participants in this experiment were given a catalogue. This catalogue contained a bundle and individual products depending upon the control environment and manipulation of the independent variables.

		8			Devansh Dhiria	162032	Factors Driving Brand Loyalty In FMCG Products
					Gunjan Kaur Jabbal	163026	
					Suyash	163096	

**Abstract :** This report is an empirical research on the factors which drive brand loyalty in the FMCG products. The research identifies some factors which could lead to the brand loyalty and also incorporates the factors which can be identified as an outcome of the brand loyalty. Our aim is to identify the factors which majorly contribute to the brand loyalty among the buyers; and also to identify the factors which are most likely to be the outcome of brand loyalty. We have used Structured Equation Modelling to provide a conceptual diagram which depicts the factors driving and factors emerging out of brand loyalty and the effectiveness of each factor. Thus we obtain the most important factors both which effect the loyalty and which emerge from loyalty and this finding concludes our research.

25	SRR	1	Sriram S	Cloud Cherry	Sparsh Sharma	161089	Comparative study of car industry: A case of Sedan versus SUV
					Vineet K.Sharma	162105	
					Nalin Suri	164048	

**Abstract :** In contemporary world where every industry is facing global challenges. The businesses are evolving around ever-changing customer needs and demands. Providing quality products and services at competitive prices and yet making profits has become mantra for success for any transnational company across the globe. To survive such competition, top of the mind awareness is necessary condition. It is evident from multiple researches that employee satisfaction is a significant parameter and cannot be neglected in such competitive environment. Providing your employees with challenges and allowing them to have a sense of ownership in the business can have a tremendous effect on customer satisfaction and loyalty.

		2			Aakash Srivastava	161001	Impact of Media advertising on the brand image of educational Institutes
					Mayank Singh	162052	
					Meenakshi	164039	

**Abstract :** Indian Retail industry has been growing by leaps and bounds and has emerged as one of the most progressive industries, acquiring fifth-largest destination in global retail space. To operate in such a dynamic market, requires effective construction of market segments. There are quite a number of major and basics segmentation variables being utilized by organizations, classified as Geographic, Demographic, Psychographic, Behavioural, Benefits sought. According to a secondary research of IBEF (India Brand Equity Foundation), overall retail market is expected to grow by 12 % per annum, modern trade would broaden twice by 20 % and traditional market by 10 %. The fast-paced growth implicitly demands the need for more creative and innovative segmentation. Retail being more of a service business, and not merely distribution need to fine-tune their strategies of segmentation to retain existing customers and acquire new customers

26	SWA	1	Swaminathan T N	Great Lakes Institute of Management, Chennai	Obaid Ahmed	161061	For What category of products will Anti E-Commerce model succeed ?
					Sunny Singh	161091	

					Purti Arora	164059	
<p><b>Abstract :</b> The dot com boom caused by internet has changed the way economy runs. The Internet is no more about exchanging emails, documents or reading content online; it has penetrated the world of commerce and is slowly shaping the way commerce happens. The growth of the Internet has been followed by the proliferation of electronic commerce or e-commerce. E-commerce provides benefits in terms of providing information, enhancing image, improving the business processes and improving the customer services. Further, e-commerce significantly lowers purchase transactions cost by eliminating the middleman in the distribution channels. Seeing the attractiveness of E Commerce, many retailers are tempted to use this model as a secondary business to gather online presence along with offline presence. This business model of simultaneous presence on web along with usual brick and mortar is called "Click and Mortar". Many retailers are unwilling to present online because of the issues related to regional parameters, sales tax considerations, human resources infrastructure, Internet security issues and policy recommendations. This research paper solves brick and Mortar's distribution problem and continue to present online with the upcoming technology Anti E-commerce. The study used regression, correlation analysis and other statistical tools to discover the underlying dimensions of various indicators which can contribute to the success of Anti E-commerce and analysing the categories in which they can be a boon</p>							
		2			Naveen Kumar	163059	Study of online retail shopping behaviour based on gender in Tier II cities
					Nitin Raj	163062	
					Ravi Seth	163076	
<p><b>Abstract :</b> India was introduced to the wave of e-Retailing at the beginning of this century and since then, it has taken the country by storm, especially the Tier I cities. The market has grown by leaps and bounds and has reached unparalleled heights. Then, having had shown a considerable presence in the Tier I market, the retail markets are now gradually expanding in to the Tier II cities, which does not come as a surprise. The Tier II cities has been one of the bigger markets (containing almost 3133 cities) when it comes to retail shopping. However, due to lack of knowledge and basic infrastructure in these cities, they are not targeted as a main sector.</p>							
		3			Aamir Phulrawala	161002	A study of factors impacting the scaling up and sustenance of start-ups
					Sargam Gosain	161077	
					Shreyash Kandarkar	161087	
<p><b>Abstract :</b> The present study is related to the survival of the start-ups from all industries in India. The study aims at forming an optimum model for the survival of start-ups in the long run. In order to meet the objective of the study, the task was divided into the following two areas: - Study of the success and failure of the start-ups in India. Determination of the factors that affect the sustenance and scaling up of the start-ups. The study suggests that Scalability and growth of the firm depend on Founder, Firm and Legal attributes, and don't depend on External attributes whereas Sustenance of the start-up depends on Founder, Firm and Legal attributes and doesn't depend on External attributes pertaining to Venture Capitalists.</p>							
		4			Harpreet Singh Sandhu	163027	A study on Indian Consumer's beliefs and attitudes towards digital viral marketing
					Aditya Sarin	164009	
					Tanvi Singhal	164092	
<p><b>Abstract :</b> Viral marketing, in its most refined form is the internet version of word -of-mouth marketing, email messages and videos that are so infectious that customers will want to them along to people around them. (Armstrong and Kotler 2012). Modern day definition says that viral marketing is the technique by which social networks are used to spread ideas or messages, through use of affiliate programs, co-branding, emails and link exchanges online, or offline through use of word-of-mouth advertising and memes. (Neumeier, 102)</p>							
		5			Ritvik Sahai	163079	Consumer preferences and attitudes towards green packaging of food and beverages
					Sankhadeep Ghosh	163083	
					Shivani Tripathy	163089	
<p><b>Abstract :</b> The purpose of this study is to collect and analyze data related to consumer attitude &amp; preferences towards buying green packaged foods and beverages in India. These attributes will be observed based on different product parameters such as Eco-friendly appearance, affordability and availability of such products in the market. Further we will try to determine the level of sense of responsibility of consumers towards the environment that drives their buying behavior for green packaged foods and beverages. India is an ideal market with a lot of scope but a little research work done in the Indian context investigating the consumer attitude and behavior towards green marketing. The purpose of this paper is to move away from the traditional attitude-based studies of environmental consumer behavior and to examine consumer choices between realistic product alternatives when consumers have to balance their preferences over different product attributes. This paper stresses on environmental behavior paradigm and models of consumer multi-attribute choice in a sense that we interpret environmental choice as a trade-off situation between several choice criteria. Our aim is to find the attributes which relate to perceived consumer effectiveness and evaluate the extent to which consumer value environment-friendly packaging in their product choices compared with other product characteristics and study the dimensions of consumer that influence customer's attitude and behavior in Indian market</p>							
		6			Aanchal Rajendra Luthra	161003	Study of Indian consumer's attitude and behavior of Online Flash Sales

					Pushkar Pradeep Pathak	164060	
					Sankara Karthik S	164075	
<p><b>Abstract :</b> This paper identifies and discusses the factors that affect consumer's attitude and impacts purchase intent towards an online flash sale in India. Primary data was collected through a questionnaire with the sample size of about 155 respondents from the age of 16 to 78. The factors under consideration are product risk, non-availability risk, technical failure risk, and website return policy, sense of urgency, product category preference, website communication style, deal proneness and sale proneness. On performing a factor analysis, 3 factors – customer sale proneness, purchase risk and website features- were derived. Further regression analysis revealed that purchase risk is statistically insignificant when it comes online shopping in a flash sale, whereas customer sale proneness and website characteristics have an influence on buying behavior.</p>							
27	VAI	1	Vaidy Jayaraman	Great Lakes Institute of Management, Chennai	Pooja Pai	162064	Effect of Flash Sale on e-Retailers and consumers
					Sahil Singla	162077	
					Saket Vinaykumar Rathi	162078	
<p><b>Abstract :</b> This study aims to explore a new concept called Flash Sale and its effect on consumers and e-retailers. The Flash Sale is an unplanned sale which will last only for a short period of time. The sale will be put up when the traffic on the website is high. To gauge this effect, we will analyse the customer response on website by varying various factors like Frequency, Timing and Duration of Sale. We will examine the effect of this concept on inventory management, popularity of website and change in sales. Based on our findings, we can propose a new strategy for e-retailers to give a new dimension to their sale offers.</p>							
		2			Himanshu Aggrawal	163029	Operational optimization and market engineering for scalability of exotic vegetable in India
					Bhupesh Jawa	164022	
					Shagun Srivastava	164081	
<p><b>Abstract :</b> India is a country that engages 49 percent of workforce in agri-activities and 14.8 percent (2014-15) of the GDP is formulated from the domain of agriculture. However, when the situation boils down to the unpredicted format of nature such as rains, earthquake or any other similar natural calamity, the farmers of our country have no other alternative other than the regular format of poverty or even in worse conditions such as suicides</p>							
		3			Tanvi Bansal	161096	Strategic analysis of Supply Chain Management for Perishable products
					Nitika Narula	162059	
					Abhinav Kumar	163004	
<p><b>Abstract :</b> This study aims to devise the methodology to adopt supply chain designs for various perishable products and implement League Supply chain to make it effective in terms of Lead time, Cost, Customer Demand, Wastage and Reliability. Supply chains form an integral part of SCM, thus have to be consciously designed. Supply chains put products and services in the hands of organizations and customers. This study aims to determine a decoupling point and study the parameters which affect it. Determining the decoupling point in terms of the organization's position in the supply chain becomes essential in the implementation of the supply chain strategy because, upstream from the decoupling point organizations have to be lean and downstream they need to be agile. The push-pull boundary thus indicates where the organization switches from managing the supply chain using one strategy to managing it using another strategy.</p>							
28	VEE	1	Veeravalli R S	Great Lakes Institute of Management, Chennai	Madhusudan Rao	161060	Optimization of Logistic Network Modeling For E-waste in India
					Richa garg	161073	
					Rohit Dhawan	164068	
<p><b>Abstract :</b> Electronic waste or e-waste is one of the most popular growing issues of the world. In India E-waste is generated mostly in the cities and being process through traditional informal channel, our analysis will help to understand the factors driving e-waste flow through informal channels.</p>							
		2			Ayesha Alam	164019	Marketing and Supply Chain Management
					Nikita Sehgal	164051	
					Varun Sodhi	164097	

**Abstract :** Our research aims to study the impact of logistics and in particular the delivery models of firms in establishing operational competency. Many researches have studied the importance of logistics on the satisfaction of consumers, what we hope to build on is if these efficiencies can be used to develop sustainable marketing strategies that will ensure a company can achieve competitive advantage. To achieve this, we would measure the impact of differentiation caused by delivery, convenience in shopping online, payment method and the company's complaint management system. We adopted a primary data study using a questionnaire to understand if the various operational factors determined in the focus groups studies are important factors determining a customer's satisfaction level. All three factors identified were significant, with delivery having the lowest p value. From the study we can conclude that these factors do have a major role in a customer's satisfaction while shopping online and can lead to a customer being loyal. We recommend that these factors be used in the retailers marketing communication to differentiate itself as well as focus of factors customers truly value in an offering.

		3			Rushabh Shah	164070	Empirical Study on sustainability of the COD model in India
					Shubham Khandelwal	164087	
					Vishal Krishna	164103	

**Abstract :** Online retail companies in India launched Cash on Delivery (COD) services to create trust in online commerce. According to Ernst & Young (E&Y), COD accounts for 50 to 80 per cent of online transactions in India. Online lifestyle retailers such as Myntra.com and Fashion and You say that at least 60% of their transactions rely on cash on delivery. The cost of COD services is subsidized and borne by sellers as an incentive to encourage customers to try their services. However, it has been observed that indirect cost of COD services are much higher than direct costs due to large share of COD transactions. Rejection rates are at about 45%. Typically, online retailers incur an additional expense of Rs35-65 for every transaction involving cash on delivery, according to a recent study by the market research arm of Avendus Capital which estimates India's ecommerce market to quadruple in size to \$24 billion in 2015. As e-commerce firms learn to live with cash on delivery as credit/debit card ownership in India is low and its usage for online transactions even lower, they are trying to optimise the model and mitigate risks involved.

		4			Ankita Kalani	161017	Performance Optimization of Reverse Supply Chain in Computer Hardware Industry
					Sonu Gheewala	163092	
					Salil Sharma	164073	

**Abstract :** Once lightly regarded, the flow of product returns is becoming a significant concern for many manufacturers. For commercial product returns—products returned by customers for any reason within up to 30 days of sale—the manufacturer must typically credit the retailer (or reseller) and then decide how to most profitably dispose of the product: reuse as-is, refurbish, salvage, or recycle. Managers struggle to design, plan, and control the reverse supply chains that process returned products from the customer, recover their value, and use or sell them again. To most companies, commercial product returns have been viewed as a nuisance; consequently, their legacy today is a reverse supply chain process that was designed to minimize costs. Cost efficient supply chains are not necessarily fast; and, as a result, returns undergo a lengthy delay until they are re-used, either as-is or remanufactured. The longer it takes to retrieve a returned product, the lower the likelihood of economically viable reuse options. The advantages of time-based competition and faster response are well known and documented and our experiences and research suggest that significant monetary values can be gained by redesigning the reverse supply chain to be faster and reduce costly time delays.

29	VID	1	Vidya Mahambare	Great Lakes Institute of Management, Chennai	Divya Babbar	162034	Tourism Development & Economic Growth
					Mitali Kapoor	162053	
					Subhiney Chhabra	162091	

**Abstract :** This paper is an attempt to apply basic statistical tools to understand the implication of tourism specialization on tourism development and economic growth of developed and developing countries for the period 1995 – 2014. This paper also attempts to justify strength and causality of relationship between economic growth and tourism development by using correlation analysis. A positive impact of tourism specialization on developed economies was substantiated. However, it was also determined that for developing countries tourism specialization does not yield expected growth results. Additionally, the correlation analysis attests a strong positive linear relationship between economic growth and tourism development in developed countries. However, a weak or negligible relationship between the said variables was proved for developing countries. At last, to determine the causality of relationship between economic growth and tourism development, correlation analysis using lagged series was applied. However, the results were vulnerable and inconsistent. Hence, causality results were disapproved. Care must be taken when using results for policy implications as the only intend of the results is to increase understanding.

		2			Arunima S	162023	Ease of Doing Business and its Impact on Entrepreneurship Culture
					Sreejith N	162087	
					Vaisakh R	162099	

**Abstract :** Global development is entering a phase where entrepreneurship will increasingly play a more important role. For developed countries, the managed economy of the 1970s-2000s, characterized by reliance on big business and mass production, has given way to an entrepreneurial economy. Knowledge-driven goods and services are now more flexibly provided by smaller firms, and the emergence of a creative class requires a less interfering but more facilitating state. In the emerging countries, impressive growth has been driven by a veritable entrepreneurial revolution. The need in these economies to sustain growth through sustainable access to resources, knowledge, markets, and low-carbon industrialization puts a premium on innovative entrepreneurship

		3			Manik Sudan	161048	Why has IPL not been able to establish an emotional fan base
					Vibhor Dudeja	163102	
					Saumitra Shekhar	164077	

**Abstract :** Our research aims at finding the reasons behind the failure of IPL to connect with Indian viewers on an Emotional basis. Over the years, IPL has proved out to be a profitable money making tool for its stakeholders. However, the tournament, in the recent times has failed to establish an Emotional Connect with its audiences. Our research covers finding the major reasons behind this failed attempt. To measure this, we first conducted a review of all the existing literature, netnography and In-depth interviews to come up with a set of DVs, IDVs and Hypotheses. Based on the various Hypotheses and constructs, we conducted a Marketing Research survey involving only ardent cricket followers as our sample population. Based on their responses we have come up with various statistical measures such as the Cronbach Alpha and the regression analysis. In the end, we have concluded the research with our interpretations, suggestion and recommendations on how IPL should proceed forward if it has to connect better on an emotional basis with its fans.

		5			Dharnna	161034	Analysis of growth and clientele of banks due to their products
					Nikhil Mahajanashetty	161056	
					Lakshay Nijhawan	163046	

these financial products help these commercial banks develop their clientele. For the purpose of this analysis, a study of five public sector and five private sector commercial banks was undertaken. The analysis was made from the performance reports of these banks submitted with the Reserve Bank of India with Anova being tool for statistical analysis. The key indicators for judging the performance of these assets were based on four basic ratios i.e. return on investment, Capital Asset Risk Weighted Ratio, Business per Employee ratio and Net Profitability Ratio.

		6			Ankit Mehta	162014	Non Performing Assets
					Divya Haria	162035	
					Jayanth Athreya.R	162045	

**Abstract :** Financial Inclusion has become one of the key concerns of Indian financial system today. It talks about the financial services offered in rural areas to the economically backward classes of the society. It also poses challenges with respect to the usage of newer methods of banking and financial lending. Emphasizing this, Mr. C. Rangarajan, Ex-Governor – RBI, has clearly articulated in his keynote speech at fifth microfinance conference – “What is required now is not creating new institutions for extending their out-reach but finding ways and means to effect improvements within the existing formal credit delivery mechanism and evolve new models for extending out-reach”. He has also highlighted the human role of technology in financial inclusion in his address – “... a hand-held terminal (a mobile device) with the business correspondent at the village level...”

		7			Akash Vashistha	161009	Relationship of macroeconomic variables with stock and commodity market prices
					Purush Rishav	162069	
					Prateek Khurana	163068	

**Abstract :** This study is an attempt to critically examine the existence of causal relationships between the stock prices (NSE Basket) and economic health of major economies which is measured in terms of macroeconomic variables. Predictive model has been created which generates the future NSE index based on past data. Hypothesis was put forth that movement of NIFTY basket is not random and it can be accounted to some extent through the important economic parameters within a national boundary. The key factors considered in study are growth rates of GDP, M3 money supply, CAD, forex Reserves, Exchange Rate, Net FII inflow, FDI and Repo rate. The data was subjected to developed model and factors impacting the stock in a significant way were singled out. The predicted values of 2014 and 2015 were then measured against the actual results and efficiency of the model was established

30	VIN	1	Vinit Thakur	Independent Consultant	Anisha Kashyap	163012	Evaluating opportunities of online-offline frameworks in Indian markets
					Aakriti Agrawal	164001	
					Shabarish Nama	164080	

**Abstract :** The purpose of the empirical research is to evaluate the opportunities that are there in the online – offline frameworks of India. This research is done keeping in mind the incorporation of omni-channel by different companies in India. For better understanding we have done customer survey for a single major apparel retail of India which was initially present offline and later went online. We have also taken insights from a top management of a major e-commerce company which would help us know the future aspects of companies going online to offline and offline to online. Based on the analysis done on the survey

		2			Shashidhar	161081	Selling everyday - packed goods on top e-commerce website in India
					Advithiya .S	162006	
					Abhiram. P	164004	

**Abstract :** India is witnessing a striking increase in the number of internet users in the recent years. With global giants like Google, Amazon etc. trying to get more out of India, it is high time for Indian e-commerce giants to grab their part in this. Most of the working professionals in metros and top 15 cities in India look for groceries and regularly used products on popular sites such as Snap deal, Flipkart and Amazon. The reason being they are reliable and gained good brand image in recent years.

		3			Senoj Selvin Jones	161079	An Analysis on the diversified performance of the Indian flower markets
					Sunitha G	164089	
					Varun M	164096	

**Abstract :** Floriculture in India has now been termed as a ‘sunrise’ industry due to the steady increase in the demand for flowers, both for domestic and export needs. Our study gives an analytical insight into this market in understanding the importance of various factors that impact the production of this perishable item that has short shelf life, across various states in India. The complexities in this supply chain are gauged by various factors like the weather conditions, infrastructure availability, financial aid, span of production areas etc. A few of these factors which may seem to be evident in impacting the production of flowers may prove to be insignificant when tested empirically. This is also being captured as a part of this study. A qualitative analysis of the current scenario of the export of roses have also been provided.

31	VIS	1	Viswanathan P K	Great Lakes Institute of Management, Chennai	Guru Mahesh	161107	Impact of Social Media on Success of Movie - A Sentiment Analysis Approach
					Srihari Sreedharan	162088	
					Ramanthan N R	164065	

**Abstract :** In the last decade, social media has undergone tremendous transformation from a platform that generates ideas to a platform that influences the day to day decision of the common man. Initially impacting consumer goods such as mobiles, televisions, food and beverage, social media has equipped each and every user with the power to critique a product thereby enabling individuals to decide the success or failure of a commodity. In the recent past, mainstream cinemas have become the new hot spot. With Bollywood and Kollywood movies reaching hundred and two hundred crore club on the opening weekend, first hand reviews from initial movie goers have become a key instrument that are likely to determine the success or failure of a movie

		3			Anish K T	162012	E-Commerce Logistics shift to Multi Seller Model and Customer Satisfaction
					Nakul T M	162055	
					Praveen M	163049	

**Abstract :** There are several trends in logistics internet retailers have to face nowadays which has a direct toll on customer satisfaction. The study aims to identify the significant dissatisfaction factors that customers are experiencing in the last 2 to 3 years due to shifting of E-commerce companies from inventory to market place model. Here the question is, whether the multi-seller model has influenced buying behavior of online shoppers. Preliminary analysis is done by doing a sentiment analysis on the posts and tweets in social network websites. The qualitative research is done in the form of focus group discussions and personal interviews. Customer survey, Factor analysis and Regression analysis is done to identify the major contributing factors and provide the recommendations based on the same.

		4			Ritish Puri	162076	Consumer Acceptability of m-commerce over e-commerce
					Sahil Shah	163081	
					Shishir Kumar	164084	

**Abstract :** Although voluntary individual adoption of the information technology (IT) is very well studied in the literature, further theoretical insight is needed to account for the specific characteristics of the mobile commerce or M-Commerce artefact. In 2015, shoppers around the world are expected to spend about \$119 billion on goods and services purchased via mobile phones. That number represents about 8 percent of the total ecommerce market

		5			Megha Praveen	164041	Analyse the impact of using mobile/tab based technology in restaurant/hotel operations
					Saurabh Agarwal	164078	

					Shivam Swaroop Asthana	164085	
<p><b>Abstract :</b> The research tries to study the impact of mobile based technology, i-menus in particular, on the operations of restaurants. The research topic was chosen as restaurants in India are majorly unexplored as an option to implement technology based platform for one stop touch point interface with the visiting customers. The research tries to measure whether implementing such an option in restaurants would be operationally efficient compared to traditional ways of ordering in restaurants. The results of this research are based on data that was collected by visiting three and four star restaurants. The nature of the survey was observational and required the team to visit the restaurants in person to collect the required data. Such kind of observational research studies are common in many countries such as Japan where the research team themselves observe and collect the data and seldom rely on the questionnaires filled by others in order to ensure the veracity of the data. This collected data was used as an input to various statistical tools such as SPSS and R to test various hypotheses and perform other statistical analysis.</p>							
		6			Venkat Viswanathan	162102	Social Media Analytics to Study Customer Sentiment on Consumer Electronics
					Hariharan T V	162096	
					Shreyas Narayan	162084	
<p><b>Abstract :</b> Word of mouth was once considered to be a captivating, influential, multi-faceted and typically hard to influence form of product marketing. However, proliferation of the use of internet has resulted in an explosion of information exchange over the web. An outcome of this liberation has been the rise of electronic social media such as digital blogs, Facebook, Instagram, Twitter etc. Among these, Twitter &amp; Facebook have tasted the most success in text information and Instagram scoring high on image &amp; video sharing. Twitter has especially been successful in capturing the attention of the people as it has become a platform for people to give vent to their emotions. Social media analytics of late has become a major tool for branding and customer sentiment analysis. Our research focuses on leveraging the sheer quantity of data available on Twitter and other social media to gauge the consumer sentiment towards the launch of a new electronic product</p>							
		7			Srikar Malapaka	162089	Customer buying patterns and promotional effectiveness analysis
					Nagarjun Poluka	162054	
					Pallavi Dwivedi	162061	
<p><b>Abstract :</b> We will use Marketing analytics to discover the hidden customer buying patterns and analyse the price sensitivity and promotional effectiveness using the secondary retail data provided by the company Dunhumby, about the sales and promotions information of the top five products from each of the top three brands within four selected categories (mouthwash, pretzels, frozen pizza, and boxed cereal), gathered from a sample of stores over 156 weeks. The data consists of 3 years sales details aggregated at the product and store level over each week, with the metadata details about the stores and the products.</p>							
		8			Bishwadeep Dhar	161029	Empirical study on the online music industry in the Indian context
					Promit Roy	161069	
					Roma Chakraborty	161076	
<p><b>Abstract :</b> This study focuses on what factors impact the growth of the online music industry. Data from 200 respondents had been collected in a questionnaire format for this purpose. The respondents fall in the age group 23-31 comprising 72.5% males and 27.5% females, primarily living in the metro area constituting 75.5%. Two factors were extracted, payback factor and mentality factor. Multiple linear regression was used to identify which factors significantly impact the growth of the online music industry. Both the factors are found to be statistically significant at 0.05 significance level. The payback needs to be increased in order to increase the growth as it deals with the perceived benefit from the payment made by consumers. Awareness has to be created against piracy as the general free mentality arising out of it significantly harms the possible growth.</p>							
		1	No Guide		Apoorv Kumar Kakirala	162020	An experimental design to arrive at a framework for design, structure and layout of website for e-
					Neha Tayal	162057	
					Yesha Thacker	163103	
<p><b>Abstract :</b> Effective Web site design is critical to the success of e-commerce. Therefore, the evaluation and enhancement of a Web site design and its home page is of great importance. By and large, Home page accessibility is a structural problem and may be analytically investigated using mathematical approach. We propose a framework for representing real-world design problems as generic home page designs, which then can be mapped into accessibility models analyzable or solvable using established analytical techniques. By representing design problems using well-defined structures and rigorous analysis methods, this framework measures Web site accessibility using systematic and quantifiable approaches rather than qualitative ad-hoc practice. Hence, the framework facilitates the overall Web site design process, enhances design quality, and increases ease of analysis, implementation and continuous improvement.</p>							
		2	No Guide		Anish G.S	163011	Performance Based Logistics in Aerospace sector
					Eashwar Ganesan	163022	

					Mahendar Singh	163047	
<p><b>Abstract</b> : Performance based logistics (PBL) is implemented in Aerospace Industry of US. Implementation of Performance based logistics requires high coordination of Manufacturers and Maintenance professionals with the users of the product. The Study involves finding the factors affecting implementation of PBL in Aerospace Industry of India. The factors that affect the implementation are Availability of Skilled Service Employees, Supply Chain Integration, Service Reliability, Service Availability, Inventory Cost, Lead Time for Procurement and Return on Investment</p>							
		3	No Guide		Devesh Banerjee	162033	The Impact of Logistics Management on Reverse Logistics of India's e-commerce Industry for
					Ishan Nag	162043	
					Subhasree Roychoudhury	162090	
<p><b>Abstract</b> : This paper examines the factors describing logistics management, reverse logistics management and effectiveness of reverse logistics in India's e-commerce industry. The study uses a mixed method of qualitative and quantitative research. In-depth interviews with 20 supply chain directors of Indian e-commerce companies centred on five elements of logistics management – namely, product design and choice of materials; transportation and movement; manufacturing; packaging; and communication, three elements of reverse logistics management – namely, return policy &amp; procedures management, recycle management and waste management, and four elements of effectiveness reverse logistics-namely, re-use of material, product return, social sustainability and waste disposal .</p>							