

**EMPIRICAL STUDY - CLASS 2008 -**



S. No	Guide Name	Student Name	Topic for dissertation	Abstract
1	A V Vedpuriswar Independent Consultant	Shikha Jain	The role of Size, Fund, Family Expense Ratio and Sales Charge on a Mutual Fund's performance.	The main focus area of this study is going to be whether the size, volume, fund family expense ratio, the goal and the sales charge of the mutual funds affect the mutual fund performance. The rationale behind doing the study is: i) To find out whether the Mutual fund managers are able to maintain the same performance across various sizes of mutual funds in the market. ii) Whether the size of the assets and the scale of investments help them or affect the fund performance in a positive or a negative manner. iii) If it is so, to what degree is this effect observed. Also we will make an attempt to find the reason behind such phenomenon, if any. Indeed, Net assets under management could affect performance, as funds need to attain minimum size in order to achieve returns net of research expenses and other costs. Thus it becomes increasingly important for any asset management company to understand which factor or factors affect the performance of the fund or not, and if they do, to what extent. This research shall benefit these asset management companies to not only predict the rate of return precisely but also have a control on the factors negatively affecting there performance.
		Vidith Agarwal	Empirical study on Indian stock market reactions to quarterly financial disclosures.	This paper is an attempt to find out to what extent is Indian stock exchange nifty correlated to other international stock market and can a investor by tracking the international market and taking a position on nifty will gain abnormal profits. It's a study to understand the current literature of stock market contagion that test the occurrence of contagion across different countries during varied financial events. The phenomenon of global stock market contagion is now too familiar and serious to ignore and has become an integral part of the stock market activity. In recent years, the contagion effect has become more pronounced primarily because of the rapid integration of global economies. Arbitrage activity in commodity and security markets along with the dynamics of the currency market are significant forces behind international propagation of crisis. The attitudes of the foreign mutual funds and the FIIs also matters. In recent years, the net inflows of FDI and portfolio investments to developing nations have increased. While the developing economies are issuing more international debt than before, a growing pool of institutionally-managed funds is investing abroad. These linkages come into play especially during times of crisis.
		Vinay Bhardwaj	Impact of changes in Crude Oil Prices on Inflation in Developed and Developing Economies	This study analyzes the relationship between oil price shocks and Macroeconomic factors for a developing nation – India. It also sees the relationship existing in Case of different countries (US, UK, China, Brazil and Australia). Initially, the oil price-macroeconomic relationships between these countries are analyzed using stepwise regression. The method shows that the only common variable across all the nations is Industrial Production which explains the maximum amount of change in inflationary trend. Further analysis is carried out for India using multivariate Vector Autoregression (VAR) with 4 variables (interest rates, real oil price changes, industrial production and money market interest rate). With regard to impact of oil price shocks, the oil price variable contributes to industrial growth, inflation, short-term interest rate and REER 1.75%, 5.16%, 6.38% and 3.90% respectively in India.
2	A.Natarajan Independent Consultant	AanandaSudan.N	Impact and Benefits of implementing TPM in manufacturing industries, through employee satisfaction.	Increased global competition has augmented the importance of total productive maintenance (TPM) in obtaining and maintaining a competitive advantage. More and more organizations are seeking proactive tools such as TPM to enhance their competitive position. The paper focuses on gaining insights into the impact of TPM on the performance of the organization. There is support for a positive correlation in implementing TPM through employee satisfaction. Clearly, this indicates the need for TPM to be an integrated effort for the entire organization.
3	Abdul Rasheed University of Texas	Rutvij Oza	Factors affecting the success of IPO in the Indian Stock Market	A recent development in Indian IPO is IPO grading, an initiative by SEBI to protect investors against weak corporate governance in India. IPO grading is done by 4 CRAs affiliated to SEBI, namely CRISIL, CARE, ICRA and FITCH. CRAs have to forward the names and details of IPOs graded by them on monthly basis to SEBI/ Stock Exchanges for uploading on their website for public information. As such the company which has opted for IPO grading, does not have a choice in accepting or rejecting the grade. The IPO grading given by CRAs, shall form part of the prospectus for the IPO. IPO grading has become compulsory, in effect from MAY 1, 2007. Any firm aiming to issue an IPO has to go for IPO grading, which will be published in its prospectus with SEBI. This study is the analysis of various factors affecting IPO grading and what qualitative information can be derived by the investors from the company. An analysis of 43 IPOs in year 2008 in terms of grades assigned to them will give contribution of various factors take into account in forming the overall grade and how well can investors consider it before making an investing decision

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4	Abhiroop Mukhopadhyay Indian Statistical Institute	Agniva Mookherjee	Alcohol consumption patterns and factors affecting it	Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio-psychology, anthropology and economics. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. In trying to understand trends in purchase and consumption of liquors, it becomes quintessential to interpret 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'. Why do we need to study Consumer Behaviour? It is because no longer can we take the customer/consumer for granted.
5	Adarsh Priyadarshi	Jayendu Sharma	Patent Regime comparison between developing economies like India and developed economies like USA, UK	How much is a business worth and how much value any purchaser would pay for acquiring a business are the key questions whose answer a corporate or business owner should know before making any buy-sell decision. The past decade has seen a large number of strategic acquisitions, the valuations and pricings have often varied sometimes apposite to market expectations and sometimes opposite to it. Acquiring a new business could be a big step forward or it can turn out to be a disaster. Also, selling a business is a one time phenomenon for owner or manager of that particular business. With such high stakes involved, decision making process for corporate valuations becomes one of paramount importance. Such valuations are complex and involve huge number of factors and different models and theories for valuation. This study is to compare few of these valuation models based on the analysis of some specific acquisitions and find how close to they come to actual deal valuations.
6	Amir Valani Roamware	Rahul Gupta	Effect of Marketing and Advertising strategy of new websites on their number of visitors	Do the companies using viral marketing for their promotion achieve the desired results? In today's world when several companies are being opened daily, it becomes highly imperative for the companies to market themselves in innovative ways so capture the market share. One of the available routes for the companies is via the Viral route. However this requires a lot of planning and expenditure and companies are not sure whether viral marketing do actually does much in increasing the popularity of site. So a resource which tells them exactly whether there is any relationship between the increased popularity of the website to various viral marketing methods to be used would be then imperative to organizations, who would want to increase their customer base. This report finding the relationship between viral marketing and the popularity of the website would be an extremely useful tool in hands of marketing guys who are trying to increase the customer base. They would also be getting the specifics on which viral marketing tools have proven to be more successful than others, which would help the allocate funds appropriately.
7	Amit Lall Bharatmatrimoney.com	Arvind Bhasin	Incumbent CEO's vs. New CEO's	It can be thus seen that for Turnaround management to be implemented, it is imperative for the management to be aware of its position in the industry in which it is functioning as also its status in the overall scheme of things. Consultants play an invaluable part here since they help in identifying and vetting the strategy in the light of the prevailing situations, thus ensuring effective turnaround of the organization. With the corporate sector positioned for a giant leap in India, it is time organizations took stock of their performances, so as to stay in the race. Thus with the case study it can be noted that companies that go in for a new CEO tend to outperform those that stick with an incumbent CEO
8	Amitava Ghosh	Bharath V	Customer's Perception of Advertising in Automobile Purchase	The use of celebrities as brand ambassador for automobile companies continues to be a popular form of advertising. This empirical study analyses the impact of brand endorsers in advertisement with consumer's willingness to buy the product. The literature identifies three facets that define the endorser, namely the attractiveness, trustworthiness and expertise. A survey method comprising of hundred samples was collected and with the use of multiple regression, the hypothesis were tested. The results indicate that three facets of endorsers positively influence consumer's willingness to buy the product. The attractiveness dimension has more significance compared to expertise dimension in influencing the consumer's intention to buy the vehicle. The outcome of the study provides insight to brand managers in selecting the endorsers for their vehicle models.
	Independent Consultant	Navneet Kaur Chowdhary	E-tailing in India: An Empirical study of factors that influence adoption of "E" Channel	The Internet has been increasingly used to facilitate online business transactions between business entities and consumers for various products and services. Online grocery shopping (OGC) in India is yet to be launched in its full capability. The retailers are still reluctant to adopt click model of this business even though they are expanding in large scales. The reason could be that there is no concrete evidence that OGS will be adopted by Indian consumer. We are trying to help the big players in this space such as Reliance Fresh and Subhiksha in deciding on their strategy to go online today or in near future. It is often argued that value drivers of shopping for basic needs such as grocery is distinct from those of other goods. To enrich the existing studies in this context, this paper explores the Indian consumer's perception of Online Grocery Shopping in order to identify some factors that may foster or hinder its acceptance

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9	Anandakuttan B Unnithan	S Krishna Sirisha	A study of factors influencing Brand loyalty in Indian FMCG sector	This is an Empirical Study to done to assess and rank different factors that impact brand loyalty in the minds of prospective customers. The factors that have been considered important enough to be tested using data collection were chosen on the basis of literature review. The importance of each of these factors has been independently assessed using the Regression Analysis by measuring the correlation between dependent variable (i.e.) Brand Loyalty and the independent variable under consideration. This study will be relevant to all those professionals and marketers who are trying to increase a brand's loyalty and want to understand the kind of impact their decisions about each of the factors studied here will have on the brand's loyalty. They can do a cost benefit analysis visa-vis each factor and take decisions for branding accordingly
10	Anantharamamani HeyMath!	Ashish Kaul	Banking for the next Billion	There is a big section of society which doesn't have access to the formal banking services. This has caused the problem of financial exclusiveness which in turn has caused the socioeconomic divide in the developing countries like India. The buzz word of our times is the much needed inclusive growth. Banking, currently, seems to be a privilege of select few. The concept of the 'Banking for the next Billion' is a step towards the inclusive growth with the help of Banking Sector where in the Banking Sector also reaches the new set of customers profitably. The next billion section of the society is that group of individuals who are below the customers being currently targeted by the banks and people above the poverty line. The principal objective of this is to widen access to the financial services to the next set of customers and make the growth inclusive thus providing the people with better living standards. Banking for the next Billion will be a success only when the banks view this as a window of opportunity rather than the burden of obligation.
		Gurmeet Singh	Effect of alternative financing on small businesses.	In recent public debates microfinance has been mentioned as an important instrument for poverty alleviation in developing countries. This has led to an almost exhilarated attitude among policy makers and aid organizations about potential poverty reducing effects of microcredit. The question, however, is whether microfinance really will be able to significantly reduce world-wide poverty? This paper examines the impact of microcredit programmes. Based on a sample of rural households, this paper examines the impact of microcredit on household-self employment profits, and compares this with the impact of other (bank) credit. Using several estimation techniques, the empirical analysis reveals that both access to microcredit and participation in microcredit programs do not significantly affect household self-employment profits. In contrast, credit from commercial banks seems to have a positive effect on household self-employment profits. The same holds for access to commercial bank credit
		P Murlidhar Naidu	Rich Internet Applications	The focus of competition in consumer markets today is rapidly progressing beyond the mere delivery of products and services to address the quality of the complete customer experience. Businesses that provide a better customer experience can boost revenues and increase margins through their ability to acquire and retain customers without resorting to price competition. In software design, the complexities of interactive control remain the greatest impediment to a satisfying user experience. This paper identifies five essential qualities that extend familiar user-centered design criteria to define a new benchmark for interactive experiences. The software of tomorrow will be seamless, focused, connected, and aware. As the industry leader in enabling technology for Rich Internet Applications (RIAs) Macromedia, Microsoft and other RIA developing software owners are helping developers realize these essential qualities to their user experience today.
		Supriya Ramachandra Dixit	Factors that motivate people to pursue freelancing instead of the traditional mode of working in the Indian context	When everything is going well, freelance working can be immensely satisfying and enjoyable. As freelancers, we can benefit from opportunities for more flexible working and from the pleasure of being our own bosses. However, this way of life can also have its downside. Achieving a successful balance between work and the rest of our lives can be hard. Sometimes, we can feel that the battle between these commitments is running away from us, out of control. Such difficulties can be reinforced if our workplaces are our homes. "Traditional" views can make this worse for women, making some feel as if they are trapped. There may be risks of taking refuge in drinking too much, smoking too much, over-doing the coffee and tea or even, for some, turning to other drugs. Through this study I wish to understand what motivates people to go in for freelancing as a career option as opposed to the traditional mode of employment. I also wish to understand what are the positives and shortcomings of freelancing verses the traditional model of employment and whether freelancing is a viable option as a long term career.
11	Anup Kumar IDBI	Rajeev Ranjan	Derivatives instrument: Potential effect on financial market	Derivative financial instruments are becoming more complex, their use is becoming more commonplace and the accounting requirements to provide fair value and other information about them in financial statement presentations and disclosures are expanding. Values of derivatives may be volatile. Large and sudden decreases in their value may increase the risk that a loss to an entity using derivatives may exceed the amount, if any, recorded on the balance sheet. Furthermore, because of the complexity of derivative activities, management may not fully understand the risks of using derivatives. For many entities, the use of derivatives has reduced exposures to changes in exchange rates, interest rates and commodity prices, as well as other risks. On the other hand, the inherent characteristics of derivative activities and derivative financial instruments also may result in increased business risk in some entities
		Anurag Gupta	Impact of the quality of service and price constraints of Telecom Products on customer satisfaction	Customer satisfaction is very imperative for the success or the failure of any business. Especially in any service oriented industry such as Telecom, it plays an unavoidable role. In this empirical study I am studying a number of parameters which largely affect the customer satisfaction levels and hence help deciding the customer loyalty towards the service or product. The project assessed the factors that lead to the Customer Satisfaction of Telecom Products. I found that Overall Customer Satisfaction largely depends on the Customer Care Experience. I also found out that even under circumstances of dissatisfaction, majority of the customers stays with the service provider due to unavailability of number portability

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12	Arjun Chakrav	Nihit Bansal	SME's willingness to go for management consulting to meet the challenges of globalization	
		Niyati Kamthan	Justification for choosing "Impulse Buying"	Consumer behavior has been an area of interest for marketing gurus for the simple reason that it plays a pivotal role in strategizing the marketing initiatives and in turn ensuring increase in revenues. In spite of a long chain of research, clear understanding of consumer behavior and consumer buying decisions still eludes the research scholars. One such typical buying behavior is impulse buying. Every customer at some or the other point of time makes an impulse purchase. There may be various reasons which might affect such impulse purchase decisions which may include but not be limited to store layout and product display rankings, advertisement- audio and visual inside the store, sales and promotional schemes, consumer demography and ambience of the store. Also it may be affected by the perceived cost of the product and the perceived benefits which a consumer wants to realize from the purchase. The aim of this study is to understand the impulse buying behavior in the light of aforementioned factors and establish the degree to which the impulse buying depends on them
	Indusage	Rahul Prakash	Factors governing a consumers decision-making while buying an electronic gadget in India	My empirical study tries to establish a relation between the factors responsible behind purchase and the final purchase that happens. I intend to delve upon even the most of minor variables that play a vital role in shaping the decision of a consumer. The empirical study was carried out based on survey of about 103 individuals belonging to different age-groups, income ranges and with different professions in and around Chennai. Since "electronic gadgets" is in itself a broad category, to prove the hypotheses, the study would consider <u>cell phones</u> as the segment for survey. Depending on the responses and patterns seen in the buying of cell phones, the theory was extrapolated for the other electronic gadgets.
		Sujay Sinha	Factors effecting the growth of Rural Telecom in India	The growth of mobile communication in India has been phenomenal over the past decade. The government has brought out various policies to ensure the success of this mobile revolution but the gap between mobile penetrations has been growing over the years. The urban market gradually saturating and major telecom companies are facing stiff competition with margins shrinking day by day. To make the adoption and diffusion growth possible, companies are constantly facing certain challenges in confronting the rural market - understanding rural consumers, taking products and services to remote rural locations, and communicating with the heterogeneous rural audience. While mobile phone usage in rural areas is rather an unexamined genre in academic literature, this explanatory study investigates the factors influencing the rural consumers' buying behavior in the mobile communication market. The data was collected by conducted survey of 110 people in parts of Jammu, Udhampur and Haryana.
13	Ashish Ojha	Poulomi Bandyopadhyay	Impact of Yen Carry trade on Indian stock market	Currency carry trade means a strategy in which an investor sells a certain currency with a relatively low interest rate and uses the funds to purchase a different currency yielding a higher interest rate. According to legendary global investor George Soros, funds of close to \$200 billion have been borrowed from the Japanese banks under the 'yen carry trade' structure. These funds have essentially been invested in the emerging markets, like India. As of today, approximately \$4.5 to \$5.0 billion has been invested by various funds and investors from Japan into the Indian markets. The paper studies Yen Carry trade and its possible impacts on the Indian Stock Market
	Anagram	Ramanpreet Gill	Are Dividend Stocks preferred over the other types of stocks?	As an investor, you buy stock for two basic reasons. You hope to benefit from any gains in the capital value of the stock. Or, you want the steady stream of income that stock dividends can provide. The best of both worlds, of course, is a stock that does both: rises in value and pays a dividend consistently. Dividend stocks are those stocks that pay a yearly dividend or cash amount in addition to having an inherent buying and selling value. Having high dividend stocks means that you make money each year that a company profits. If you want to make money regularly from your investments, as well as make money when buying and selling your securities, dividend yielding stocks may be the solution.
14	Ashok Vasudevan Preferred Brands International	Vidya Shankar	Impact of Innovation in Packed Food Industry	Online training and learning is emerging as a widely accepted method of pedagogy. Learning effectiveness is a consequence of the method of study or pedagogy employed. This study attempts to determine students perceive online course delivery as a superior proposition than traditional class room training in improving the learning effectiveness in the context of short and fast training (SAFT) modules. The focus of the SAFT modules is to enhance learning effectiveness of students in competitive exams. The students are provided courses in basic math, nuances of language, tips and tricks, quick number crunching and exam cracking approach. A group of students exposed to both forms of learning –in a traditional classroom methodology and in an e-learning environment- is chosen. The perception of learning effectiveness of each of these groups is then measured using a validated scale and the hypothesis tested that the students perceive the online learning environment as providing greater learning effectiveness. The result will be of immense interest to a niche market of the competitive exam training service.

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15	B.Narayana Murthy	Sriganesh G	The impact of the US stock market on the stock market of India, Japan, Korea and Hong Kong	The capital markets around the world are interconnected. The increasing interconnectivity and information availability leads to the markets looking for cues from one another round the clock. This study empirically analyzes the correlation between the U.S. stock market and emerging Asian markets from two perspectives. First, the degree of (U.S.) influence to ascertain whether such information can be leveraged for profitable ends in Asian markets and second, confirm the contagion effect (increase in cross market linkages) in the ongoing credit crisis originating from the U.S.
16	B.Ramesh	Chandra Mohan Agrawal	Performance of Large and Medium scale industries in India after ERP adoption	ERP systems are playing a very important role in meeting the increasingly complex demands of the modern business environment like: Sharing a centralized database that streamlines and incorporates operation processes, attempting to synchronize operations from supply chain management, inventory control, manufacturing scheduling and production, sales support, customer relationship management, financial and cost accounting, human resources, and almost any other data-oriented management process placing all different and fragmented IT systems in a single package that integrates the whole information system of the company (www.sap.com). In brief ERP systems provide direct control of the company through an integrated information system. Case studies of individual firms provide insights but do not provide sufficient evidence to draw reliable inferences and cross-sectional studies of firms in multiple industries provide a broad-brush perspective of the performance effects associated with ERP installations. In this study, I shall attempt to analyze firm financial performance after adoption of ERP systems and I will attempt to establish an empirical relationship between financial firm performance and ERP implementation
		Ravi Sastry	Impact of Banks on Market penetration of renewable energy products in rural India.	To ascertain the most important attributes from the viewpoint of customers and assess their relative contribution while purchasing very less polluting cars such as the hybrid cars in comparison to Petrol & diesel cars. I'm in the processes of analyzing certain attributes of the automobile such as airbags, automatic windows and amount of exhaust fumes and will infer to what extent consumers value low emissions in addition to comfort, status, speed, and safety while purchasing the car. Based on this analysis, I'll conclude that an understanding of consumer behavior relative to the attributes of goods, such as hybrid automobiles, could enhance the management of the industry value chain.
17	Bala Balachandran	Arun Kumar	Effect of Corporate Strategy on Performance of Indian FMCG Companies	In today's Business world of cut-throat competition where companies are desperately looking for ways to increase their market shares, Corporate Strategy, more than anything else plays a vital role in defining success (or failure) of the Business. The choice of Corporate Strategy becomes all the more vital in case of FMCG sector where companies vie and battle in business arena to snatch each other's market share. This Empirical Study aims to study and highlight the effects of this important aspect of business on the performance of Indian FMCG companies. This study will also encompass comparison of various Indian FMCG conglomerates like HUL (Hindustan Unilever Ltd), Godrej and ITC Limited to consider impact of various Strategic moves on performance of these companies.
		Aveek Basu	Factors affecting the willingness of doctors to adopt e-health practice in India- An empirical Study.	E-Health is in place in the various developed countries of the world . However in India the adoption of e-health is gradually making progress . There are several bottlenecks to the process of adoption and most of them are related to the lack of infrastructure in the country. But however there are some behavioral factors which have a very high influence on the adoption of e-health in India . The most important of these is the attitude of the major players of the healthcare industry namely the physicians . The attitude of the physicians play a major role in the universality of adoption of a technology . This study aims at identifying the factors that influence the successful implementation of e-health practices in India . The purpose of the study was to identify specific attitudes or factors that should be targeted before implementing an e-health project so that it is adopted by a wide variety of users . In this study I found that computer anxiety and perceptions of organizational support predict the degree to which physicians view e-health effort positively . Strategies for successful management of e-health can thus be formulated by incorporating such factors and involving these practitioners
		Ravinder J	Factors affecting organization Decline	In the current economic scenario, bankruptcy prediction models are important tools used by businesses and analysts. Most models revolve around the using of financial ratios without understanding that the reliability of prediction using these models decreases over a period of time. The study analyzes the effectiveness of financial parameters as predictors for success or failure of a business over a four year period. The sample consists of 40 firms from Banking and financial domain and discriminant analysis is conducted to predict the status of a business. The results show that financial parameters are good short term predictors but in the long run their accuracy decreases thereby questioning their viability as predictors of success.
		Sudarshan S Bhat	Empirical Study relating strategic decisions to operational performance, financial performance and corporate value of organizations.	To understand the performance implication of corporate diversification strategy we take a sample of 59 Indian firms and relate their performance to strategy. We observe that there is no significant impact of diversification strategy on the performance of the firm. However further studies measuring the relationship between level of diversification on performance of company may be helpful in judging the hypothesis

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18	C Vijayalakshmi  Institute of Financial Management and Research	Abishek K	Brand Awareness in the Rural Markets	In today's environment if we look around we find in corporate world there is family run business as well as professional run business. By family run business I mean business in which day to day management is run by the founder or his family. In professional run business I mean, business which has appointed some professional to run its day to day affair. Sixty-six of Business India's Super 100 companies are family-run. According to Business Today, family-run businesses account for 25% of India Inc's sales, 32% of profits after tax (pat), almost 18% of assets and over 37% of reserves. Through empirical study, I am trying to found out impact of management control on the performance of business. I am adopting case study approach for the study. I am considering around 100 companies across industry & country domain. I am using registrar of companies, CMIE data base for getting the financial performance data over last 10 year. Nine variables are construed to measure financial performance. I have used promoter holding, family member presence on the board, decision making influence of family / parent company, whether family member CEO or chairman and share holding pattern – cross holding to classify a company into family run or professionally run business.
		Hiranjith G H	CRM - Customer Service Call Center – Impact on Customer Satisfaction/Loyalty	This empirical study was conducted to understand the impact of self service features and customer attributes on the customer loyalty parameter. With the help of a questionnaire on 7 point scale, responses were collected from 250 respondents measuring their perception towards self service features. From the analysis of the collected data, it was seen that ease of Use, information content in the IVR and the nature and usefulness of the customer agent representative contribute towards the loyalty parameter of a customer. It is also seen that the person recommending the service provider also had an impact on the loyalty factor. A contact center manager, based on this study, can make decisions to invest more on training customer agent representatives and on enhancing the contents, ease of use and maneuverability of the IVR, thereby positively influencing customer loyalty. Definitely the leadership of the firm should understand the importance of creating an effective self-service system to utilize the findings of this study completely.
		Jayanta Chandra	Study on influence of advertising on children's buying preferences	The aim of this work package is to carry out the empirical study on the subject "how children influence spending in the family". The findings from a sample size of 108 children in the city of Chennai lead us to establish that children today have a significant say in the purchase decisions of a family and the advertisements do influence children's buying behaviour. The primary findings are that children participate and gain influence on several decision stages and areas during family buying decisions and that family everyday routines are an explaining factor of children's influence on family purchase decisions. The purpose of this study is to (1) deliberate upon the impacts of television advertising on children, (2) identify the critical "impacts" (3) empirically test the significant factors. Based on literature survey several impacts of advertising were identified including: (1) unnecessary purchasing (2) materialism.
		Muralidhar S	Factors Influencing a Non English speaking Consumer's choice of Retailer.	
		Sathish Raj	Study the perception of under privileged people towards banking services	India has been growing at a stupendous pace for the past few years, but still it cannot be told as an inclusive growth by many statistics. Thus Indian government has set an target for achieving financial inclusion. Financial inclusion is delivery of banking services at an affordable cost to the vast sections of disadvantaged and low income groups. As banking services are in the nature of public good, it is essential that availability of banking and payment services to the entire population without discrimination is the prime objective of the public policy. This paper makes attempt to study the various driving factors behind the decisions made by the rural population for parking their income or savings with any of the financial instruments like post office savings, rural banks or at home. The significant factors which affect their decisions are safety, returns on savings, risk, unsteady income, herd mentality, accessibility and convenience. This study is unique for not much of literature is available for defining the savings pattern of the rural population in India. The study reveals that "People irrespective of the consistency in income prefer to access bank for depositing their savings"
		Varadharajan Ramesh	Influence of Celebrity Brand Ambassadors on Buyer's Decision Making	Today companies choose to utilize celebrities as endorsers, in their marketing campaigns. This strategy has grown more popular than ever. The celebrities used are mostly movie stars and sportspersons. The money that is paid to the celebrities to endorse the brand sometime reach mind boggling sums. This empirical study aims at understanding why corporates are ready to shell out such sums to the celebrities for endorsing their products. The corporates believe that the celebrities influence the consumers' decision making. This study aims to understand the consumers' perceptions towards brands endorsed by celebrity endorsers and the resultant effect on their decision making.
		Nirav Kamdar	Study the risks that undermine the success of software product startup in India	

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19	D. Ravishankar	Riyaz Vohra	The Cross-Section of Stock Exchange Returns: Evidence from the Indian Stock Market	In recent years the so called anomaly literature provided a vast amount of empirical evidence that the CAPM does not fully explain the cross-sectional variation in expected returns. This paper investigates the cross-section of expected returns in the Indian stock market with particular focus on their predictability on the basis of market capitalization. The easily measured variable market capitalization can capture the cross sectional variation in average stock returns and this has been proved by numerous studies undertaken in different markets. This study mainly focuses on the evaluation of this factor in the Indian markets which can be classified as emerging market. Using a sample of 80 – 100 companies spread over a period of ten years ranging from January 1998 to December 2008, we highlight the significance of market capitalization in prediction of returns from the Indian stock markets. We also focus on the failure of systematic risk beta to explain the variability in stock returns and thereby its inability to represent all the risks associated with diversification
20	Debasish Ghosh	Ashish Jhavar	"Correlation between Stock prices and the Real Estate Prices in a developing Economy"	
		Saumya Bhardwaj	Sharia-Compliant Mutual funds Vs Conventional Mutual Funds – A comparative study	This paper aims to study the performance of Sharia'h compliant mutual fund with respect to non-compliant funds and to check their volatility with respect to the changing market scenario. For the purpose of this study data has been collected over a period of a year to gauge the performance of these mutual funds and elucidate how dependent each kind of mutual fund is on their parent index.
		Soumik Dutta	Implication of capital market equilibrium and reforms on corporate finance	This work has been mainly an attempt to diagnose the borrowing behavior of the Indian firms which could ultimately contribute to the on-going research in the area of capital structure. This paper is a sequel to what many a researcher has done in their inconclusive journey to find better truth. When a juxtaposition is done with similar kind of work, e.g. that by Rajan and Zingales (1995), which has been considered to be a serious endeavor, we find that many similarities and dissimilarities do co-exist side by side. The findings in this paper as to the total borrowing behavior of the Indian firms tend to reasonably replicate their findings. We have also tried to filter observations through disaggregating our sample. Here the basis happened to be the different strata of the companies in the sample. It has helped us in understanding the varying influence of the factors affecting borrowing behavior of firms
		Vikas Jain	Credit Risk Management System	Credit rating of the company depends upon many factors which are internal as well as external to the company. The external factors include the macroeconomic factors. The significance of the factors varies industry to industry and company as well. But one thing is clear more the no of factors considered for credit rating models better (or say more accurate) it would be. In the study it was found that EBIT/Total asset ratio has significantly high weightage than other factors on the credit rating. The credit rating model thus formed has given scores which are close to what given by established Rating firms like Fitch rating agency. Also the value of the constant in the model is significant
21	Deval Kartik	James Thomas	Factors Affecting Impact of Internet or Web Based Marketing on Consumer Decisions.	With the Indian E-commerce industry touching the near 100 billion rupee mark by the end of 2007-2008 it has become nearly inevitable to delve deep into the factors that enable the successful penetration of the internet as an alternative to match consumer shopping needs in the Indian market. The study investigates how individual level personality factors like risk aversion, self monitoring and locus of control as well as website level factors like ease of use affect consumer decision making processes and intent for making online transactions. The results showed that personality factors like self monitoring and locus of control affected intent of purchase significantly but risk aversion did not translate to automatic rejection of online purchase intention.
22	Ganesh Sundararaman	Chetan Prakash	Product Recalls and its impact on the Customer's Perception of a Brand	Corporate Image is an impression that continually changes with the firm's circumstances, media coverage, performance etc. It could very easily change overnight from being a highly desirable brand to the least preferred brand based on a number of factors. One such factor is the recall of certain products from the customer on account of defects or malfunctions. Crisis situations like product recalls can strike any organization thereby leading to disastrous consequences. The ability of a Brand to regroup from such a crisis depends on a number of factors both internal and external. Product recalls can destroy brands and even companies. But if a company handles recall strategically, it can lessen their negative impact and maybe even reap some benefits. Product Recall has a major impact on the way a Brand is treated in the eyes of a consumer. I intend to measure the extent to which a particular product recall affects the customer's perception towards a brand. By doing this research I would like to get an idea about the most important reasons that affect a change in the customer's perception towards a brand. This would help in preempting certain situations and help in establishing a good rapport between a customer and a company.
		Vivek Singh	"Study of impact of celebrity endorsements on consumer behavior"	This paper seeks to examine the effect of celebrity endorsements on consumer behaviour. We hypothesized that brands being endorsed by celebrities have more impact on the buying behavior than brands not being endorsed by celebrity. We also hypothesized that consumers have higher trust on brands being endorsed by celebrities as compared to brands not endorsed by celebrities. The study sample consisted of self completed questionnaires from 120 respondents across India. Data was analyzed using anova. The results revealed that celebrities endorsements do have strong impact on the buying preference of consumers. But trust and reliability are not affected by brand being endorsed or not.

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
23	Govind Hariharan	Jaddu Rakesh Appalasuri	Impact of the personality traits of a small investor on his/her investment decisions.	Over the last few years a large number of small investors in India have been attracted to the stock markets (Malini Bhupta, 2005). It is very often the case that these small investors are not very financially literate (Mandell, 2004). In fact more often than not these small investors do not have enough knowledge about the companies, leave alone the more complex ratios and thus tend to rely heavily on intuitive buying. The small investor's personality traits (investor characteristics) will have an impact on his/her investment decisions in the broad framework of behavioral finance. This research aims to establish that the small investor behavior's investment decisions are not completely based on rational decisions. Prospect theory and efficient market hypothesis often have differing predictions on investor behavior. This paper investigates the behavior of these small investors. Specifically, the focus is on two hypotheses (1) as implicit in the CAPM, risk-averse individuals hold a smaller proportion of risky assets, and (2) regret-averse individuals hold a smaller proportion of risky assets. In the survey conducted for this study each person reports the usual mode of trading he/she adopts
24	Joffi Thomas Indian Institute of Management, Calcutta	Sayantana Sen	Environmental concerns and international trade	Human development through the different stages of agricultural, industrial and information revolution had increasingly harmful effects on the natural environment. The serious issue of environmental degradation and depletion of critical natural resources concerning the health and survival of human race has received heightened attention of the global community in recent times. International agencies like UNFCCC & KYOTO protocol, WMO, UNEP & IPCC, IGES, World Bank etc. through different mechanism like CDM, carbon credits, carbon tax, clean development technology fund, carbon fums etc has attempted to control the harmful effects on the environment; however there are many hurdles in implementing environment friendly practices and much more needs to be done. These developments have far reaching implications to global business and trade. This article tries to analyze how businesses can adapt to the climate change and possibly leverage this as a differentiating factor. We have cited various innovative strategy / practices adopted by business organizations. We have suggested some models that organizations and corporate business can use to align business strategy to address the environmental issues.
25	K Suresh	Mrigank Mitra	Labour-Productivity Growth versus Energy-Productivity Growth – In the Indian Context.	In view of India's rapid economic growth, this study tries to illustrate the relationship between Labour-productivity growth and Energy-productivity growth across 18 manufacturing industries which are classified according to the International Standard Industry Classification (ISIC Revision- 4), for the period 1983-2003. This study will also try to project the extent to which each of these productivities enhances the overall sectoral GDP. Economic development typically involves a change in the sectoral composition of economies, with the industrialisation process inducing a shift from the agricultural sector towards the industrial sector, followed by a deindustrialisation phase increasing the importance of the Service sector. These two major changes with respect to the sectoral composition have been amply evident in the Indian context. Also in the process, the study will try to illustrate that technology driven changes in both energy and labour productivity performance can lead to the de-linking of India's economic growth and its environmental demands. Furthermore, we find Labour-productivity growth to be higher on average than Energy-productivity growth.
26	Khalid Nainar	Gauthaman Krishnamurthy	Is Speculation or Demand; the major contributor for oilseed commodity price rises?	The prices for major food commodities such as grains and vegetables have risen sharply in the last two years. Surge in world food prices is creating havoc in poor countries. This study aims to understand as to how two major causal drivers 1) Speculation and 2) Demand; are responsible for the price rise of food commodities. Since, National Commodity and Derivatives Exchange Ltd (NCDEX) is a commodity exchange; we need to understand if there are any cartels that need to be countered to and at the same time allow for a proper price discovery. National Commodity and Derivatives Exchange Ltd (NCDEX) is controlled by the Forward Markets Commission (Statutory body which is overseen by the Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India); and this study will help the forward Markets Commission to understand the increase in demand with unmatched supply. All these inputs will help the commodity exchange to take proper decisions as to whether a commodity should be stopped from trading if there is a high demand with little supply as the consequent speculation can rise prices and cause disruptions in the economy.
		Ravi Krishnan	The impact of oil prices rise on stock market	Oil is viewed as having an important real effect on the World economy. If such an effect is present, change in oil prices should affect stock prices. The paper examines the effect of daily change in oil prices (crude) and stock prices. We have taken indexes values of stock exchange of S&P 500, NIKKEI 225 and FTS 100 and tried run a correlation and Causal regression analysis to see the significance of effect. We found that all the three indexes are negatively correlated to change in oil prices to a significant level. The Stock market index will absorb the information of oil price shocks and incorporate it into the stock price instantaneously
		Aaditya Thakur	Comparison and analysis of the performance of the VIX (Volatility Index) in US and Indian Stock markets	The empirical research to compare and analyze the performance of the Volatility index in various stock markets has been designed to establish a definite relationship between the various VIX indices of the US and the Indian Financial market. The research will enable the buyers to make important and risk free solution.



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27	Krishnan Dandapani	Arpit Baid	Can investors take advantage of the interdependence between Nifty and other stock markets	This paper studies the current body of literature on the empirical evidence of stockmarket contagion that test the occurrence of contagion across different countries during varied financial events The world market catches cold when the US market sneezes. A sudden dip in the NASDAQ, DOWJONES causes similar reaction in the world markets. The phenomenon of global stock market contagion is now too familiar and serious to ignore and has become an integral part of the stock market activity. In recent years, the contagion effect has become more pronounced primarily because of the rapid integration of global economies. Though, the phenomenon of global stock market contagion comes for debate only when a major crisis hits the US market as it is intricately linked with other economies. Arbitrage activity in commodity and security markets along with the dynamics of the currency market are significant forces behind international propagation of crisis. The attitudes of the foreign mutual funds and the FIIs also matters. In recent years, the net inflows of FDI and portfolio investments to developing nations have increased. While the developing economies are issuing more international debt than before, a growing pool of institutionally-managed funds is investing abroad.
		Nikhil V Shah	Strategy for identifying stocks that have a high growth potential	With the rapid rise, sudden fall and the subsequent volatility in the stock market, identifying stocks that have a high growth potential has become increasingly difficult. While fundamentally good companies will continue to rise, such companies will be few and far inbetween and identifying such companies for investment will be a daunting task. What one needs in such a scenario is a strategy to understand stock markets and develop a strategy to identify high-growth potential stocks. The current study is an attempt in this direction. It proposes to develop a model for identifying stocks that have a high-growth potential in the long run (six to twelve months time).The author of the paper therefore wishes to study the stock market from a fundamental perspective. In carrying out this analysis we have assumed weak efficiency of capital markets. The weak efficiency in capital markets is supported by Steven L. Jones, associate professor of finance at Indiana University's Kelley School of Business and formerly a senior financial analyst at Amoco Corporation. A sample of about 100 firms is collected. The study shows that a company which has a good growth in its EPS indicates that there is
		S. Maheshwaran	Pricing of Options	The Black Scholes model was the first, and is the most widely used model for pricing options. The Black-Scholes model provides a simple way to price European options. But there are some known problems with pricing on Black-Scholes model owing to the assumptions made prior to developing this model. The assumptions are: • Stock pays no dividends • Option can only be exercised upon expiration • Market direction cannot be predicted • No commissions are charged in the transaction • Interest rates remain constant • Stock returns are lognormally distributed, thus volatility is constant over time Many assumptions of the Black-Scholes Model are invalid, resulting in theoretical values which are not always accurate. Some of the known problems of this model are: • The Black-Scholes Model assumes that the risk-free rate and the stock's volatility are constant. • The Black-Scholes Model assumes that stock prices are continuous and that large changes (such as those seen after a merger announcement) don't occur. • The Black-Scholes Model assumes a stock pays no dividends until after expiration. The Black-Scholes Model tends to misprice options that involve high-dividend stocks.
		Sapna Verma	Which factors lead to a risky investment?	
		Satya Pal	Factors influencing the inflow of FDI, FII and its affect on the stock market volatility	India, among the European investors, is believed to be a good investment despite political uncertainty, bureaucratic hassles, shortages of power and infrastructural deficiencies. India presents a vast potential for overseas investment and is actively encouraging the entrance of foreign players into the market. In Oct 2007 the FII inflow figure touched it's all time high of Rs.23090 Crore and an outflow of Rs.11082 Crore in Jan 2008. Since the FII fund flow directly affects the real economy through the stock markets and hence the stock market volatility, it is important to understand the determinants of this fund flow and its correlation with stock market volatility to understand the prospects of future economic development in India. This paper studies the effect of macroeconomic variables like interest rate in India, INRUSD exchange rate, inflation and country risk premium as perceived by the foreign institutional investors, on the direction of FII fund flow. The results of this study indicate that FII fund flows react positively to an increase in ex-ante risk premium and negatively to an increase in interest rate. One important outcome of this study was the correlation between the stock ma
		Umesh Kathuria	Technical analysis and Mutual Funds Profitability	This paper assesses whether some simple forms of technical analysis can predict stock price movements in the Stock Exchanges. Daily data for Nifty Index and 156 scrips frequently traded on the National Stock Exchange of India, covering the eight months period from 5 May 2008 – 5 January 2009 has been used for this study Results provide strong support for profitability of these technical trading rules. By making use of bootstrap techniques, it is shown that returns obtained from these trading rules are not consistent with several null models frequently used in finance, such as AR(1). GARCH and GARCH-M
28	M J Xavier	Paul Swarnapandian	Consumer behavior of individual women purchasing apparels for their birthday	

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
29	M Rajamanickam	Jagatshree R	Distributed teams: Is Agile as successful as traditional methods of software development?	
30	M S Jayaraman	Naveen Prashanth	Impact of Software reuse on Cost and Quality in Software Development	
31	Manu Vora	Abhinav Pragya	Effect of Employer branding on prospective employees	Cause- Related marketing is a strategic marketing activity wherein the company makes a contribution, financial or otherwise, to a Non Profit Organization(s) contingent upon the customer engaging in a revenue-providing exchange that satisfies business and social objectives. CRM was initiated in USA in 1980's. This term was first coined by American Express in 1983 when it took up a task of restoring the statue of liberty in New York City. India saw companies start using CRM in 1990's.
	Mathew Parackal	Sijo Kuruville George		Cause-Related Marketing is a part of CSR (Corporate Social responsibility) activities. This is gradually being accepted as a novel method of Marketing Communications. This concept is prevalent in Fast Moving Consumer Goods section across all world markets including India.
32	Matt Asey	George Mathew	OSS in India – A SWOT analysis using Empirical Data	Why has Cause- Related Marketing fever caught on? Above all, companies are looking for ways to differentiate their brands from their competitors and supporting a cause can be a better way to do that than adding superfluous product features or making minor upgrades to customer service. That is especially true for brands that are competing for the loyalty of a growing segment of socially conscious consumers.
33	Mohan Gopalkrishnan	Jai Agarwal	Effects of inadequate infrastructure and inefficient supply chain management on Post Harvest Losses in INDIA	Agriculture is the mainstay of the Indian economy. Agriculture and allied sectors contribute nearly 22 per cent of Gross Domestic Product (GDP of India), while about 65-70 per cent of the population is dependent on agriculture for their livelihood producing around 220 million tones of Food grains alone. (2006-07 AE) India suffers huge losses in food grain and agriculture produce every year due to the lack of adequate post harvest infrastructure and inefficient supply chain management. "What are the specific robust issues facing developing optimal design of an agri food supply chain?" These issues are largely determined by inherent characteristics pertaining to agricultural production and food distribution. The most important of these characteristics include the biological character of agricultural production, its close relation to nature and hence dependence on weather and other uncontrollable (and stochastic) natural forces, the perishability of products, and the environmental concern. The study is first of its kind in India on a very important subject related to more than 60% of its nationals directly and affecting others indirectly. Since India is tropical country, Study requires to e conducted
34	Murali Jaganathan	Ashirvad Srivastava	Role of transactions volume and stock prices in Options Markets	Options prices are calculated using models such as Black Scholes model, Poisson Model. Options are used for hedging. But reduced transaction costs and high financial leverage are two reasons why trading in the stock option market may be more attractive than trading in the market for the underlying stock. In addition, these cheaper and more flexible trading opportunities attract new and differently informed investors to the marketplace. The resulting increase in trading activity, together with the arbitrage linkage between stock and option prices, implies an increase in market efficiency. This will distort the theoretical price of options resulting in overpricing or under pricing. This study looks at the dependence of options price on underlying security price. An important property of the derivatives is their high leverage. This study investigates empirically the intraday price change and trading volume relations between stocks and options for a sample of firms whose options were actively traded on the National Stock Exchange.
		Ayutayu Sharma	Do derivatives trade in their theoretical price bounds	"Do derivatives trade in their theoretical price bound" as the name suggests, this paper will analyze some properties of the some theoretical models which are used to predict the option price. This study will be very useful in finding out the relevance of theoretical models like Black-Scholes, Stochastic Volatility (SV) by Heston in the practical real market scenario. Findings through this paper would be really beneficial for investment management practices. As it is usually considered that options are one of the best hedging investments since the option price can be predicted through some techniques. But here through this study we will prove that certain hedging strategies might not perform as well as one might expect. For example, student learn from the books that a typical hedge for a stock position involves shorting calls or buying puts with the understanding that stock and call will move up or down in tandem. But through our study we will find out the accuracy of this type of theoretical techniques. To conduct this study, we will need the historical data of options prices and underlying asset prices but since the historical data is not available we will collect the data for a month and co

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35	N.V.Rao	Chhavi Saxena	To study the companies that have undergone merger with Indian companies in order to create a framework for analyzing M&A activity in India.	This study will examine the trend of M&A activity in different industries within India. The firms are selected from different industries/sectors so as to observe a general pattern of M&A activity. A procedure being adopted to collect data for this study is: (a) A list of all acquiring and target firms in India was obtained from various sources of Merger and Acquisition Journals, M&A Newsletters and websites (b) Validate the M&A activities of these firms against regulatory bodies and select the firms which adhere to the criteria this study intends to have. Each firm was classified and checked to determine if it met the following criteria: (1) M&A activity was completed (2) The acquiring firm in Indian (3) Financial data was available via different databases for sample data points collection.
		Deepank Kumar	Evaluating Sukuk as an alternate Investment Option for non-Muslim investors by studying the returns they provide against conventional financial bonds.	Sukuk (Arabic: صكوك, plural of صك Sakk, "legal instrument, deed, check") is the Arabic name for a financial certificate but can be seen as an Islamic equivalent of a bond. However, fixed income, interest bearing bonds are not permissible in Islam, hence Sukuk are securities that comply with the Islamic Law and its investment principles, which prohibits the charging, or paying of interest. Financial assets that comply with the Islamic law can be classified in accordance with their tradability and non-tradability in the secondary markets. The recent remarkable growth of Sukuk issues has catapulted Islamic finance into the forefront of global investment. It's the fastest growing segment of the industry, and is on the verge of exponential growth with the estimated market value of sukuk issuance to be at \$140 billion by year 2010 end. Thus by studying and evaluating Sukuk on their prohibitions, structure and total return over a given period of time I would like to address whether or not Sukuk are viable investment options or not for the non – Muslim investment community
	Niti Singh	Alok Kumar	Why are MBA's in India averse to starting new ventures	
		Namratha B	Study of Ethical Decision making capability of Business Students	Ethics is the explicit, philosophical reflection on moral beliefs and practices. The inference between ethics and morality is similar to the difference between musicology and music. In practice, however, a dizzying array of projects is pursued under its rubric. Programs of legal compliance, empirical studies into the moral beliefs and attitudes of business people, a panoply of best-practices claims (in the name of their moral merit or their contribution to business success), arguments for (or against) mandatory worker participation in management, and attempts at applying traditional ethical theories, theories of justice, or theories of the state to firms or to the functional areas of business are all advanced as contributions to business ethics—even and especially in its academic literature. Ethical decision-making research is entrenched in an assumption that ethical behavior is primarily a cognitive process, but recent research in many different areas has challenged that view and is dramatically expanding our perspective. There are, however, theoretical and normative reasons to question this assumption.
		Shailesh Sharma	Professional management and corporate governance leads to greater stakeholder satisfaction	In a study conducted by McKinsey it was observed that Investors prefer a company with Corporate Governance and are willing to pay a premium for the same. In India SEBI has formulated guidelines for Corporate Governance by listed companies through Clause 49. The objective was to protect investor interest (especially small investors). Stakeholders including Company (regulatory body - CEO, Board of Directors), small investors, employees, suppliers, customers, creditors are party to corporate governance. Our study aims to empirically check the benefits of Corporate Governance to stakeholders. We will try to empirically establish that the Variable 1 – Corporate Governance will improve the below variables – Return on Investment (ROI) ,Earnings Per Share (EPS) ,Operating Margin ,Economic Value Added (EVA).
37	Nitisha Patel	Piyush Singhania	The effect of geopolitical issues on market behavior – do terrorist attacks affect returns?	
		Abhimanyu Shandilya	Alternate Channels of Banking and Customers' willingness to switchover.	The basic purpose of my empirical study is to understand the willingness of the present as well as prospective customers to accept the newer technology based alternate channels of banking. During the whole process customer satisfaction and efficiency of banks as perceived by the customers will also be the two important aspects. A correlation between the two as well as willingness to switchover will be established. This study shall help the banks to gain insight as to what do customers think and perceive about the different channels of banking and also in what way the banks and financial institutions can leverage the modes of alternate channels. Indeed the face and feel of banking serviced are changing in great strides and the financial services providers have to keep themselves abreast with the changes happening around. Willingness is the desire by somebody to accept or to do or not to do Something. It is about having a decision making authority with full freedom to do an act. Here willingness of the customers is about the willingness to accept, adopt and adapt the different modes of banking which are supposedly easier and efficient to operate.

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38	P K Vishwanathan	Deepti Ingle	Study of investing parameters before investing in a particular stock	Almost everyone invests in the stock market today. Right from early teens to retired personnel, all are interested in the share market. All want to try their lucky hand and make a quick buck. They are willing to take up risk in order to gain extra percentage of return on their investment. With online trading available, most people trade on their own. Very few actually ask a broker and ask them to trade on their behalf. Online brokers like ShareKhan, ICICI are the ones which are most frequently used. The basis of their trading varies. Some investors read the balance sheet and Income statements of the companies they invest in, while some others go by the brand name of the companies; others go by the amount of dividend given by the company to its share holders. There are many investors who perform technical analysis and fundamental analysis of a particular stock and then invest. Many people are just adhoc, they invest into any share that they feel like. Also many people believe a lot in their friends and relatives. Majority of them invest into the shares based on the predictions given by analysts and their friends and relatives. But these are amateur investors who invest into the stock market probably for the first time and are dependent upon others for their analysis.
		Swathi Duvvuri	A study on small market caps	In this study we attempt to test if there is a size effect in Indian stock market. The data comprises of top 290 Indian companies for the period 1996-2005. We find a strong size premium using the most measures of company size viz., Market Capitalization. Further the size based investment strategy seems to be economically feasible as it provides extra normal returns on risk adjusted basis. The study has strong implications for mutual funds managers, investment analysts as well as small investors who are continuously on lookout for trading strategies that beat the market. The presence of a strong size premium also raises doubts about the informational efficiency of Indian equity market.
		Vratesh Chopra	Study of factors governing flight fares in domestic market	This paper intends to analyze the factors governing the demand in domestic airline market. The primary source of observing this de passenger demand (PED) for domestic route of U.S. The main drivers affecting passenger demand for mand parameter is assumed to be the Price elasticity of air transportation are identified. As the primary analysis, an Ordinary Least Squares regression analysis is performed. The passenger demands (and load factor) on each fare-class are grouped for each considered route. 11 routes were studied for the all four quarters years from 1999 to 2008, and two fare-classes were defined (business and economy). The analysis has revealed that the airfare is the strongest factor influencing the passenger demand significantly, but the PED varies among the different routes of the airline
39	Patrick Guerra	Arvind.R	Cost effectiveness of reverse logistics in a supply chain	Having decided upon the area of study a lot of reading from the available literature on various sources helped me scrutinize the variables upon which a study could be done. I decided that the size of the inventory would be an independent variable on which a study could be made. A lot of process is done in the logistics part of the supply chain and so if there is more streamlining done on choosing the amount of inventory returned it would make a lot of impact on the reverse logistics flow. Another independent variable which I would like to deal is the storage methodology of the inventory. Depending upon the type of inventory if a proper study is made on the storage mechanism the amount of material loss can be brought down. To understand these concepts better I had done a second research on the reverse logistics practices applied in US and UK
		Allen Titto	Factors affecting the Indian Consumers' Openness to Shop Online	This study investigates the various factors that affect Indian consumers' willingness to shop online. The factors could broadly be classified into the value and risk consumers perceive in online shopping. It was found that Convenience, Time savings and detailed Information search were the three most important criteria in favor of online shopping. Security of transaction and lack of Trust on quality were the overwhelming risks to the Indian online shopper. The growing influence of online forums on purchase decisions was studied. The increased usage of these forums was attributed to factors like User experience and Feedback, Trust, Technical insights and Information, Influence. Because these factors help alleviate risks (product and technical) in online shopping, these communities have become popular. Two user segments identified, on the basis of forum usage, were the Quality Shopper who values quality over price and values expert reviews while the second group is the Price Shopper who sees price as the key differentiators and values user experience feedback. The identification of these factors would be of great help to firms wanting to establish their presence on the web.
		Avantika Saxena	Analyzing affects of gender, type of products to be purchased, brand equity of the product and user friendliness of the whole procedure on E-Consumers' Pre-Adoption behaviors and affect of consumer satisfaction on Post-Adoption behaviors, in Indian context	This study is done in Indian context, to analyze the behavior of Indian E-consumes. The goal of this study is to evaluate if male and female consumer patterns and different for online shopping and how they are different. Various factor influences the consumer perception of a "safe and secure transaction" online. Hassle free site, comfort of the use of internet, well designed web site, appropriate hardware support will enhance the consumer perception of safe and secure online transaction. Along with it, exchange offers being given on the site, refund offers if product not liked also enhances the consumer perception of safe and secure transaction. But sharing of personal information on the site like email id, date of birth etc. do not have any role in enhancing/reducing the safety/security perception associated with online purchase. Among the parameters of importance for online transaction consumers, quality of the product is rated as the most important among other available five options. Other five options were brand of the product, quality of the product, on time delivery of the product, satisfaction from the purchase and easy to follow procedure

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40	Paul Prabaker	Guru Prasanna M	An empirical study on factors affecting software purchase decisions	The customer decisions are greatly driven not just by their needs, but by several other factors that revolve around the customer perceptions that result in the end product purchase. This paper studies the empirical patterns in customer purchase decisions that are specific to the software industry. The factors such as brand perception, price of the product, product flexibility, easiness of use and network effect play a significant role in influencing the customer decisions. This study is an attempt to trace these purchase driving factors and thereby understand the strategies that a firm should follow, in order to ensure a good acceptance for their new products in the market. This study is unique format much of literature is available for the software industry in this line. The study reveals that that product, price, place and promotion strategies have a significant effect on IT purchase decisions. More specifically, most software purchases are driven by software capability to meet the macro requirements and reduce complexity, pricing of the software and the recommendations from the existing users. Also, the study results reveal that factors such as location of the vendor; look and feel of
		Janani Dwarakanath	The Impact of Income bracket, Flexibility to change and Brand Awareness on the Brand loyalty of a customer with respect to choosing a hotel.	The most significant lesson that the hotel industry has learnt is that it needs a stable customer base to survive and that depends on an amalgamation of factors such as ambience, service, location, and comfort-the prime pre-requisites for any hotel to maintain a decent standard and create its own brand. The number of people choosing a hotel heavily depends on the brand awareness that exists in the market and the brand loyalty of its customers. Through a number of trial and error strategies, hotels have refined their pricing strategies and identified pricing thresholds that would attract the customer base that they choose to cater to. Hotels should look to increasing their brand loyalty by targeting key areas of importance such as knowing their target group classified based on age, gender, income bracket and flexibility or experimental quotient of their customer base. Equipped with this data and its analysis, they should thus strive to achieve increased brand visibility. This study aims at concluding some definitive tactics and strategies for all existing and upcoming hotels
		Krishnakumar.G	Effect of one roof super stores on the expenditure & spending patterns of Indian Customers.	Shopping in India has witnessed a revolution with the change in the consumer buying behavior and the whole format of shopping also altering. Industry of retail in India which has become modern can be seen from the fact that there are multi-storied malls, huge shopping centers, and sprawling complexes which offer food, shopping, and entertainment all under the same roof. This study pertains to probe the consumer spending patterns during their visit to retail stores. This study aims at establishing a relationship between the consumer behaviors and aspects of that, per say, expense incurred etc to factors like average monthly income, accessibility of these stores from their locality, possession of credit cards, time spent in shopping, frequency of visit, discounts and offers given, possession of posdexho coupons etc. The study will involve in establishing a function which would determine or undermine the effect of the above mentioned variables on the expense incurred during one visit to these stores
41	Prashant Mishra	Harshad Chiddarwar	Ambush Marketing and Brand Perception	Ambush Marketing, as defined by Meenaghan, is "the practice whereby another company, often a competitor intrudes upon public attention surrounding an event, thereby deflecting attention toward themselves and away from the sponsor". The objective of this study is to identify the relation between Ambush Marketing and Brand Perception of the brand employing Ambush Marketing. The hypothesis behind this study is that, on ethical grounds, although Ambush Marketing may be derogatory to the brand employing the strategy, it nevertheless gathers brand Visibility. The main objective of Ambush Marketing is to confuse the consumer as to who the sponsor is, thereby either gaining the benefits associated with being the official sponsor or weakening the impact of the main competitor's exclusive sponsorship. Another reason why Ambush Marketing may be used by companies is the rising costs of generating brand exclusivity by officially affiliating with major events. Ambush Marketing provides a cost effective way of associating a brand with major events by exploiting other untapped advertising space. To check the validity of this hypothesis, an empirical study focusing on major sporting events will be conducted.
		Upasana G Jani	The impact of Effective Internet Advertising on the Customer Perception of the Brand Image of the Product	The paper validates the effectiveness of Online Medium as a marketing tool for branding of products. The variables like brand recall of the products is used to evaluate the effectiveness.
42	Preetha Menon	Bharat Bhushan Goyal	Effect of Word Of Mouth (WOM) on customer motivation and Customer Initiated Contacts (CIC) in the context of Green products	With the deluge of marketing claims and stacked Research Journals with numerous findings about 'How to go Green' and 'Cost of going Green', the problem for consumers isn't awareness so much as knowing which products and corporations they can believe. In a world in which oil companies claim they're 'Green', it's not surprising that consumers are growing more skeptical of such claims. Hence need of the hour is not to rain the customer with enormous claims of 'Being Green' but to 'Convince and Influence' Customer-Motive through proper communication Channel.

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43	R P Pillai	Ankush Gupta	Effect of Fair Compensation and Supervisory Trust on Motivation of the Sales force.	Sales of any organization highly depend on its sales force. How highly motivated they are towards achieving their sales goal measures the achievement of organization targets and thereby ensuring the high return in terms of high profits. Motivating the sales force is the biggest challenge for any organization in this opportunistic world. Lacking on part of fair compensation may result in demoralizing sales force and its achievement. If every salesperson receives the same reward regardless of performance, it not only would raise issues of inequity and distress but also would likely undermine salespeople's motivation to raise their effort and performance level. Which may result in losing best talents? The study aims to empirically check the effect of fair compensation and supervisor trust on motivation. On analyzing the data collected from various sales people, it shows that supervisory trust has direct effect on salesforce motivation and to some extent on pay fairness. It is assumed that pay fairness is more important than anything else to motivate sales force one can observe it is not hold true in this case. Supervisory trust has been seen has more effective as compared to Pay Fairness in motivating sales force.
44	R Srinivasan	Ashwin Yeotikar	Empirical study based on Mumbai Sub Urban Railways	The objective of the study is to identify the loopholes which causes overcrowded local trains in Mumbai and suggest a solution that will improve the situation.
45	R. S. Veeravali	Dheeraj Batra	Case based study to identify the factors affecting the growth of a start-up	
46	R. Shekar	Parth Bhimani	Success Rate Of A Company's IPO Is Directly Related to the Amount Spent on Media Campaigns and Advertisements during the Pre-IPO Run.	It is very evident seeing today's market that, it is very crucial to know how volatile, risky are your investments. By knowing this fact, an individual can decide whether it is the right type of investment made or no, based on his demands and needs. It very know through out, Higher the risk in a investment, Higher the return, thereby giving way to the thought that an individual who demands more returns is going to be entering into risky stocks. The reason this study is being carried out is that, as time passes, more and more Investment options are being made available, thereby keeping a track of your investment style is not know. Thereby with this study, we can know the style of investments that are being made in your portfolio and the major factors which an individual goes through before entering a Risky investment. The study involves understanding the psychological factors that affect the decision making process within an individual for him to enter a risky investment. The Study involves in the studying of socioeconomic status of individuals, the outcomes from investments, and expert advice's.
		Varun Sood	How Capital Structuring affects the profitability of IT Companies	During my under-graduation days, ie around 2003-04 Mobile Telephony as becoming the talk of the town. Call charges and rental rates were tremendously reduced resulting in a surge of sale of Mobile Handsets. Most of my friends started carrying those earlier models of Nokia 3310. Some of the affluent or tech savvy students carried little advanced handset. Later when we joined our very first job some of us upgraded our mobile handsets. This may be linked to our increased purchasing power. But some of us still kept the old model. From the under-grad days till now, I have seen many of my friends buying new mobile handsets. But the phenomenon of there decision to move from one handset to another has been quite puzzling. Through this study, I would like to build a relationship between different factors that influence a customer to move from one Mobile Handset Segment to Another
47	Rajasekhar Govindamenon	Abhijeet Kumar Mishra	Determinants of Success or Failure of Mergers and Acquisitions	We study 25 large Mergers & Acquisitions of various bidding companies, functioning in different areas of business, in order to investigate drivers of excess returns to the shareholders of the bidders. Our findings show that one of 3 drivers, identified mostly from prior research has significant explanatory power, indicating that the stock market reaction to M&A-announcements of bidding companies can be at least partly forecasted. Our results are limited to the sample size and number of drivers identified. They also show that abnormal stock market returns are good indicators of value creation potential of any merger, or an acquisition
		Debasis Panda	SME Financing-Emerging opportunities, issues and challenges	
48	Raju Rao	Suvadip Das	Empirical study on effect of project cost, design cost, planning time on probability of project delay	In this study I will try to cover various factors contributing to the delay of construction projects in India. By definition a project is a temporary endeavor taken to create a unique product or service. The word 'temporary' is used because every project has a predefined time schedule. Any delay beyond the stipulated time will always result in extra expenditure and opportunity loss. A poor estimate may lead to project delay as well as substantial cost overrun Keeping in mind the context of Indian construction industry 'project delay' is a very common phenomenon. By this empirical study I hypothesize that, there are several factors common behind every delayed project. A systematic analysis of these factors will help us to find their relative contribution and correlation with the probability of project delay

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
49	Rakesh P Singh	Kumar Vikram Singh	Risk analysis of micro credits based on the customer profile.	This paper seeks to examine the effect of celebrity endorsements on consumer behaviour. We hypothesized that brands being endorsed by celebrities have more impact on the buying behavior than brands not being endorsed by celebrity. We also hypothesized that consumers have higher trust on brands being endorsed by celebrities as compared to brands not endorsed by celebrities. The study sample consisted of self completed questionnaires from 120 respondents across India. Data was analyzed using anova. The results revealed that celebrities endorsements do have strong impact on the buying preference of consumers. But trust and reliability are not affected by brand being endorsed or not.
		Manoj Chawla	Understanding Customer behavior in a real estate deal	The study focuses not only on the actions but also the reasons for these actions needed to be studied like macro-economic factors which influence Customer behavior Greater knowledge of real estate consumers and their behavior will lead to better understanding and prediction of decision-makers' actions in the real estate market. The purpose of this study is to present some of the most common consumer behavior concepts and explain how integration of consumer behavior theories and understanding can improve real estate transactions Test Sample: This study would require inputs from the prospective buyers. An elaborative questionnaire has been prepared. The prospective buyers would not require much time to fill this online survey. The results of this survey would help us in establishing factors which influence the tastes and preferences of customer and hence the behavior and can show significant impact in Real Estate buying decisions.
		Prasanna Joshi	Impact of Exchange Rate pass-through on Domestic inflation	For years economists have been searching for special factors to explain the behaviour of domestic inflation with respect to the economic activity. Exchange rates are among the most cited special factors. The pass-through from the exchange rate to prices is one of the most important and interesting macroeconomic processes in some countries. Countries with large import share are more likely to have a higher pass-through of exchange rate changes to the inflation rate as the share of import goods directly relates to the inflation rate. The effects of the exchange rate changes have been passed through to domestic producer prices. Earlier it was estimated that this pass through seem very small and was not considered as an important factor. But nowadays the Exchange rate policies and real exchange rates are increasingly viewed as critical determinants of a country's performance. The effect of the exchange rate on inflation has been considered the major limitation on monetary policy in recent years, and has to a great extent influenced policy decisions in this context. Changes in the exchange rate can have a powerful effect on the economy – though these effects take time to show through.
		Sheeba Thomas	Impact of micro credit accessibility on poverty reduction and education of poor households.	This study explores women's empowerment largely through indicators identified by women clients, and using data for women clients and their households. (Data on indicators of women's empowerment in households of men clients shows little change). An underlying theme is the difference between the north and the other regions of the country. The scope for women's empowerment and economic activity is conditioned significantly by sociocultural factors and livelihood opportunities which are more favourable in the south, and in urban areas. This is reflected in differences in women's involvement in economic activities. In terms of individual empowerment, targeting women as clients of microfinance has provided for many women (including women heads of households) an option to save and access credit for the first time. However, basic awareness of micro-finance related issues (products and terms, banking procedures) appears to be limited, particularly for very poor women. An aspect linked to low literacy rates 60% of women clients have had little or no schooling. Women like to be part of a group. They draw moral support from their peers and develop a sense of confidence from interaction at group meetings.
		Varunshankar Nair	Role of Retail Financing in Fuelling Consumerism	
		Vijay Kumar Choudhary	Study of forecasting in organizations	Sales forecasting is an essential tool for the planning function of corporate management. Accurate sales forecasts can bring a host of benefits to different functions of an organization. Especially it can reduce inventory and increase revenue and profits. Utilizing a descriptive sales forecasting benchmarking model developed by Mentzer et al. (1996; 1999), the study sought to determine the relationship that the dimensions of the sales forecasting benchmarking model (functional integration, approach, systems, and performance measurement) had with level of managers' satisfaction with the sales forecasting process in the Indian context and explore the importance of each of the four dimensions in the satisfaction level The results show the current state "as-is state" of forecasting process in Indian companies the departments that are mainly involved in the process

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
50	Ramjei Narasimhan	Dhrupad Singh	<u>An analysis of the Indian IT Outsourcing Industry</u>	Outsourcing can be of two types onshore or offshore. Onshore outsourcing is also called 'Near shore' outsourcing. Offshore outsourcing, a type of business process outsourcing (BPO), is the exporting of IT-related work from mainly, the developed countries to areas of the world where there is both political stability and lower labor costs or tax savings. Outsourcing is an arrangement through which one company provides services to its client (another company) that usually have been provided in-house. The rapid development of telecommunications in developing countries has made outsourcing in these countries, a dream come true. In India, this trend has not only helped the clients, primarily by cutting their costs, but has also developed a new, high revenue generating outsourcing industry. This paper will primarily deal with studying offshore outsourcing in the context of the top 4 Indian IT firms by market capitalization. 'Satyam Computers Ltd.' has been excluded from the study, due to doubtful credentials of its financial data. The study would be based on the Y-O-Y financial data and would try to identify the factors that may be related to the profitability of these IT companies.
		Mithun Sikka	Factors differentiating India and China as an outsourcing destination.	In the past decade, U.S. software firms have increasingly utilized the low-cost information technology (IT) labor force in India. The industry, which so far has been growing at a good clip, is faced with multiple challenges, which could dampen its growth and affect its margin. The blow to the IT industry from global recession has so far been softened by the weak dollar. The paper discusses the effect of dollar exchange rate on company's growth volumes, onsite / offshore revenue and effort ratios, acquisition of new clients and hiring of new employees.
51	Ravi Nagarajan	Gauranga Boruah	Price, Quality and Consumer Behavior in Home Appliances division	The economic and political changes in India in the post liberation era enhanced consumer's purchasing power. Today, consumers are influenced by various factors like socio-economic factors, demographic factors and the like. With the availability of world class products in the market the Indian consumer is increasingly focusing on value, convenience, variety and a better shopping experience. Purchasing decision today no longer rests with the earning member of the family. In this context, the main purpose of my study is to investigate the impact of high income and educational qualification on the willingness of consumer to buy an appliance product in this dynamic society. In this study of mine, I tried to gather information on the demographics, socio economic factors and influence of individuals while making the buying decision. A structured survey was carried out in Chennai city and the sample size was classified according to age and gender. I analyzed and observed that high income and educational qualifications do not affect the willingness of consumers while buying an appliance product.
52	S Radhakrishnan	Joy Biswas	To study the relationship between agricultural loans disbursed by the banks and their default rates or NPAs.	The reason for conducting this study is to see that the loan disbursed to agricultural sector which has till now been considered an obligation can be looked as an opportunity, which can provide handsome returns to the banks. This can turn out to be the next big thing for the banks if handled properly and can also help the agriculture sector to grow at a much better pace. The justification for considering the study is that as most of the population of India still depends on agriculture for their sustenance, so first thing is that it is a vast market which is waiting to be tapped. The second reason is like other businesses, farming also needs some money for meeting their operational needs and the farmers generally tend to go to the moneylenders. The moneylenders charge a hefty interest for their loans to the farmers making the lives of farmers miserable. So to fill this gap the banks can pitch in with their programs and offer their products to these farmers.. The study will look for all the loans that are disbursed for a particular period in the recent past and their default rates and provide some conclusions on it.
53	S. Krishnamurthy	Abhinav Sinha	Impact of cause related marketing on consumer's purchase intention in comparison to other sales activities.	Cause- Related marketing is a strategic marketing activity wherein the company makes a contribution, financial or otherwise, to a Non Profit Organization(s) contingent upon the customer engaging in a revenue-providing exchange that satisfies business and social objectives. CRM was initiated in USA in 1980's. This term was first coined by American Express in 1983 when it took up a task of restoring the statue of liberty in New York City. India saw companies start using CRM in 1990's. Cause-Related Marketing is a part of CSR (Corporate Social responsibility) activities. This is gradually being accepted as a novel method of Marketing Communications. This concept is prevalent in Fast Moving Consumer Goods section across all world markets including India.
		Pradeep K R	Factors affecting an IT professional's duration of employment in an IT company in India.	Duration of employment often referred to as job tenure, can be viewed in two ways. Firstly, it can refer to the length of time an individual spends in continuous employment, regardless of whether they are with the same employer. Alternatively, it can refer to the length of time the individual remains with the same employer, either in the same job or in different positions within the organization. Labour demand and supply forces both have an impact on the duration of employment, along with economic conditions. When economic conditions are good, employment duration with the same employer may decrease, as employees initiate job moves in order to improve their employment prospects. However, duration of employment, in terms of continuous employment, can remain the same. During downturns in the economy, employment duration may also decrease as employers shed labour. The empirical study is to underline the factors influencing the duration of employment of an IT professional in the IT industry. This research would be of much help to the HR and strategy managers of the IT Company. They can reorient their HR practices in such a way that they prolong the duration of stay of their employees



S. No	Guide Name	Student Name	Topic for dissertation	Abstract
54	S. Sriram	Abhishek KR	Impact of nature of Management control (Family run or Professional run) on Business Performance	In today's environment if we look around we find in corporate world there is family run business as well as professional run business. By family run business I mean business in which day to day management is run by the founder or his family. In professional run business I mean, business which has appointed some professional to run its day to day affair. Sixty-six of Business India's Super 100 companies are family-run. According to Business Today, family-run businesses account for 25% of India Inc's sales, 32% of profits after tax (pat), almost 18% of assets and over 37% of reserves. Through empirical study, I am trying to found out impact of management control on the performance of business. I am adopting case study approach for the study. I am considering around 100 companies across industry & country domain. I am using registrar of companies, CMIE data base for getting the financial performance data over last 10 year. Nine variables are construed to measure financial performance. I have used promoter holding, family member presence on the board, decision making influence of family / parent company, whether family member CEO or chairman and share holding pattern – cross holding to classify a company into family run or professionally run business.
		Jimish Shah	Study of diversification strategies of TATA's, Ambani's, and Birla's	India has seen tremendous growth in the past decade and has become a major power in the global economy. Many domestic companies have grown during this period. Diversification has been a major corporate strategic activity, with important implications for firm's future and performance. This study focuses on business group diversification in an emerging economy. Specifically we study the challenges faced by business conglomerates in a developing economy when the economy is liberalized. We have taken the case study of India's biggest business house – Tata group. The case touches upon the economic scenario, group leadership, evolution of the group over the years, the effect of liberalization of the economy and global competition, geographic expansion, driving principles behind its growth strategies both domestic and international
		Shantanu Sharma	Founding-family ownership and firm performance.	
55	Sachin Chaudari	Gauri Lonkar	Stock Market Contagion between developed and emerging markets.	This paper studies the current body of literature on the empirical evidence of stock market contagion that test the occurrence of contagion across different countries during varied financial events. The world market catches cold when the US market sneezes. A sudden dip in the NASDAQ, DOWJONES causes similar reaction in the world markets. The phenomenon of global stock market contagion is now too familiar and serious to ignore and has become an integral part of the stock market activity. In recent years, the contagion effect has become more pronounced primarily because of the rapid integration of global economies. Though, the phenomenon of global stock market contagion comes for debate only when a major crisis hits the US market as it is intricately linked with other economies
56	Sandeep Sharma	Abhishek Upadhyaya	How does online advertising Manipulates Consumer Behavior?	Online Consumer Psychology addresses many of the issues created by the Internet and goes beyond the topic of advertising. It include topics such as customization, site design, word of mouth processes, and the study of consumer decision making while online transaction and shopping. Online advertising uses the Internet and World Wide Web in order to deliver marketing messages and to get the customers. Examples include contextual ads on search engine result pages, banner ads, advertising networks and e-mail marketing, including e-mail spam. Major result of online advertising is information and content that is not limited by geography or time. The emerging areas of interactive advertising present fresh challenge for advertisers who have hitherto to adopt an interruptive strategy. The Research & Theories help provide greater insight into the processes underlying consumer behaviour in online environments. This research focuses on the features which are advantages of the Internet's ability to bring like-minded individuals from around the room at one place and to know the perception of customers towards these ads
		Roshini Nambiar	Factors affecting Brand Reliability	On the basis of a sample of 63 respondents who use cars or have used a car previously, this research examines the relationships between quality, after sales service and brand loyalty. In this paper the effects of product quality and after-sale service on consumers' intentions to repurchase vehicles from the same brand has been studied. Based on the study, it has been proven that quality and after sales service have a positive relationship with a brand of automobile. The research indicates that (1) When a product is high on quality, customers have a positive feeling towards the product and consumers become loyal to the brand (2) The quality of after sales service increases satisfaction among consumers and in turn leads to brand loyalty Implications for managers and future research are discussed.

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57	Sridhar Ramaswami	Aditya Aggarwal	To identify and rate the factors which influence the consumers' attitudes towards Online Shopping in India	The growing use of internet in India provides a developing prospect for online shopping. If e-marketers know the factors affecting Indian online shopping, and the relationships between these factors and the buyers, they can develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Understanding customer psychology is the buzz to taste success in any kind of a business but reading through the mind of the customer is not that easy task. And that is why most of the researches take place. Attitude can be defined as a complex mental state involving beliefs and feelings and values and dispositions to act in certain ways.
		Asim Salim	Influence of trust and relationship on brand loyalty in service sector: A customer perspective	One of the main concerns for a customer while choosing one service provider over another is the lack of physical differences. Since services are intangible and heterogeneous, most consumers will perceive high risk in services (Javalgi and Moberg, 1997) and tend to trust a known provider than a new entrant. For service providers, building a strategic relationship with customer is essential for their success. The focus while marketing a service needs to be on adding value to the consumer and thereby differentiating one's offerings effectively. Earlier studies indicate that one of the principal success drivers of high performance companies is cultivating brand loyalty. For the service provider, the customer must be "viewed and managed not as part of a large, homogeneous mass but rather as a unique individual representing a unique business asset (Goldberg, 1997). Service companies are trying to think in terms of possible ways of measuring the financial implications of customer loyalty (or the customer equity), as well as maximizing the lifetime value of the customer to the companies. The purpose of this study is to determine the role of trust and relationships as opposed to service attributes in influencing loyalty toward service institutions.
		Badri Ravi	Study Up-market and down-market extension of Sub-brands	There is a question of what happens when a line of product, a particular brand is extended vertically? It may either be up market, higher quality or functionality, or down market, lower quality or functionality. Thus we see that the question of vertical extensions is a part of the more general issue of how vertical extension of a line of product relates to a brand. These specific research questions are addressed in this paper are: Do "economy" or "low-quality" or "Low functionality" products diminish the brand value associated with the other products that are "Luxury" or "high-quality" or "high functionality" in the line? Judge these questions in wake of the most significant recent brand extensions in the auto industry—Toyota decision to launch Lexus brand (Automotive News 1988). Would brand value of Toyota be enhanced if the Lexus models had been offered as a part of Toyota product line (e.g., a "Toyota LS400")? In this paper, attempt has been made to measure perceived value of a product whose brand has been vertically extended to include economy product and luxury product and compared with perceived value of another product whose brand competes with the last mentioned brand.
		Bharat Sawhney	"Impact of a product's premium brand positioning on customer's inclination to buy"	The use of celebrities as brand ambassador for automobile companies continues to be a popular form of advertising. This empirical study analyses the impact of brand endorsers in advertisement with consumer's willingness to buy the product. The literature identifies three facets that define the endorser, namely the attractiveness, trustworthiness and expertise. A survey method comprising of hundred samples was collected and with the use of multiple regression, the hypothesis were tested. The results indicate that three facets of endorsers positively influence consumer's willingness to buy the product. The attractiveness dimension has more significance compared to expertise dimension in influencing the consumer's intention to buy the vehicle. The outcome of the study provides insight to brand managers in selecting the endorsers for their vehicle models
		Gautam Chhabra	Study the determinants and amount of credit people use on their credit cards on a monthly basis.	
		Ipinder Singh	Factors influencing Luxury Perceptions of products/brands	Credit cards with their philosophy of "buy now, pay later" have affected our day to day life. At their inception, credit cards simply facilitated commerce; today they are a vital component of business, banking, and personal money management. The aim of this study is to determine the factors and the amount of credit consumers spend on their credit cards monthly. The study will focus on the factors such as age, credit availability, present monthly income, incentives and perception of convenience and their impact on consumer propensity to spend and monthly credit taken. The study will determine the relative importance of such factors and also the most contributing factor that encourages consumers spending through credit cards. The study will be useful for credit card organisations or banks as it would quantitatively establish the importance of the perceived factors which drives the customers to spend with the credit cards. It will help the credit card organisations to identify the market segment for its cards. The organisations would be able to target its potential users efficiently and would be benefited from better conversion rates to target prospective users and hence improve its mar

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		Kumar Bipul	Does the product recall by the companies increases the credibility of the Company among the customers?	This is a very detailed but not an exhaustive study of the factors impacting the customers in case of a product recall. We have come up with the conclusion that the most important factor affecting the customer's decision to repurchase a brand or a product after a product recall is Trust. So the most crucial thing to be done by the managers in the case of a product recall is to maintain the trust that the customers are having in the product. This would ensure that the product does not lose its market share. Sometimes the product recall can be done in a way so to enhance the trust that the customers are having in the product. This would lead to higher sales of the brand or the product.
		Nilesh Jain	To identify and rate factors which influence consumer attitudes and behaviors towards online-trading portals.	Ever since share trading has gone online on internet, many vendors have entered the market to provide this service. Since most of the times vendors are required to make trade-offs between various features due to reasons like cost constraint and technology constraint. All offer varying features to attract consumers. Consumers have responded differently to all these vendors' services depending upon the offered set of features. The study will help both existing and new service providers in understanding the trade-offs they are required to make between cost of developing the portal, various features they will incorporate in the portal and the kind of services (pre and post transaction), keeping in mind desired result of maximum customers along with maximization of income by means of brokerage. The survey captures responses from 115-130 people actively involved in online-trading in India. Since consumer behavior is also attributed by their own characteristics like demographic factors, income, knowledge of financial market etc - sample will include reasonable male to female proportion, people with age group between 25-40 years and greater than 40 years, from tier 1, 2 and 3 cities.
		Ranjit Shankar	Study of Consumer's Relative Preference towards Free Goods Being Offered with Products	This paper reports the results of an experimental study where two characteristics of premium based sales promotions were manipulated in the context of the purchase of cornflakes: the product premium fit and the value of the premium. Thus, although the product premium fit had a significant impact on brand preference, the value of the premium had no bearing on brand preference. However, the brand effects such as brand equity, brand behaviors used as a control variable in this study had the most significant impact on brand preference. The strength of the brand which was used as a covariate in this study had no impact on brand preference. Wherever the product premium fit existed, the brand preference was higher with value of the premium not playing a role in the consumer's preference. It is concluded that more research is needed on this managerially relevant topic in light of the complex dynamics that appear to underlie the relationships between the characteristics of premium based promotions and brand preference.
		Siva Kiran Battepati	Capturing Students' Attitudes toward E-Learning	In search of better, more cost effective ways to deliver instruction and training, universities and corporations have expanded their use of e-learning. Although several studies suggest that online education and blended instruction (a "blend" of online and traditional approaches) can be as effective as traditional classroom models, few studies have focused on learner satisfaction with online instruction, particularly in the transition to online learning from traditional approaches. This study examines students' perceptions of integrating online components in a test preparation Course for GMAT, where students completed online learning modules prior to class discussion. The results indicate that participants in rated the online modules significantly better than normal course. These outcomes suggest that instructors should be selective in the way they integrate online units into traditional, classroom-delivered courses. In addition, the largest dissatisfaction factor reported among the participants was the time required to complete the online modules.
		Soumya S	Factors determining popularity of social network sites	The study aims at identifying the factors that determine the popularity of social networking sites. A survey was conducted among 100 people who are members in social networking sites using extent of use, privacy concerns, versatility and user demographics as the prime variables. After validating and measuring the dependent and the independent variables, it has been proven that Privacy concerns have a direct impact on the user's willingness to share information which is critical to the success of a SNS and Usage in the networking sites has increased due to the versatility of the networks i.e. the more number of applications, the greater number of users.
		Suryya Sarkar	Proliferation of Organized Retail Joints or Malls in semi-urban and rural areas at an aggressive pace	The huge success of the retail revolution in Urban India is luring Large Indian and retail MNCs to motivate the developers into coming up with mall infrastructure in Tier II and Tier III towns and cities in India. However, considering the psychographics that prevail in those areas, which is very different from that of urban India, the question remains whether this is the right time for entering into the 'smaller cities'. This study was an attempt to discover just that. Inputs from Ninety-three Respondents from nine different towns were analyzed. Parameters that were measured: attitude towards malls, acceptability, perceived usefulness, cultural threat and effect on kirana stores. Dependent and explanatory variables from among the above were subjected to regression to find out the strength of the hypotheses. The result showed that psychographics cannot be ruled out when it comes to erecting malls in 'smaller' cities.

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58	Sudhir Chomal	Haneet Bansal	Factors affecting the Performance of the Indian Service Industry	There has been a significant growth in the Indian Services Industry in the recent past especially in ITS industry. The performance or the average profitability of the ITS industry has varied year on year and across firms in the same year. The variations between them have been in terms of the size of the firms, in the business models they follow and across various other dimensions. This study intends to investigate the variation in the profitability of the ITS firms in relation to the variation in other parameters of interest. Since the 1990s, Service sector has become a dominant contributor in the growth of the Indian economy, such that the success in this regard has been called as 'India's services revolution'. The Indian IT market has been growing at an average of over 30% in the last few years and IT service exports at nearly 50%, and it is expected that IT and ITES will contribute about \$60 Billion to the Indian economy by 2010. In this light it is beneficial to study whether differences in the characteristics of ITS firms have any impact on the firm's performance and to find any norms along these lines
59	Suresh Ramanathan	Gaurav Saxena	Determine the factors affecting lower class and lower middle class consumer while they decide upon a routine household purchase.	Consumer behaviour has been an area of interest for marketing gurus for the simple reason that it plays a pivotal role in strategizing the marketing initiatives and in turn ensuring increase in revenues. In spite of a long chain of research, clear understanding of consumer behaviour and consumer buying decisions still eludes the research scholars. One such typical buying behaviour is impulse buying. Every customer at some or the other point of time makes an impulse purchase. As shown by some studies 40% consumers decide in store, 10% change their minds about brands in the store; 29% buy from categories they didn't intend to buy from; and almost 20% leave a product they'd planned to buy on the shelf. Many theories have been put forward to understand this dimension of the consumer psychology in a better way. Similarly, marketers also determine strategies and execute plans to capitalise on this very aspect on consumer behaviour. This study tries to gather some information with regard to the perception of the consumer with regard to benefits obtained from the product and cost of the product while an impulse purchase is made.
		Kumar Divya	To study the various factors that play a role in increasing customer loyalty.	This study aims to examine empirically consumers' attitude towards retail store loyalty. Recent years have shown a growing interest in customer loyalty. The globalization of competition, saturation of markets, and development of information technology have enhanced customer awareness and created a situation where long-term success is no longer achieved through optimized product price and quality. Instead, companies build their success on a long-term customer relationship. According to former studies, it can cost as much as 6 times more to win a new customer than it does to keep an existing one. The emergence of organized retail stores is a very recent phenomenon in India which has traditionally been served by small fragmented retail stores. Factors affecting customer loyalty in those stores were more obvious and predictable. However, it seems likely that new large stores, ownership of cars, rising disposable incomes have combined to produce a new pattern of one-stop shopping at organized retail stores, and more complicated behavior patterns relating to customer loyalty
		Ridhima Suri	Factors influencing tourism destination choice	
		Vishal Arora	Telemarketing effectiveness in India	Cold calling is the process of approaching prospective customers or clients, typically via telephone, who were not expecting such an interaction. Nowadays cold calling is quite prevalent in urban India. Most often or not I have seen people reacting negatively to such calls but on the other hand there are also some instances of buying through this medium. That prompted me to do a study to measure the importance of various factors in making a telemarketing call successful. Through this empirical research I will study the impact of various call variables or factors affecting a success rate of a cold call. I will study how these variables affect the dependent variable i.e. customer's response. This can be used by telemarketing companies in increasing the efficiency of their processes by appropriately modifying the variables to suit their needs
		Vivek George	Consumer preference of sales promotion schemes in FMCG sector.	
60	Surysekar	Vivek Narasimhan	Correlation between company performance and investments in Infrastructure and IT	Many past studies have validated the positive long-term payoff of investments in Information Technology and Marketing and Advertising activities. Most of these studies however, were done in the American or European context. Whether or not these findings are applicable to firms in India remains unanswered. This empirical study aims to build on past research and uncover the relationship between firm profitability and investments in Information Technology and Advertising in the Indian context by taking a sample of Financial and Financial Services institutions. A period of seven years between 2000 and 2007 was taken in order to account for the long term nature of the payoff in these investments. Analysis of the seven year growth in profits as a function of the investments made in Information Technology and Advertising show that there exists a positive correlation between the average incremental growth in profits and the investments made in previous years. Another interesting observation was that while 90% of the large and established Indian banks exhibited a trend of above average returns for equivalent investments in Information Technology and Advertising, Indian subsidiaries of large and established foreign banks exhibited a trend reversal – their payoff for equivalent investments was below average. This could also be an area of future investigation

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61	Sushil Modi	Sumeet Khanduja	Demand for Initial Public Offers (IPO) by various investors in India	The question which often comes to mind is when an initial public offer is released by the company in the Indian market, whether investors take the companies' fundamentals into account before participating in initial public offerings. The empirical study investigates the relationship of various factors like age, earning yield and book value per share of initial public offering (IPO's) firms with demand by investors i.e. institutional (large) and retail (small) investors. The results of the study provided the good insights for the companies for assessing what factors affect the demand of initial public offers. It will also help companies in devising the strategy before coming into the market with their initial public offer. The empirical evidence in this study supports the idea that the demand of initial public offer shares is not affected by the fundamentals of the firm like earning yield, book value per share and age of the firm to that extent. Unlike our thinking, the result provides this idea that demand of Initial public offer shares is random. However the correlation effect is very weak, so the model can be enhanced if limitations and scope is increased for this study. The implications can be studied at global level
62	T.N.Seshan	Narayanan T.	Relative Effectiveness of Industry and Agriculture in the Economic Empowerment of India	
63	Thillai Rajan	Richa Nawani	relationships between Venture Capital investment and its effect on companies during an Initial Public Offering (IPO) in Indian stock market	This study is undertaken to establish the key factors that drives the economic empowerment of India. Traditionally, India has been an agrarian economy. However, the post-liberalization era has seen India grow in various industrial sectors and the services sector to a great extent. Hence, it is of paramount importance to understand what this growth means to the common man, i.e., to try and understand whether the growth has trickled down to the lower strata of the society or is there a lopsided growth. Also, there are several schools of thought about the sectors that are to be given prominence during policy planning and budget allocation that will usher in equitable development of the country. Often these thoughts are contradictory. Hence, it is all the more important to understand the past trends and how the country has performed in various sectors, namely the Primary, Secondary and the Tertiary sectors. For this purpose it is important to understand the trend in the growth of these sectors so that we can postulate with an arbitrary degree of precision as to what are the sectors that have lagged behind and how have these trends affected the development of the country and the common man
		Vishnu Puri	Affect of availability of power (electricity) in economic development	
64	V Prasanna Bhat	Adarsh Nand Bahadur	Corporate hedging: Firm level attributes that affect this decision	How much is a business worth and how much value any purchaser would pay for acquiring a business are the key questions whose answer a corporate or business owner should know before making any buy-sell decision. The past decade has seen a large number of strategic acquisitions, the valuations and pricings have often varied sometimes apposite to market expectations and sometimes opposite to it. Acquiring a new business could be a big step forward or it can turn out to be a disaster. Also, selling a business is a one time phenomenon for owner or manager of that particular business. With such high stakes involved, decision making process for corporate valuations becomes one of paramount importance. Such valuations are complex and involve huge number of factors and different models and theories for valuation. This study is to compare few of these valuation models based on the analysis of some specific acquisitions and find how close to they come to actual deal valuations
		Reshma Agarwal	To find out the factors which predominate the choice of a consultant for wealth management by the client	
		Saravanan S	Important factors for Mutual Fund success	The customer decisions are greatly driven not just by their needs, but by several other factors that revolve around the customer perceptions that result in the end product purchase. This paper studies the empirical patterns in customer investment decisions that are specific to the mutual fund industry. Generally the customer base includes a wide range of investors starting from individual investors to institutional investors. In this study the investment decisions made by the investors who are informational technology professionals are studied. There are many factors that will influence the investment decision of these investors such as, the age of the investors, return on the investment, tenure of the fund, brand image, income of the investors, political stability and the long term goals of the investors. I would like to study the relationship between return on investment and tenure of the fund invested by these investors
		Ajay A	Reverse SCM and waste management: Factors influencing creation and improvement of green supply chains in manufacturing environments in India.	The green manufacturing techniques in place in two world-class, ISO 14001 certified paint manufacturing firms in India were studied to ascertain the cost benefits that these firms enjoy due to green manufacturing and recycling. Subsequently, 90 educated, urban, middle-class Indians (43 men and 47 women) in the age group of 22-35 were surveyed to understand the impact of green marketing on their decision to buy paint manufactured by a firm that stringently regulates its hazardous waste. Results indicate that there is a strong correlation between the environmental concern of the survey taker and perception that the survey taker forms of the firm that has implemented green manufacturing techniques. There is also a strong correlation between the decision to buy a green product and the survey taker's concern for the environment as well as perception formed on the firm. Further research is required to substantiate the cost benefits of green manufacturing.

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
65	Vaidy Jayaraman	Prakash Randheer	Implementation of RFID in Indian Retail Industry Supply Chain and Inventory Management	This paper seeks to examine the impact of multicultural effectiveness of team members on the performance of the multicultural project in Indian ITO/KPO companies. We hypothesized that higher is the mean of multicultural effectiveness, higher would be the performance of the multicultural teams. The results revealed that multicultural teams in which team members had higher multicultural effectiveness were better equipped to communicate and work together to achieve better team performance. The study sample consisted of self completed questionnaires from 78 respondents across India. Data was analyzed using multiple regression and correlation and confirmed the hypothesized relationship based on the collected data from the respondents
		Rohit Menon	Bullwhip Effect as a result of Demand Forecasting, Shortage Gaming and Human Behaviour in Supply Chain Networks	This paper seeks to examine the effect of Lead Time and Order Delay on the Bullwhip Effect in Supply Chain Networks. We hypothesized that both have a significant impact on the level of demand amplification along the chain. This is a simulation based study using the Beer Game simulation software, and played by students of a business management programme. The results revealed that only Lead Time has a significant impact on demand amplification and the impact of Order Delay is not significant
66	Ven Venkatesan	Pooja Mahadevan	Profile of an emerging consumer segment in Chennai - Young women professionals	
67	Venkat Krishnan	B Archana Babu	Impact of transformational leadership on follower's economic well-being and health	Effective management of the workforce is the key to any successful organization. Employee well-being is an important factor determining the performance of the firm. Transformational leaders influence the followers and bring about changes that sustain the competitiveness of the organization. This paper attempts to study the effects of the transformational leadership on the follower's well-being and savings behavior. The sample consists of 104 employees from IT and ITES companies based in India. Results show that transformational leadership is partially related to savings behavior and unrelated to well-being. Transformational leadership by itself does not completely influence the well-being of the follower. The paper concludes by discussing the other non-supervisor factors that could impact this relationship.
		Mahesh Balaji B	Impact of transformational leadership on follower's self-concept and empowerment in network marketing organizations	The relationships between transformational leadership, followers' self-concept, and follower empowerment were studied using a sample of 113 subordinates from a network marketing organization in southern India that employs only women. It was hypothesized that transformational leadership will positively affect follower self-concept and lead to follower empowerment. It was also hypothesized that the relationship between transformational leadership and followers' empowerment will be mediated by followers' social identity. Results indicate that transformational leadership positively affects both personal and social identity of the followers but the effect on social identity is not more than personal identity as was hypothesized. All four factors of followers' psychological empowerment were positively affected by transformational leadership and were positively related to followers' personal and social identity. The mediation of transformational leadership and empowerment by social identity also found support. Implications of the findings and scope for further research are discussed.
		Rachna Devraj	Effect of followers' gender, self-monitoring, self-concept clarity, self-esteem and self-efficacy on transformational leadership.	This study looked at the effect of followers' femininity, self-monitoring, and social identity on transformational leadership and the effect of transformational leadership on follower self-efficacy. The following hypotheses were tested: (1) Follower femininity mediates the relationship between follower self-monitoring and transformational leadership. (2) Follower femininity mediates the relationship between followers' social identity and transformational leadership. (3) Transformational leadership is positively related to follower self-efficacy. Data were collected from 116 employees of various organizations in India. The scale used to measure transformational leadership was a slightly modified version of 30-item Transformational Leadership Questionnaire (TLQ) of Krishnan (2007). Femininity was measured using the 20 items from Bem's (1974) Sex Role Inventory (BSRI). We used the 13-item revised self-monitoring scale of Lennox and Wolfe (1984). The effect of social identity on transformational leadership was reduced when femininity was included in the model. We did Sobel's test, which showed that this decrease in the effect of social identity was statistically significant, thus supporting Hypothesis 2.
		Ram H H	Impact of leader's self monitoring on transformational leadership and follower's Karma-Yoga	Using a sample of 65 manager-subordinate dyads from various organizations across industry sectors, relationships between leaders' self-monitoring, transformational leadership and subordinates' Karma-Yoga (followers' sense of duty) was studied. It was hypothesized that leader's self monitoring is positively related to transformational leadership, transformational leadership is positively related to Karma-Yoga, self-monitoring is positively related to Karma-Yoga and that self monitoring enhances the relationship between transformational leadership and Karma-Yoga. Results show that self-monitoring is positively related to transformational leadership; transformational leadership is positively related to subordinates' Karma-Yoga in case of male followers; self-monitoring is not related to Karma-Yoga and self-monitoring moderating the relationship between transformational leadership and Karma-Yoga is not supported. Also, manager-rated Karma-Yoga scores for subordinates do not show any relationship with either self-monitoring or with transformational leadership. Implications of results in view of the downturn in India are discussed.

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
		Sailesh Kumar Chaudhary	Effects of pre-reading and teacher's transformational leadership on student learning	The study explored the effect of student preparedness and the effect of teacher's transformational leadership on student learning. The effect of transformational leadership in teaching has been researched but the combination of student preparedness and transformational leadership has not been studied extensively. There may be a situation where in the prior understanding of the participant may conflict with the teaching leading to dilemma for the participant. Are these doubts permanent and can these lead to lower understanding or is preparedness always helpful to enhance learning? The results revealed that combination of teacher's transformational leadership and the involvement of the student by preparing for the course helps to enhance the learning. The findings, also supported Palloff and prat (1999, 2001) and Marks and Printy (2003) contention that teacher's transformational leadership will help generate more interest in the course and further enhance the learning. The study, however, was not able to completely ascertain the singular effect of student preparedness on learning.
		Smita Arora	Impact of parents' transformational leadership and fashion-consciousness on their female child	Indians are becoming more and more fashion conscious. The influx of so many fashion brands in India is accelerating this adoption cycle. Mature consumers are also being influenced by this trend to a large extent. More recently, Lumpkin & Greenberg (1982) found that about one in three mature male and female clothing shoppers could be categorized as "active apparel shoppers" who are socially active and interested in clothing fashions. In the past many studies have been conducted to check fashion awareness and adoption in mature consumer and also studies have been conducted to find the role of fashion among teenager. However, no studies have been undertaken to find the relationship that may exist between the two. This study attempts to find the relations between the two under the relationship of parent & child-Parents' fashion consciousness (mature consumer) and their impact on female child's fashion adoption. The objective to bring in a new dimension to the cause of increasing demand among children and the growing trend of fashion in this group, for which we always blame only media. We'll also examine transformational leadership as a mediating variable and find out how transformational leadership of parents augments this relationship
		Vijay Janakiraman	Impact of faculty's transformational leadership and spirituality on student's learning and management skills - A study across business schools	The relationship between faculty transformational leadership and student managerial skill and faculty spirituality and student managerial skill were studied using a sample of 120 second year MBA students in a business school of good repute in the city. It was hypothesized that the faculty's transformational leadership and spirituality would enhance the student's managerial skill. A 30-item scale developed for measuring the five factors of transformational leadership, a 7-item scale for measuring Spirituality and a 6 item scale for measuring managerial skill were used in this study. It was observed that Transformational Leadership of the faculty had a significant effect on the student's managerial skill, but the same could not be said about the faculty's spirituality. Possible reasons for the results are discussed.
68	Vincent Conrad	Krishnan Subramanian	Empirical Study of the effectiveness of call and put price of S&P CNX Nifty Index and Stock Options as a forecaster of future volatility	World over, rapid changes in volatility are witnessed in securities markets from time to time. It has always been felt that an openly available and quoted measure of market volatility in the form of an index will help market participants. The NSE introduced such an index (called India Volatility Index – India VIX) in 2008 which is based on Nifty 50 Index and stock option prices and which indicates the expected volatility for the next 30 days. This paper explains the rationale behind the volatility index, its computational methodologies, usage, advantages and the way ahead.
		Avneesh Gupta	Do a company's CSR activities enhance the chances of a prospective employee joining the company?	In recent years, there has been a huge surge in the spending by the corporate bodies towards the community development initiatives in India. It is widely debatable if they carry out such activities solely with the purpose of enhancing their brand value and thus boosting their bottom line while doing little on the ground, or if they really understand that they can play a much larger role towards the development of the society. Whatever be the outcome of the debate, it is While in India, not much research has been carried out in the field of corporate social performance (CSP) and the possible impacts of it, scholars and practitioner in the west have always been interested in studying the possible impacts of CSP of a company on various areas important to an organization. Across different countries, researchers have investigated at length the relation between CSP and the corporate financial performance, between CSP and consumer buying decisions, etc. Research has also been carried out to examine if the social performance or the work values of a company provides competitive advantage by attracting larger quantity and better quality human resources. It is imperative for any organization to continuously attract skilled manpower in order to sustain its growth and position, and in the wake of current shortage of skilled human resources in the market.
		Deepthi Pullela	How do the demographic and personality traits of a CEO affect the performance of a firm?	The Chief Executive Officer (CEO) is regarded as the most powerful member in the organization. Attributions regarding the potential effect of a strong CEO and a firm's financial performance are common both in the academic literature and press. The assumption is that a strong CEO will impact firm performance. The anticipated influence of this has not been established in a uniform direction. What do CEO's do? Do they meaningfully affect firm performance? What type of individual, firm or industry characteristics affect the impact of CEO's on firm outcomes? The debate gets even more valuable and intense in a time of very high CEO compensations. The different characteristics like educational level, age, functional background, and international experience of CEO's of firms are examined using secondary data from the internet and magazines. The primary objective of this paper is to investigate the correlation between age, qualification and other demographic and personality characteristics of a CEO and the profitability and revenue growth of the company. In particular, I would like to prove that the younger CEO's can bring in revolutionary changes to a company in combination with good qualification and experience.

S. No	Guide Name	Student Name	Topic for dissertation	Abstract
69	Zubin Mulla	Harisudhan . V	Effect of Apology and modesty on Transformational leadership in corporate world.	This study disproved the widespread belief that leaders who apologize are seen weak. In fact, the victims of mistakes committed by leaders perceive the leader to be more transformational when the leader apologizes. This study validated the findings from a corporate set up and emphasizes its applicability for managers in organizations. Scenario based study was done engaging professionals from organizations. The study also dealt with the kind of apology to be tendered for maximizing transformational leadership and found that sincerity in apology positively affects the perception of transformational leadership. Theoretical and practical applications are discussed.
		Indu Rajendran	impact of attribution when there is an outcome bias in making ethical judgments	This paper investigates the effect of two components of moral intensity - the intensity of issue related moral attitude, the magnitude of consequences and the concentration of effect, on the judgment of ethical situations that involve bribery. For this purpose, data was collected from college graduates through two sets of questionnaires detailing ethical issues involving bribery. The questionnaires differ only in aspects of moral intensity so as to evaluate its impact on judgment making.
		Kanoo Sahajwala	Convenience of Online Services v/s Psychological Advantage of Face to Face Interaction	There are about 60 million Internet users in India which sounds a good number as a potential customer base for the online services market. But considering that this value is only about 5% of India's population, a large chunk of the cake is yet to be eaten. Taking the example of Indian Railways, on an average, only 43,020 people book their tickets online as against a few million people traveling each day. This shows that there is still a huge section of the population which doesn't use the internet or internet based services. This study aims at identifying the role of demographic factors (age, gender, income, education and occupation), and psychological factors (Personality, Cognitive Style, computer anxiety) on the usage of online services. I have classified online services into Banking and Non-Banking Services, and considered the willingness to use and the actual usage of online services as separate variables for both categories. The study is being done to find out whether Indian market prefers the convenience of online services or the psychological advantages of face to face interaction.
		Kavitha Badhri	Why do women professionals leave their jobs?	The research aims to study the factors that have caused women professionals and employees in various organizations (across industries) to quit their jobs. There is substantial evidence to show that, the men to women ratio, in top managerial positions is very poor. The available literature seems to concur that women everywhere still comprise a disproportionately small percentage of those participating in public decision-making roles, especially at top management levels. Even in the traditionally female-dominated professions women are in secondary positions relative to men. The study becomes relevant, as an increased attrition rate of women even before they take up middle-managerial role in organizations, translates into insignificant representation of women in decision-making managerial positions in the future. The study would help us identify alternative strategies for retaining more women and building a balanced organization. It would also enable us to measure the gender biases and stereotypes that men and women hold about women in managerial roles
		Renjini Mathew	Impact of emotional intelligence on managerial effectiveness	This paper investigates the impact of Emotional Intelligence, General Mental Ability and one of the personality factors, Conscientiousness, on managerial success. Additionally it examines whether Emotional Intelligence is useful over and above Conscientiousness and General Mental Ability in predicting managerial success. The study was conducted on a sample of 100 MBA students with prior managerial experience, and used two measures for managerial success, one self reported and the other objective. The results showed that EI, GMA and Conscientiousness were positively related to managerial success and that EI had significant incremental predictive power over and above the other two factors
		Sagar Neel Choudhury	understand the relationship between the needs of a human being and his desire to take loans to achieve them	The study investigates what sort of people spend beyond their means. Mowen's model of personality is applied to survey data from 111 Indian software Engineers using self completed questionnaires. The elemental trait materialism is found to be positively associated with spending behavior. The elemental trait conscientiousness does not seem to have any effect on the spending behavior. And finally it is observed that, the elemental trait openness to experience is negatively associated with spending behavior. The human mind is involved in almost every decision that a person undertakes through the course of his life. Many of these decisions cannot be proved rationally. Buying is one of those activities where the human mind is brought in, to make decisions. Some individuals favor immediate hedonic benefits (Pirog & Roberts, 2007) and show a predisposition towards impulse buying even while they do not have the resources to fund such purchases whereas there are another set of individuals who look at the budget, the price of the item and its need before making a purchase decision. This study intends to identify the kind of people who spend beyond their means
		Satya Sahu	Empirically test the transformational leadership and team performance model proposed by Shelley D Dionea, Francis J Yammarino, Leanne E Atwater and William D Spangler	



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		Sumit Kumar Jain	Is Internet a nuisance or necessity for IT professionals?	This paper seeks to examine the effect of Internet Access Privileges on Job Satisfaction in IT companies. We hypothesized that Internet Access privileges will impact Job Satisfaction and this relation will be mediated by Employee Felt Trustworthiness, the employee's perception of their supervisor or management's trust in them. We also hypothesized that Employee Felt Trustworthiness will be significant predictor of Job Satisfaction. The study sample consisted of self completed questionnaires from 106 respondents across India. Data was analyzed using multiple regression and correlation. The results revealed that Internet Access Privileges does impact Job Satisfaction in IT companies and the relation is mediated by Employee Felt Trustworthiness. Furthermore, we also found that Employee Felt Trustworthiness is a significant predictor of Job Satisfaction
		Vinod Rajan J	A Study on the driving factors influencing fresh undergraduates on deciding their future career prospects	This paper investigates the influence of parental income, parental educational qualification and the academic performance of the student on the career aspirations of the student. The career aspiration of the student is considered as their interest towards pursuing higher studies. The study was conducted on 103 Indian college final year students and students who recently passed out of the college. The results were analyzed using Pearson's correlation coefficient and were found that all the three independent variables are positively correlated with the career aspirations of the students. The independent variable parental educational qualification was found to be more positively correlated with the student's interest in pursuing higher studies

