

S.No	Guide name	Affiliation of the Guide	Study No.	Student Name	Roll# (FT12 )	Topic of study	Abstracts
<b>BEST STUDY</b>							
119	Venkat R Krishnan	Great Lakes Institute of Management	1	Gunjan Raja	429	Relationship between Leader-Member Exchange Quality and Organizational Commitment: Role of Organizational Justice	This study attempts to synthesize past findings by studying all four justice dimensions -- distributive, procedural, interpersonal, and informational, using a sample of 205 responses from 3 organizations in India. Support was found for the hypothesized role of LMX both as a mediator of the relationship between informational justice and affective commitment, and as a moderator between interpersonal justice and affective commitment. Distributive justice was related to continuance commitment, as hypothesized. Distributive and procedural justice aspects may be less open to modification, and greater managerial discretion may exist in the interpersonal and informational aspects. Organizations can benefit by training their managers to ensure fairness in these two important dimensions for creating and maintaining affective commitment.
<b>SECOND BEST STUDY</b>							
9	Bharadhwaj. S	Great Lakes Institute of Management	1	Debasmita Dey	319	Impact of Culture on Consumer Search Behaviour	This empirical research aims to find out the impact of culture on consumer search behaviour. In this study 145 students and professionals residing in India and US of varying nationalities between 18-34 years of age were surveyed through questionnaire. Data Analysis is done using both Multiple Linear Regression and Amos. It is found that external search behaviour is positively correlated with Independence, Risk Aversion, Ambiguity Tolerance and Consumer Innovativeness while it is negatively correlated with Social Inequality. Interdependence, Power, Masculinity, Gender Equality, Tradition, Prudence and Consumer Ethnocentrism are not significantly related to search. This study will help organizations to formulate highly efficient marketing strategies for new product development and for entry into new markets
				Gajendran A M	427		
				Hariharan G	430		
<b>THIRD BEST STUDY</b>							
70	Sridhar Nerur	University of Texas at Arlington	1	Preshit Mendhekar	148	Impact of Agile Methodologies on Project Management	This study examined the impact of Agile Methodology on job complexity and the impact of job complexity on individual motivation and creativity. To measure the impact we performed a study of teams following agile methodologies and conducted a survey to measure the above stated variables. Results showed that self-organizing teams have a positive impact on job complexity which in turn improves the employee motivation. Process agility did not have a significant impact on job complexity. Results imply organizations should focus on promoting self-organizing teams to improve job satisfaction and hence employee motivation.
				Sriram Varahan	164		
				Poonam Chavan	178		
<b>REMAINING 124 STUDIES</b>							
1	Arjun Chakerverti	Indusage	1	Akhila Prabhakar	108	Influential Power of Social media on Consumer Behaviour	The interactive communication platform offered by Social Media has made it popular among the masses and its rapid penetration is seen as an emerging tool for marketers. This paper aims to identify the chief areas of marketing where social media has had an impact on the consumers and thus marketers can tap the potential of this medium by focussing their efforts on these areas. This study considered the various forms of social media technology and identified usage characteristics. Through literature review and qualitative analysis the factors were identified and hypothesised. Survey sample was chosen in the age group 18-40 years since this segment is most active on social media
				Kushagra Prasad	227		

2	2	Saloni Goel	455	Cashing on the emotional outcomes: Creating Value for Women Business Travelers	Research shows that for female business travelers there is a significant difference in the perceived importance of some specific attributes, when it comes to choice of hotels. This is the basis for the study undertaken, to understand how hotels can encash opportunities when it comes to serving their female guests. A qualitative survey was conducted among 10 females who traveled to different parts of the world to zero-down on the important variables. Next, a sample of 130 females was taken under consideration. The methodology used was a mix of correlation & regression. The value of significance <0.05 is considered significant.
3	3	Nilotpal Sinha	234	Optimizing the factors determining the success of an online fashion stores	We present a study of factors that determine the success of an online fashion store. Most of existing work done on this subject concentrates on the transactional information and perceived risk of the buyers. In this paper we study the visual /aesthetic component of websites that influence the purchase intent of the buyer. Data for this study was collected using an online questionnaire based send to respondents who purchasded clothes online and showed an inclination towards fashion. The study reveals that purchase intent of customers depends on range of aesthetic factors range from ethnicity of models, exhibiting the product, website background to choice of apparels and customers prefer certain clothes over others in online stores.
		Ravi Tejasvi	349		
4	4	Sachal Gahlyan	250	Drivers of Consumer Acceptance of Online Marketing	Internet has introduced the world to a new market- the online marketplace. Organizations from almost all sorts of domains have already set or are in the process of setting up online stores. Today we can find online stores for almost all services and products, from booking of a movie ticket to buying of airplanes. Adopting the online path is, in most cases, not only more profitable for organizations, but also, much more convenient for the consumer. With this rapidly expanding world of online selling, comes the challenge of marketing to the online consumer and to convert a customer from a brick and mortar store customer to an online customer
5	5	Siddharth Goyal	360	A study of the impact of technology on education effectiveness	The growth of technology with the rise of mobility and personal devices has opened a world of new possibilities for teachers and students. This study is intended to define and measure the impact of these technologies on the effectiveness of education being imparted through various mediums. Different mediums like classroom teaching and e-Learning were compared to mobile technology (laptops, tablets and phones) on the basis of parameters like content, delivery platform, sensory and cognitive abilities etc. The results show that the use of these technologies does in fact have a lot of potential, comparable to the learning achieved in a traditional classroom learning environment. Thus the use of these technologies should be promoted more widely.
6	6	Adveta Dwivedi	304	Effect of packaging elements on marketing of FMCG products in rural markets	Packaging of FMCG goods is the silent salesman for the product. Rural India is a high potential market for FMCG companies. The study deals with the effect of packaging elements on marketing of FMCG goods in rural India. The data consists of 101 rural consumers in the age group of 32 – 45 years with 72% male citizens. Literature review, Focus group and Surveys are used to generate hypothesis and collecting data. One tail T test is used to test the significance of factors in packaging with 95% confidence interval. Small size, robust packaging, convenience, price info are preferred packaging elements. This study will help the FMCG companies to know the significance factors in designing the packaging of FMCG goods.
		Jayawardhan	328		

7			7	Namrata Singh	139	The impact of marketing mix variables of brands to topline sales	The objective of this empirical is to understand the impact of factors of a marketing mix on the topline sales of a brand. The empirical will attach variables and a hypothesis to test the impact of the factors on chosen brands. The research aims at choosing two brands from the FMCG market and test the hypothesis on varied samples and gaining insights into the marketing campaign adopted by the chosen companies. It will involve both qualitative and quantitative means of market research to achieve the results, methods such as focus groups, in depth interviews and questionnaires. It will also involve the analysis of the information to reduce uncertainties, improve effectiveness, and make decisions with regard to effective marketing strategies.
				Hariher Balasubramanian	217		
8			8	Dheeraj Jha	281	Corporate Social Responsibility and it's affects on Brand Perception	Corporate Social Responsibility is the norm of the day for corporate. With increasing awareness towards being responsible for the Planet and society, corporate are taking steps in this direction. However, the study is to analyze the customer's reaction towards a company's Corporate Social Responsibility. The study analyzes the preference, loyalty and propagation of customer based on information and if it adds to the firm's bottom-line. The study delineates the history and type of CSR initiatives and goes on to test the customer response through a questionnaire. We analyze parameters like Awareness, Loyalty, Behavior, Word of Mouth and Intention. The analysis is done on 100 responses.
				Harshvardhan S. Minhas	282		
10	Bharadhwaj. S	Great Lakes Institute of Management	2	Alfiya Kagalwala	408	Comparative Advertising	This study basically examines the cross-cultural differences of consumers that appear during the product selection after viewing the ad posters of our product (Detergents). The results show that there were subtle and drastic effects of country and ad type between people, which was mainly measured through individual characteristics that differentiates citizens of myriad countries. Outside India, where direct comparative ads are widely used, indirect comparative ads were found to be the most effective. The objective of this study is to investigate cross-cultural differences in effectiveness of comparative advertising between people belonging to different cultures. The study examined the characteristics, differences and similarities in advertising effectiveness on variety of people, which belonged to different ethnicity, citizenship and Culture.
				Sonam Duhan	465		
				Anamika Roy	477		
11			3	Siddharth Radhakrishnan	259	Impact of in-store stimuli on impulse buying in Indian supermarkets	Despite extensive studies on impulse buying behavior by psychologists, and marketing researchers, a consensus on a universal definition of impulse buying is yet to be reached. Moreover, absence of tangible and clear demarcation between unplanned purchase and impulse buying still makes this field an interesting area for further study. But, if we accept definition of impulse buying by Rook (1987), the categorization of impulse buying by Stern (1962), and the factors that influence impulse purchase by Stern (1962), we find that there is a paradigm shift towards <i>planned impulse buying</i> behavior in Indian consumers today.
				Harshavardhan Chinchore	279		
				Ajay Pokale	305		
12			4	Siddharth Yadav	163		This study aims at studying the various parameters on which consumer and producer behavior

			Tushar Arora	168	Impact of green products on consumer and producer behavior	depends with respect of usage of green product by them. The study has analyzed over 120 responses from individuals of diverse background in terms of age, sex, education etc. This study is based on the primary data; qualitative as well as quantitative data was collected by focus group discussion and survey responses respectively. Some of the findings were that advertisements, peer pressure lacked in creating the awareness where as brand image, level of education and income levels of the individual had strong influence on buying behavior. This study would contribute for the producers to understand how consumers are influenced in terms of green product.		
			Vikram Choudhary	172				
13	5		Usha Kailash Joshi	170	Factors affecting marketing strategies for innovative products in B2C segment	The aim of our Empirical Research Project is to analyse various variables & factors that are critical to successfully launch innovative products in the B2C segment of the market. Also, the project scope would explore into understanding the designing of marketing strategies for such products from multiple industries under B2C segment. Through the literature review and the hypothesis testing, we will try to establish the following. Understanding how and at what rate new innovative products/technologies are accepted in various cultures and countries. Understanding the implications of diffusion of innovations model and Rogers 5 Factors in designing the marketing strategies for innovative products. Understanding Bass model of diffusion & its use in predicting the growth rate of innovative products/technologies.		
			Devika Garg	424				
			Suresh Ponnuru	470				
14	6		Aastha Chalana	301	Evaluating the influence of children on their parents purchase decision for Consumer Goods	The study aims to find out factors that are significant in casting influence of children on parents purchase behaviour. The methodology included qualitative research study which included focus groups and in-depth interviews. Internet surveys and personal surveys are carried out for sample of 120 parents across India whose children are in age group 5-15. Quantitative technique used is Discriminant Analysis on factored data. To test proposed hypotheses, p-value of < 0.05 to determine significance is considered. Results reveal that children cast more influence on child related products and products that use marketing targeted to kids. Factors like income, number of kids in family, financial risk attached to product are also significant. The study can be used by marketers to exploit these factors.		
			Sonali Samyal	362				
			Tripta Kishore	369				
		Great Lakes Institute of Management	Badri T N	1	Abhay Jha	103	Critical attributes of vendor selection and analyzing the risk factors involved in vendor selection Indian manufacturing Industry	Vendor selection decision is a complex process involving various criteria such as procurement cost, product quality, delivery performance, etc. The objective of the supplier selection process is to reduce risk and maximize the total value for the buyer. This report highlights the use of AHP modelling technique to rate vendors on several categories. The results of this study can be used by potential manufacturing firm businesses to target the elements that would determine the rightful selection of vendors. Moreover, the study will also bring out the proportional influence of each of the affecting factors, which will be helpful in laying a framework for optimal vendor selection model.
					Ankur Singh	111		
					Sebastian Deric	161		

15	2	M Pramod Ravi Shankar	189	A Model to find Optimum bench size using Genetic Algorithm	Attrition in IT Industry is a major concern for HR. Each time a resource leaves organization Organizations has to plan a lot to replace him.IT Companies maintain Bench in order to run projects smoothly. But IT companies are always in dilemma as to how much bench is appropriate. If they have less people in bench it will be difficult run projects smoothly .Also increased work pressure can cause further attrition ,on the other hand if IT companies maintain high bench they have to give salary to bench resources without doing any work.We are proposing Genetic Algorithm based model to determine optimum bench size under given condition.
16	3	Indraneel Kulkarni	432	Impact of Mergers and Acquisitions on Supply Chain Performance	The terms ‘mergers’, ‘acquisitions’ and ‘mergers and acquisitions’ and its abbreviation ‘M&A’ are seen frequently in management literature. Mergers usually involve companies of equal size, while in acquisitions the acquiring company tends to be larger. However, the terms in practice are used interchangeably and it has been argued that the difference is only a legal distinction i.e. that which may appear as an acquisition could legally be classified as a merger, and vice versa. Hence it has been argued that mergers and acquisitions can be studied as one phenomenon abbreviated to M&A.
		Sandeep Singh	456		
17	4	Satyaki Das	252	Study of inventory turnover performance in the Indian retail sector	Inventory turnover varies widely across retailers and with time. This variation undercuts the usefulness of this metric in performance analysis. This empirical study examines the relationship between inventory turnover ratio with gross margin, capital intensity and sales surprise. Multiple linear regression is used to analyze data from 30 firms, classified into 7 retail sectors and analysis is conducted both at an aggregate industry level as well as at a sector level. This model cannot be implemented as it is and needs to be modified by accounting for time-specific and firm-specific factors that affect inventory turnover behavior. Identifying the determinants of inventory turnover will enable better inventory decisions as well in performance analysis and bench marking.
		Vijith VP	373		
		Anshul Arora	414		
18	5	Rakesh Tripathi	150	Drivers of Acceptance and Success for Iron Fortified Edible Salt in India	The purpose of this study is to find out the Drivers of the success of the Iron fortified salt in India. Use of Iron fortified salt is the proven method to tackle the iron deficiency in the economically weaker section of the society. Study includes the analysis of secondary data, finding out the hypothesis, and conducting the survey among the people in urban, semi urban and rural parts of India. Logistic regression with the help of SPSS is used to carry out the statistical analysis. The study concludes the most important parameters for the success of iron fortified salt are Awareness of the product, Area of residence o consumer, and the price of the product.
		Saurabh Joshi	160		
		Mandeep Singh	437		
19	6	Sanchit Kishan	251	Optimization of Business Processes in Fuel Stations	This empirical study intends to find out how fuel stations can increase their profitability by optimizing their business processes parameters like EOQ. While there are various ways as to how we can improve operational efficiency in fuel stations, ours will deal with how we can reduce carrying costs and transportation costs, among others, by having better reorder points. We have decided to focus on having better reorder points only in Motor Spirit i.e. petrol for the purpose of our study. There is so much scope for increasing profitability by increasing the operating margin and this empirical study of ours deals with precisely that.

			Sathyannarayanan	253		
			Anand Narayanamoorthy	307		
20			7 Gaurav Sharma	214	Impact of inflation on the capital structure of the firms	This research is based on studying of impact of changes in inflation rate on the capital structure and the profitability of the firms in different sectors. The seminal theorems by Modigliani and Miller have established that every firm tries to minimize its cost of capital and to maximize its profitability. Extending these currently established theories, I have hypothesized that the change in macro-economic variables should also be reflected in the changes in financial leverage ratio as well as operating profitability of the firms, since firms have to deal within these changes in macro-economic environment. The result of this study would be useful to predict the strategy of firms for maintaining its financial leverage and profitability during different inflationary periods.
21	Bala V. Balachandran	Great Lakes Institute of Management	1 Aishwarya Pratap Singh	202	Inter-relationship between product portfolio and channel portfolio	The study is about finding a relationship between the product portfolio that a company carries and the distribution mix it uses for the same. In other words, it tries to identify the interdependence of one over another. Both primary and secondary research was conducted by interviewing around 40 people from the industry consisting of managers and other senior people in the hierarchy. The findings indicate that the type of channel is dependent on product mix of specialty, convenience, luxury or sundry products. At the same time, none of the factors appeared to be highly significant and hence cannot be conclusive in determining the type of channel
			Prakash Khemka	237		
			Pranav Gopal Jha	238		
22			2 Bhavana Bhandari	316	Entry Strategy of Walt Disney's Theme park in India	By analyzing factors which influence the entry and expansion of Disneyland in new markets, we intend to identify the operational and financial implications and thereby transform them into a model for entry strategy. Entering a new market requires a comprehensive study and analysis of various factors that may impact the success of a business in market. It is a challenge to assess indicators such as market condition, operation ability and financial stability/constraints. With our study on entry strategy and expansion in new markets we intend to identify the key influencing factors and transform them into a strategy model. A model which will give suggestions in terms of cultural adaption required to be a part of India.
			Hemangi Sharma	326		
23			3 Manish Badri	332	Role of for-profit vs. non-profit micro finance institutions in financial inclusion	The capitalistic and altruistic ideology has never gone hand in hand. Whereas one talks about making money, the other indirectly talks about giving money. This very ideological difference has gripped the Indian microfinance industry and has given rise to the on-going debate between for-profit and non-profit microfinance institution in India. This split between the increasing presences of for profit MFIs and the traditional not for profit world of micro lending has created a real divide in the world of Microfinance. One set of people strongly debate in favour of for-profit micro finance institution arguing about the importance of the commercial viability of MFI and the ability of for-profit MFIs to reach quickly to each and every poor looking for credit.
			Harikeshav	447		

24			4	Urvashi Babaria	169	Study on Business Strategies of External Firms in Africa	The empirical study aims at studying strategies of multinational and Indian firms in Africa. The study identifies three variables namely market entry mode, brand recognition and customization and their impact on long term sustainability of firms in emerging markets. Two companies each in FMCG and pharmaceutical sectors have been identified and studied through case study methodology to analyze the impact of these variables on their success in Africa. The results highlight considerable differences in market entry mode and the role domestic brand image plays in emerging markets. Also customization suiting the local environment and adaptability play a critical part in long term sustainability of firm's success
				Priyakshi Gupta	242		
				Gaurav Kathuria	324		
25			5	S.Kesavan	224	Mergers and Acquisitions - The Value Captured and Premium Paid	Managers who advocate the inorganic growth strategy will argue that the merger/acquisition will reduce costs or increase revenues by an amount commensurate to the price paid. In theory, 1+1 = 3 sounds lucrative and any organization would take it on any day, but in practice, things can go skewed. Empirical evidence suggests that much of the M&A's (approx. 70%) fail. In this paper we try to understand if there is any relation between the motive of the merger or acquisition with the success factors. The paper looks at the former through four hypothesis and we have collected secondary data from the contemporary M&A's.
				Manish Chadha	229		
				Yogesh Subhash Dike	277		
26	Easwar Krishna Iyer	Great Lakes Institute of Management	1	Revathi Balasubramaniam	151	Indian Healthcare Industry Outsourcing - An emerging sub market for IT &KPO?	The healthcare industry in India is growing at a rapid pace, and is estimated to be worth \$275.6 Bn by 2020. A significant indicator of growth is the number of new private hospitals opening in India and existing hospitals turning into speciality and multispecialty hospitals in India, indicating huge IT spending in the healthcare sector. The aim of this study is to identify the key factors that make the Indian hospitals an emerging market for IT Industry and to analyze how IT majors can leverage on their expertise in the US and UK markets. The study analyses the current IT spending by hospitals, to understand how the IT firms need to target hospitals in terms of segmentation and solution offering.
				Vijayshree Menon	270		
27			2	Koustav Bhattacharya	133	Critical Success factors in Cloud Computing – A roadmap for Indian vendors	The race to be on top of the Cloud has never been hotter. With forecasts of the global Cloud market growing from \$41 billion in 2011 to a projected \$240 billion in 2020, Cloud Computing is touted as the next big thing in IT. A unique, scalable, collaborative and convenient model of computing, Cloud Computing helps procure application, platform or infrastructure without undergoing complicated installation processes or management of resources. With the success of firms like Amazon, Salesforce.com and Google – none of them being IT MNCs per se - more and more vendors, existing as well as new, are foraying into the new world of Cloud Computing
				Suvasree Basu	166		
				Ruma Patra	249		

28			3	Ibrahim N	219	Value of Value Added Services: <b><i>Is Indian Telecom Industry realizing it or not</i></b>	The purpose of this study is to understand the reasons for mobile VAS not being utilized in India as compared to other countries. The participants for this study were mobile phone users from all over India aged from 14-60. The study tests various hypotheses for the low usage of VAS in India being attributed to reasons like low awareness of VAS, their pricing schemes and benefits, irrelevance of these services, internet being a substitute and also their mobile handsets not being able to support such services. This study concluded that the low usage of VAS is primarily due to subscribers not finding the offered VAS relevant to them and also using internet through a computer instead of mobile VAS.
				Noopur Goel	342		
29			4	T A Joseph	368	India & e-Commerce : Customer Segmentation across different Categories of Portals	E-commerce in India is a booming industry. With an internet user base of over 100 million users, the e-commerce industry is at an inflexion point. The focus point of the study was to evaluate how the current consumer views the different categories of portals (e-tailing, airline and matrimony). This along with the socio-economic data will help identify how the e-commerce should be actually segmenting and extrapolating this would also help in packaging their targeting strategy. The study also looks at price perceptions towards a organization that has been there for around five year. The study shows that in e-tailing and travelling, cost differentiation is the strategy to adopt and this is applicable to the A3 SEC group of consumers
				Siddharth Sharma	464		
30			5	Ganesh Kumar Anandakrishnan	124	Indian IT startups - Identifying roadblocks and mapping solutions	Though many IT startups are set up each year, a few succeed while many fail. This empirical study was to identify the various roadblocks hindering the IT startups and analyzing & mapping the solutions to few of the major hindrances that face these startups. The study aimed to collect data from IT Entrepreneurs and people employed in the IT field. The methods that were used are qualitative research and quantitative research. Exploratory research and in depth interviews were performed as part of the qualitative research. SPSS analytical tools were used in qualitative research. The results clearly narrowed down on key roadblocks such as premature scaling, threat of imitation and eliminated biases to other easily thought of factors.
				Maya Vijayakumar	439		
31	Gopala Krishnan K	Cognizant Tech Solution	1	Prachee Dash	236	Critical Success factors for smooth Application Transition	When an IT service provider like IBM, Infosys and other application service vendor bag accounts, Transition from the client or the vendor to the service provider takes place through a series of planned steps. These steps are all part of the Transition Management plan. However in spite of a Transition management plan , a good transition manager and other resources , at times transition of the account from the client or the vendor does not go as planned . The transition costs becomes more than budgeted transition cost , or the transition deadline crosses the planned cut over dates or the client or the vendor is unhappy with the quality of the transition
				Prashant Pandharinath	278		
				Prasanna Krishna	280		



32	Jayraj Rau	Consultant, Chennai	1	Devashish Pandey	320	Social Networks: Do they impact consumer behaviour and the bottom line significantly	Social Networks are widely regarded as the panacea for 1-to-1 marketing but are they really effective? How do consumers perceive the different advertisements they see on their social network pages? This research is aimed at answering critical questions like the above and a few more. The marketing fraternity also holds some set notions on effectiveness of social media marketing being limited to certain demographic segments. The research provides insights into the impact of such marketing on different age groups and also highlights the most effective ways of presenting the marketing messages. By amalgamating primary and secondary research methodologies the paper would demonstrate how social media marketing does significantly impact the bottom line of organizations and provides details of associated consumer behaviour parameters.
				Sahil Kukreja	352		
				Himanshu Yadav	431		
35			2	Shruti Tamrakar	162	Green Products Marketing: Strategies to improve bottom line	The aim of our study is to establish the profile of a consumer who is willing to buy green products and formulating a marketing strategy for marketing of a green product. We have also taken a view of the factors that companies feel important while marketing a green product. The sample data collected by surveying 133 consumers and conclusions were drawn using Anova and Multiple Linear Regression. Statistical analysis proved that a typical Indian green consumer is environmentally conscious, price sensitive and is influenced by his/her peers. A marketing mix based on the consumer study results and on survey of few green industrialists is suggested at the end.
				Eklovyia Jain	323		
36			3	Naman Arora	441	Leveraging Digital Media as a Marketing Game Changer	Development and expansion of financial derivatives is the most important events in security markets. Financial derivative products like futures and options have become important instruments in Indian market for price discovery, portfolio diversification and risk hedging in recent times. The number of trades in derivatives are increasing drastically which means less money are being invested in real stocks reducing the liquidity in stocks and may hamper the company's evaluation. The empirical study is to reflect the effect of derivatives in the Indian market on the liquidity and on the market efficiency of the underlying. Derivative contracts in India may result in a decrease in uncertainty in the underlying market and an increase in liquidity which possibly enhance their efficiency.
37	Jijo Lukose P J	IFRM Chennai	1	Ankit Lodha	110	Impact of Derivatives on market efficiency and liquidity of the underlying	Development and expansion of financial derivatives is the most important events in security markets. Financial derivative products like futures and options have become important instruments in Indian market for price discovery, portfolio diversification and risk hedging in recent times. The number of trades in derivatives are increasing drastically which means less money are being invested in real stocks reducing the liquidity in stocks and may hamper the company's evaluation. The empirical study is to reflect the effect of derivatives in the Indian market on the liquidity and on the market efficiency of the underlying. Derivative contracts in India may result in a decrease in uncertainty in the underlying market and an increase in liquidity which possibly enhance their efficiency.
				Ronak Jain	153		

38	Manoj Varghese	Facebook - Hyderabad	1	Aditya P	201	Role of social media in purchase decision process	The ever pervasive reach of social media in an individual's life is turning it into force that marketers need to reckon with. This study makes an attempt to understand how social media can influence an individual's purchase decision at both at and individual and group level. Lawson's model of decision making has been taken as a reference model, and facebook has been chosen as the social media platform owing to its success in garnering interest at both individual and group levels. The results of this study show how distinct the peer group influence is in a social medium, and also which stages are the most influential in purchase decision process.
39	Narendar Rao	Northeastern Illinois University	1	Siddhant Gupta	257	Do Mergers create or destroy value - Evidence from Successful and unsuccessful mergers	This study aims at studying whether Mergers create or destroy the value for a firm. It aims to study Mergers and Acquisitions across various industries on a case study basis and analyze whether the merger has created or destroyed the value for both the firms. We have analyzed pre and post status of mergers on the basis of shareholder value and operational synergies across 5 industries with examples of 2 mergers/acquisitions from each industry. We have selected Aviation, Banking, Oil & Gas, Steel and IT sectors for the purpose of this study. This study can contribute a lot in helping the companies to decide the mergers strategies and prepare themselves for the mergers and acquisitions.
				Richa Chauhan	450		
40			2	Prateek Saluja	445	Comparative Analysis of Banking Models	This study compares 3 diverse banking models namely Islamic, American and Canadian and provides insights on how these banks performed during the period 2007-2010. CAMEL model has been used to assess the performance of 3 major banks under each banking model. The study suggests that despite good profit figures, a banking system can collapse if the fundamentals are not followed and risks are not properly evaluated. The analysis shows that Canadian banking system has outperformed American and Islamic banking system in terms of asset quality, expenses, securities, liquidity and earnings. Also, Islamic banks have performed better than others in terms of capital adequacy and management ratios. Based on the analysis, recommendations for a robust banking model have been identified.
				Vaibhav Kumar Daga	472		
				Abhishek Pinyani	480		
41			3	Jananee Kumaresan	130	Impact of Credit Rating Decisions on Financial Performance of Companies	The objective of this study is to evaluate and explore the impact of credit rating decisions made by Standard & Poor's on financial performance of companies. A few companies that have undergone a rating change were chosen and certain financial parameters of these companies were analysed. Changes in their financial performance, three years before and after the upgrade or downgrade, were studied based on their financial statements. The changes in the market price of the shares of these companies were also analysed and in the short term, they were in sync with the rating change. The results indicate that the credit rating decisions made by Standard & Poor's have an impact on financial performance of companies.
				Ramya Bijinepalli	348		
				Karthik Yedavalli	433		

42	4	Bhavneesh Shukla	317	Hostile Takeover- How do acquisition strategies of acquiring companies differ across various sectors?	To grow inorganically, acquiring companies decide on which company to acquire and what strategy to use for the hostile acquisition based on their financial and performance factors. This study concentrates on the finding the different financial factors that are significant in determining the strategies taken up by the acquirer across sectors. The study is done using a list of companies which attempted, successfully or unsuccessfully, hostile takeovers over a target company, the strategies they followed and their financial factors at the time of the attempt. Performing the discriminant analysis, the main significant financial factors of the acquiring company were found and the probable company's strategy based on these values was derived.
		Abinaya Chandra Bose	404		
		Sahil Kumar	454		
43	5	Jai Prakash Sinha	220	Determinants of capital structure across different sectors in India	The purpose of this paper is to find out empirically the effect of determinants responsible for capital structure across Indian industry and identify the possible source of variations in the capital structure. The technique used for this analysis is regression in which variables from different sectors of Indian industry is analysed to identify if there is a clear guide in the financial pattern of the Indian Industry. Though financial leverage is adversely affected by the size of firm but it is a nature of industry which plays an important role in determining the capital structure or is a source of variations in capital structure across different industry.
		Bineet Kumar	418		
		Saurabh Aggarwal	459		
44	6	Divya Gupta	212	Strategy behind the success or failure of Mergers and Acquisition in the recent years in banking sector	M&A's are a key element of many firms' strategies to maximize value and create sustainable competitive advantage. Yet more than 50% of acquisitions fail. Deals that were supposed to create great value for the organization end up destroying value. Why does this happen? Acquisitions are complex and difficult to execute and manage successfully. Various factors like Market condition, companies debt repaying ability, HR etc play an important role in success of a Merger. We through this study aim at analyzing the rationale behind mergers and the reason for their failures
		Richa Kumari	449		
45	7	Manish Singh	331	Corporate Participation in India's Banking Industry and its impact on <i>Financial Inclusion</i>	Does the <b>increased privatization of Banking Industry in India</b> , encouraging the major corporate houses to enter the fray, hold the <b>key to the challenge of Financial Inclusion in India</b> ? This paper attempts to find out the answer to this question by <b>investigating various relationships between the variables</b> like scale of Banking and the financial inclusion percentage in rural India, The Cost of capital and Banking reach in rural India, the cost of Capital of NBFCs and the expansion rate of Banking Industry in India. Employment of the secondary data available from various private and public sources to various statistical analysis procedures indicates that there are many positives to be gained from the enhanced corporate participation in Banking Industry
		Prafull Yadav	344		
		Amit Kumar Gupta	409		

46	Paul Prabhakar	Northern Illinois University	1	Gouthem Karthik	325	Impact of brand awareness on the choice of retail stores in India'	Perception is defined as "the process by which an individual receives, selects, organizes, and interprets information to make a choice". A customer forms an image of a brand, in his mind, based on his/her first exposure to that brand. This is what defines the customer perception of the brand. In the last few years, consumer perception of quality, service and expectations has been undergoing a radical change. A retail store is defined as a large store organized into departments offering a variety of merchandise and selling items mostly through direct interaction with the customer. A consumer's choice of a retail store is highly dependent on his/her perception of this retail store
				Swati Arora	367		
47			2	Prachi Garg	147	Service Quality in the Hospitality Industry	This research aims at identifying the various factors which affect the perceived service quality in the hospitality industry specifically hotels belonging to the five star and luxury category. The study critically analyses the SERVQUAL scale and incorporates factors reached through literature review and industry and customer interactions to develop an adapted scale. The data was subjected to factor and regression analysis to establish factors affecting service quality and determine an evaluation model. Analysis shows that Tangibles and Empathy can be clearly identified as two factors affecting service quality. Customer Relationships, Technology, Reliability, Responsiveness and Assurance are also significant but they are highly interrelated. Gap Analysis is done to evaluate specific hotels against industry standards.
				Ashish Arora	311		
48			3	Mohit Mendiratta	338	Rebranding - What can it do to your business?	The purpose of the empirical study aims in identifying and examining the outcome of a re-branding exercise. The average age of the respondents was between 26-30 years and 72% of the respondents were male. The perceptions of the customers were measured by showing them the picture of the logo for the brand pre and post rebranding. Thereafter a series of questions were asked about the change in perception of the brand after the re-branding exercise. Statistical analyses reveal that customers believe that re-branding does not lead to a better product/service offering but re-branding is necessary when there is a setback to a brand image.
				Sridhar Venkataraman	364		
				Shyam Shankar	463		
49	Purba Rao	IIMA, IIMR, Great Lakes Institute of Management	1	Mrinmayi	339	Factors leading to bankruptcy in Indian Context	The contribution of Indian IT industry to economic progress has been quite significant. However this flourishing industry, growing at 30 per cent annually, suddenly came to grips with expansion just over single digits and was forced to introspect and begin the slow, painful, but inevitable process of re-invention. During this process, the underlying improvement is not driven only by the financial figures but also factors like glut of man power, organization culture leadership strategies. Our paper is a holistic approach that tries to make an attempt to consider and incorporate all these factors (quantitative and qualitative) in determining the bankruptcy and growth of the organization rather than merely relying on financial ratios.
				Sachin Kulkarni	453		

50	Ramanathan S	Param Consulting, Chennai	1	Suprabhat Gupta	366	Future of Mobile Value Added Services in India	Today mobile Value Added Services (VAS or MVAS) are becoming an important medium for companies to improve their revenues. Companies are trying their best to gain maximum out of this source but the success has been mixed so far. This study aims at finding out the preferences that users consider as important and thus provide a direction to the VAS providing companies to direct their efforts such that they can gain maximum out of their efforts. The sample of this study consists of users from big cities like Chennai, Bangalore and Delhi which fall in the age group of 20 – 40.
				Abhinav Sharma	401		
51			2	Deepak Joshi	118	Analysis of the factors that affect the adoption of m-commerce among Indian users	This study attempted to discover the factors that may have a bearing on adoption of m-commerce among Indian users. Four possible factors were hypothesized to have an influence on the adoption of mobile commerce - Trust in a brand, Online shopping experience, Security, and Individualistic lifestyle. A total of 125 mobile users from various Indian cities, metros and non-metros both, participated in the survey. The data was measured on a Likert scale and analyzed using regression analysis. The results indicated that the hypothesized variables in fact explained very little variation in the adoption of m-commerce. Among the four independent variables, however, the second and the third ones – i.e. <i>secure online experience</i> - were found to be more significant than others.
52			3	Badri Kuppuswamy	185	Key Factors and Issues Influencing the Effectiveness of IT Outsourcing	The purpose of this study is to find the key factors that influence the success of any IT outsourcing project from a developer's perspective. Participants were from the IT industry in the age group of 25 to 40 with 76.2% male participation. The survey methodology was used to collect the data. The data collected was statistically analyzed .Statistical analysis has proved the Management support, Flexibility and control ,Clarity of project goals and proper responsibility clarity have emerged as the key factors that influences the success/failure of any IT project.
				Ajay Bharathi	306		
53			4	Vineshkumar Kunhiraman	273	Issues plaguing the growth of E-commerce market in India	Though the internet penetration in India is around 121 million, the numbers of users engaged in buying things online is less than 10 million. This study aims to identify the factors affecting the growth of e-commerce in India by conducting a survey on respondents located in metropolitan cities, tier 1, 2, 3 cities and rural parts. On the data collected, reliability, regression and need-gap analysis was performed.The result shows that “Inability to touch and feel a product”, “Additional convenience and shipping charges”, “Lack of trust on e-commerce website”, “Fear of payment security and sharing additional information”, “Lack of computer skills” have negative impact on the growth of e-commerce in India.
				Amit Mehendi	410		
54			5	Pranoy Hari	188	Is Indian IT industry geared to move up the value chain?	Indian IT/ITES industry has been successfully delivering its best services to its clientele worldwide. Now, to move up the value chain i.e. from services to consulting and then to products, the Indian IT industry has to focus on various factors. This study identifies two major factors which plays a positive role in taking the industry higher up the value chain. Data from 18 different companies with an average of 4 respondents from each were collected and the role of brand and talent on value chain was analysed. Results show that the brand has a positive impact on acquisition and retaining of talent but talent alone might not help the companies to move up the value chain.

		Abhishek Palo	403		
		Mayank Dokania	481		
55	6	Vikram Naval S	272	The role of social network sites in fostering business	The objective of this empirical study is to explore how small medium enterprises (SMEs) and large enterprises are leveraging the social media networks to build their enterprise, enhance the brand image and engage with the customers. The social networking sites under consideration in this study are Facebook, LinkedIn and Twitter and the participants of the study were entrepreneurs, marketing managers from varied industries in the SME sector. Factors such as sales, customer engagement, interaction, profits were analyzed and subjected to multiple regression. The analyses indicate that investment in marketing on social media sites increases sales and thus has a positive correlation on the revenue of the firm. It also indicates that customer interaction is directly proportional to increase in the number of customers.
		Shiva Shankar Jeevanantham	461		
56	7	Avnish Kaushik	315	Scope of Cloud Computing Services in Indian SMEs	The purpose of this study is to find the major factors influencing the adoption or rejection of Cloud Computing Services (CCS) among Indian small and medium-sized enterprises (SMEs). The study draws a basic model that examines the effect of several independent variables on the intention to adopt or reject CCS. An online questionnaire survey was conducted among SMEs and a total of 31 valid responses were obtained. Data analysis using linear multiple regressions showed that significant relationship exists between intent to adopt CCS and three factors namely cost effectiveness, top management support and the perceived complexity of CCS
		Mohammad Khurram Mirza	335		
		Sumit Pathak	469		
57	8	Phani Kiran Bandaru	181	Factors For Success Of Enterprise Resource Planning In Small And Medium Enterprises	The rapid growth of the Indian economy has enabled companies of all sizes and shapes to compete in the market. Coupled with this growth is the boom in Information Technology. The fierce competition and the volatile market conditions have forced enterprises, in particular the Indian SMEs to deliver better value to their customers and develop better partnerships. Technology has played a major role in this front. To remain competitive, companies have tried to connect the information provided by each department to a single common entity. Enterprise Resource Planning is one such software which has addressed the problem of fragmentation by streamlining and integrating the processes. (Finney, Corbett, 2007). The new features of ERP facilitate day to day management
		Balaji Madhusudhan	206		
		Mahesh Kumar Godse	228		

58		9	Ankita Jain	205	Internet and its influence on business	The purpose of this study is to empirically test and enhance understanding of the factors influencing propensity of consumers to shop online. The industries focussed in this study are travel and merchandise. The target group included online users both male and female from the Tier 1 and 2 cities across India in the age group of 16-54. The data is collected through an online survey. The study develops and empirically tests a model with methods like factor analysis and regression tests that examine several factors. The study shows strong relation between factors like risk, service quality, convenience & website design and consumer behaviour in these industries. These factors can be helpful while trying to increase online traffic and revenues.
			Saumya Singh	254		
			Sridhar Ramineni	262		
59	Ramanujam P B	1	Ritika Diwan	246	Effect of funding structure on the company performance	Capital structure refers to the way a corporation finances its operations primarily through a combination of debt and equity. Most studies on capital structure focus on models to determine the optimal mix of debt and equity. This research focuses on the dynamic nature of capital structure to study how financial performance of companies is affected when they move from a stable position to a new structure. We have examined the capital structure of 17 Indian companies in three industries to study how D/E ratios of these companies have evolved over a period of 20 years and their effect on company performance. This study provides a theoretical framework to examine how companies should look at capital structures in specific stages of evolution
	Adjunct Faculty - Great Lakes Institute of Management		Prachi Sawant	343		
60		2	Ekta Yadav	123	Past, Present and Future of Indian Power Sector -Study of PPP structure and factors affecting Power Projects	Purpose: Increasing economic growth of any country largely depends on the availability of Electricity. The overall view of Indian Power sector is optimistic but a closer look reveals the increasing gap between the energy requirement & that which is produced. Indian Power Industry has been unable to meet the growing pressure of meeting energy requirements. This study highlights and quantifies some of these gaps and attempts to analyse the problem. The document builds on the risks prevalent in the industry, some prominent hurdles that the power sector has already crossed, and more importantly - others that various players have to overcome
			Hitesh Hiran	128		
61		3	Varuna Gedda	269	Funding of Airport Infrastructure(Public Private Partnership)	The study identifies and analyzes the factors that contribute to the funding of airport projects in India and the role that the Government and private players play in such projects. The study is on the existing projects in India with different public private partnership models like the airport projects of Cochin, Mumbai, Delhi, Hyderabad and Bangalore. The study involves the funding mechanism of the projects, viability gap funding for each of the airports and the revenue sharing model between the different stake holders of the project. The data collection and conclusions have been made depending upon the data collected from secondary sources. Public private Partnerships in Airport infrastructure develop high revenues for the GOI.
			Deepthi D	422		
			Zakir Hussain	476		

62	Ramasubramanian Krishnan	University of Miami	1	Abhay Bohra	102	Consumer Attitude towards Green Product	The study is undertaken to understand consumer attitude towards green automobile technology. The different parameters that influence this attitude are gender, price, quality, age, safety and performance. The method used for carrying out the data gathering process was through an internet based online questionnaire. This method helped in reaching out to a very wide audience and have high number of data points that helped in better analysis. The study indicates that females are more green/environmentally conscious than men, price is a significant deterrant and on the safety, performance front the green automobiles are considered on par if not better than conventional automobile products..
				Sachin Kumar	154		
63	Sanjoy Sircar	Great Lakes Institute of Management	1	Anirudh Verma	203	To investigate the impact of financial leverage on factors indicating firm's performance	The degree of financial leverage of a firm has a profound effect on the performance of a firm. On one hand, optimal use of debt facilitates a firm to pursue projects, which presents opportunity to increase shareholder's wealth while on the other hand excessive use of debt can increase the bankruptcy cost, and thus destroy the firm's value. The financial manager of any firm faces trade-off between tax advantages of debt and bankruptcy costs, or between the reduction of free cash flow agency problems and the increase of under investment problems. To find out the impact of financial leverage on a firm, we will consider factors indicating leverage and performance of firms and find out the co-relation between them.
				Pratik Kothari	241		
				Siddharth Sureka	258		
64			2	Najeeb Imran Khan	231	Impact of various market and firm specific factors that affect the success of IPOs in Indian market	In the midst uncertainties like global recession and US & Europe crises, it has become difficult for the organizations to raise money through an Initial Public Offer (IPO). The purpose of this empirical study is to find out what all are the factors, both market and firm specific, that leads to the success of an IPO. All the IPOs issued in India during 2007 and 2010-11 have been considered to conduct the study. Various statistical methods like Anova and regression are used for this study and found out that market condition, offer price (under-pricing policy), age of the Issuer Company, promoter holding and number of subscription before issuance of IPO are most significant factors for the success of an IPO.
				Rajiv Garg	245		
				Prateek Mathur	446		
65			3	Nikunj Jain	142	Effect of corporate actions on Stocks	The study shows that in Indian markets stock buyback announcement at public announcement date and dividend announcement result in positive and statistically significant abnormal return around the announcement date. Both buyback and dividend signaled an upward swing from the market. But this was present only in case of public announcement date and not for public notice date. The key discussion topics in the study were the utilization of cash by organization in the form of cash dividends and equity share buyback, with their impact on the price of their share listed on stock exchange.
				Deepak Sobti	209		
				Kunal Mahajan	226		



66			4	Poonam Chokshi	146	Capital Structure of Indian Companies across industries& its Impact on Stock Prices	Citizens of any country want to predict the stock prices of the firms in the long run to maximize returns on their investments. Similarly, firm managers want to optimize utilization of resources for maximizing efficiency. Financial parameters governing capital structure of the company such as debt, asset & liquidity ratios affect the stock prices of companies in the long term even across different sectors. The study included 5 companies from 10 varying industry sectors for financial dataset (i.e. stock prices, management ratios of each firm). Multiple regression results prove all 10 industries considered show significant correlations for debt, asset & liquidity ratios affecting stock prices of publically listed Indian companies whereas sector specific dominance of asset & liquidity ratios individually.
				Aniruddh Sukhwai	411		
67	Shanti S K	Great Lakes Institute of Management	1	Debdyuti Datta Gupta	208	To study and find correlation between Socio Economic Condition and Financial Exclusion	In India more than 50% of the population is deprived of basic banking facilities. In last five years, Reserve Bank of India and Government are working hard to bring in larger population within the Financial System. In my Study, I would like to look into the various socio economic factors (Gender, Income, Property, Banking Facility and so on) and how are they related to Financial Exclusion. The study will help me understanding the Financial Exclusion problem that India is facing today and what are the main factors associated with it.
68			2	Swati Dubey	167	Asset Liability Management as a strategic tool for bank	To study the impact of asset liability management in context of Indian banks. The purpose of this study is to find a relationship between the Asset Liability Management and the profitability of a bank. <b>Methodology:</b> Calculation of Asset Liability Management using GAP analysis <b>Findings:</b> A direct relationship exists between Asset Liability Management and the profitability of a bank
				Neeraj Rawat	232		
69	Sriram S	Great Lakes Institute of Management	1	Aditi Basu	106	Entry Strategy for Natural Sugar Substitute in India	Today, there exists a rising need for a sugar substitute that comprises a natural formulation and has zero calories. Such a product is intended to satisfy a market niche that is highly health conscious and prefers natural products. This paper intends to study the feasibility of introducing a natural sugar sweetener in the Indian market, aimed at both diabetics and non-diabetics. Our study focuses on the introduction of 'Sweete' in Indian market. Our research uses both survey and blind test methodologies. Our hypotheses study the interplay between consumer perception and purchase intention, price, packaging, sweetness and other attributes. The study mainly proves that Indian consumers prefer natural sweeteners and are apathetic towards price and packaging among various factors.
				Ajit Singh	107		
				Hrishikesh V	129		
71			2	Anshul Sharma	413	Understanding Market Entry Strategy for late entrant companies in India	This paper examines the linkage between organisational absorptive capacity (Innovation, Brand Value and Perceived Quality) and a latecomer fast food retail firm's market entry strategy in emerging economy. The studied population (150 responses) contains working professionals, students in tier I and tier II cities across varied age groups. The collected data is divided in groups and statistics is performed to get the priority of consumers for fast food retail outlets. The paper is also equipped with secondary research analysis of market entry strategy of various organisations supporting the hypothesis. The study will help organisation on structuring its entry strategies around these factors based on its competence

		Divyamaan Srivastava	482		
72	3	Sandeep Singh	157	Alignment and effectiveness of a firm's functional strategy to their business success: An empirical study	The business strategy drives the business performance of the firm. Alignment of various functional strategies is critical to effective business performance. Various business units and corporate functions of a firm contribute to the overall performance of the organisation. The lack of alignment of organisation members towards the organizational strategy to leads to poor execution. This study was carried out to measure the alignment across Small and Medium Enterprises across India. The study incorporated scientific data collection and statistical analysis to generate knowledge and measure alignment. We assessed that the understanding of clear strategic mission by the employees ensures that the organisation is aligned. Similarly other constructs were identified and measured that ensure the alignment of functional strategies with business strategies.
		Vinod Balasundaram	174		
		Anuj Chaudhary	309		
73	4	Aby Babu	302	Positioning beyond cost arbitrage to drive a sustainable business value	The Indian IT industry heavily harps on cost arbitrage to sustain itself present rate of growth. Cost Arbitrage as a strategy has worked perfectly for the industry in building a substantial client base and thereby achieve impressive growth figures. As clients look beyond cost advantage and consider outsourcing as a value generation prospect, global IT majors have made substantial inroads by leveraging their technological expertise and brand equity. Since previous research has clearly indicated that cost arbitrage only has short term implications, it is but necessary that the IT industry pursues the right strategies for long term sustainability. This study identifies the important variables that impacts sustainability and thereby provides clear directions for the future.
		Sanju Thomas	353		
		Venkata Manotej	372		
74	5	Dagar Katyal	318	Scope of Certification of Sports Trainers in India	The performance of Indian athletes, although improved over the years, is way behind their international peers. This impuissance can be resolved by strategic process development of training and education of the trainers, coaches and athletes. With vast scope of sports certification in India, coaches and trainers of various sports are interviewed to gather critical information in order to fill the identified gaps and make the industry more professional. Using various statistical methods and analysis, the hypotheses were tested. Thus, it can affirmed that India's performance in sports events can be attributed to its economic progress. It can also be confirmed that formal certification of coaches and trainers bolsters their performance which in turn ameliorates the performance of athletes under them.
		Dipesh Kothari	322		
		Vaibhav Mehrotra	473		

75			6	Nishtha Dewani	143	Implications of the upcoming patent cliff and regulatory reforms on Indian Pharmaceutical Companies	Our study aims in finding the various determinants of Pricing in the Indian pharmaceutical industry. This study is a longitudinal study based on a study titled 'The Impact of IPR on the Indian Pharmaceutical Industry' which was commissioned by Organization of Pharmaceuticals Producers of India in the year 1998. The objective of the study authored by Dr. Manish Shrikant, Prof. A Srinivas Rao and Prof. S Sriram was to to understand and predict the impact of IPR on the industry. Our study aims to provide insights to see if the findings/forecasts of the baseline study hold true after ten years as well. We have concentrated mainly on how critical various variables such as Government regulation, Brand equity, level of competition, availability of substitutes, etc. affect the overall Pricing decision in the industry.
				Deepika Menon	211		
				Henanksha Behrani	218		
76			7	Ashuthosh Bisht	312	Why Cricinfo is successful compared to its competitors?	Cricket in India is not just a sport but a religion. Cricket by and large is itself an industry. ESPNcricinfo.com is perceived as the largest cricket related website in the web. It is one of the few websites that has been able to tap the sports market and turn it into a successful business model. The objective of the study is to analyze the factors that are responsible for the prominence of ESPNcricinfo.com when a slew of other cricket websites are available for the cricket aficionados. The study is to highlight the attributes that are significant for a cricket website's success and to perform a GAP Analysis to measure the satisfaction levels on those attributes that are deemed significant.
				Gourave Daipuria	428		
				Srinivasan Ramani	466		
77			8	Anubha Singh	308	Impact of buyer abuse in e-Commerce on customer behaviour	E-commerce websites provide buyers with virtual marketplace where they can exchange goods and services but since buyer is not in direct contact with seller many issues crop up during such transactions. Our purpose is to analyse how such issues or fear of facing such problems can influence buying behaviour of consumers. Analysed 4 companies from different domains but are actively browsed sites for selling products or services online. Did focus group discussions and in-depth interviews to identify significant factors and prepared questionnaire and recorded around 110 responses; 92% 21-30 age group, 70% male and 90% professionals. Calculated cronbach alpha and found each factor relevant for further analysis.
				Ashwini S Mahashabde	313		
78	Surysekar Krishnamurthy	Florida International University, Miami	1	Shuchita Shekhar	359	Leveraging new market opportunities for small scale enterprises (textile)	Indian economy since independence has seen brisk growth of the small industry sector. In the current scenario small and medium enterprises play a significant role in socio-economic development on account of their intrinsic advantages like low capital requisite, high employment generation, utilization of domestic resources, decentralization of industrial activity and expansion of entrepreneurial base. This study will focus on the small scale Indian textile industry, primarily on Khadi and Silk industries. Textile though being one of the oldest sectors has not been able to establish itself as a major industry. This study analyses key factors for this industry and evaluates solutions, opportunities for growth.

			Debashree Chatterjee	421			
79	Swaminathan T N	Great Lakes Institute of Management	1	Ashish Malhotra	179	Promotion of Products within legal constraints in India	This study aims at understanding the impact of surrogate promotions, CSR initiatives by liquor/tobacco companies, introduction of dispensing and vending machines and other attributes on the buying behavior of consumers. The study has incorporated a questionnaire which aims to capture the impact of surrogate advertising on consumers and whether it drives them to buy these products. This study also brings out various parameters that consumers from different sections of society would consider before they say yes to a brand and how companies can fine tune their strategies to meet consumer needs, ramp up sales and become more productive. Another unique facet of this report aims at understanding whether promotion of CSR initiatives by liquor/tobacco companies helps in image resurrection.
				Aditya Gupta	303		
80			2	Javedika Sawhney	131	CRM contributes to success of e-commerce businesses	The purpose of the study aims in finding the impact of CRM on purchase behaviour of consumers in the e-commerce set-up. We have concentrated mainly on how critical CRM drivers such as customer retention, loyalty and awareness influence customer behaviour and eventually purchase decisions in the e-commerce set-up. The purpose of the study aims in finding the impact of Transformational Leadership on Organizational Commitment and Subject Wellbeing. Participants were from various industries who have purchased from e-commerce websites and majority of the participants aged from 18-60yrs. There were 40.3% females in the participant group and rest 59.7% were males.
				Simontika Bose	260		
				Varsha Agarwal	268		
81			3	Poonam Chhabria	145	Brand' vs. 'Information technology	Through this research paper we study the impact of two key variables: IT and Brand on the performance of online businesses. The sample population consists of Indian customers and few foreign tourists engaged in online transactions. Survey methodology is used as the sample is large and representative. Large variation in the purchase intention of the online customers is attributed to the predictors: brand familiarity, internet technology, trust and brand preference. Amongst all the predictors, brand preference has the most significant positive impact on the purchase intention. Also, both Internet technology and brand preference have a significant impact on sales, which leads to the growth of ecommerce sites.
				Shashwat Rai	356		
82			4	Saurabh Srivastava	355	Social media marketing's effect on consumer-behaviour patterns of early technology adopters	Social media brings to us an experience where people of different thought processes; characteristics and knowledge interact together to share and reciprocate views and ideas. It includes blogs, networking sites like Facebook, Google+, Twitter and websites like Wikipedia and YouTube. Social media brings with itself a plethora of business opportunities for organizations and Institutions that previously depended on word of mouth as the holy grail of marketing. Now views and opinions of peers online have become a credible source and a leading influencer in consumer decision making. In this study we have tried to identify and measure factors that impact a user's decision to participate in a discussion on a social medium.
				Vishak Senthil	375		
				Vivek Joseph	376		

83	Tapan Panda	Great Lakes Institute of Management	1	Manish Garg	478	Factors Affecting Consumer's Choice During Automobile Purchase	Automobile purchase, being a high value purchase, takes a lot of research from consumers' side and there are multiple factors associated with the purchase.. Factors like high fuel prices, esteem value, congruence with Brand Identity and beyond this consumers look for the overall product offering i.e. drive comfort, interiors and exterior space, style and design aspects, cost of maintenance, service network and value for money. Automobile purchase decision is one of the tedious decisions that a consumer takes after valuing all these factors. Indians being more socially attached the effect to peers reviews affect the purchase behavior significantly. The study analyzes the influence of these factors on consumer purchase decision using <i>Fishbein Model</i> with respect to Indian context.
84			2	Manisha Mani	136	Corporate Restructuring for enhancing shareholder's value- A case study of Larson & Tubro	The empirical research is conducted on "Study of Corporate Restructuring for Enhancing Shareholder Value – Larsen and Toubro". The aim of the research was to understand, how shareholder's value gets affected by restructuring of the organization, how corporate restructuring strategy is dependent on advances in technology and financial innovations, how corporate restructuring enhances the effectiveness of corporate governance in an organization leading to long term value for the enterprise, how size of an enterprise is an influential factor in corporate restructuring, how success of Corporate Restructuring is dependent on approaches followed by an external consultant, how restructuring is independent on the practiced information asymmetry and hierarchy levels in organizations.Secondary data has been used to carry out the research.
				Deepika Prakash	210		
85			3	Rahul Mahesh Pulpudi	244	Brand Retention Vs Brand Creation during Merger & Acquisition	The purpose of the study is to understand what factors influence firm's decision to retain or create brand name during M&A. Parameters like Size of the firms , Similarity of markets, Synergies, Existing Brand Image of the firms have been taken in to consideration to gain a insight of what drives the firms to take a decision. The methodology used is case based analysis and primary data collection using Survey. The paper looks at the influence of Brand Retention and Creation on the customers and captures their responses on the same. The paper covers varied numbers of firms ranging from Service industry to the IT industry and introduces the readers to some of the most interesting M&A's of our time.
				Suman Sen	265		
86			4	Shraddha Pandya	255	Comparative Advertising	This study intends to look at the finer nuances that go into Comparative Advertising and how to leverage on the different formats of the advertisement to capture the interest of the consumer, specifically in the Indian context where the idea seems novel. A survey was done with a sample size of 50 - 37 males & 13 females with an average age of 26 years who were either students or employed residing in a metro. Data was gathered by subjecting the sample group to print advertisements and asking questions based on it. Chi-square tests were performed on the gathered data since at least one variable was non-parametric.
				Sudhanva D V	264		
				Sowmya Kumar	363		

87	5	Shoib Rahman	101	Emergence of Private Label brands in organised retail industry	Private labels in the organized retail have been a fairly recent addition to the repertoire of retailers in India when compared to the rest of the world. The growth of private labels as a challenger to the national brands is gaining importance at a time when FDI in retail seems imminent. Attitudes, Perception and Personality traits are significant illustrative concepts and their differences across categories could explain the variability that exists in purchase of private labels across the same categories. This study replicates and extends the work of Batra and Sinha (2000) and Shaoshan Chen (2005) to investigate the category level effects of the different constructs of perceived risk along with some attitude and Personality traits which were not examined by them.
		Abhilash Mohapatra	104		
		Vignesh Radhakrishnan	171		
88	6	Gokulendu Bharadwaj	125	Role of Brand Awareness and Brand Image in Building Brand Equity	The impact of brands on customer market, product market, and financial market accrues the brand equity. The purpose of this research is to investigate empirically the extent to which Brand Awareness and Brand Image influence brand equity as a consumer based brand equity model. Existing measurement of consumer-based brand equity suffers from limitations, like lack of difference between the attributes brand awareness and brand associations, the use of non-discriminate markers in the measurement scales and lack of dissimilarity between brand personality and brand image. Our study is focussed on studying and estimating the contribution of brand awareness and brand image in building brand equity and their dependency and interrelationships with brand loyalty, brand association & perceived quality of selected lifestyle retail brands in India.
		Maunil Shah	334		
		Pranita Dhamdhere	444		
89	7	Aditya Kolluri	406	Effectiveness of Customer Loyalty Programs in Lifestyle Retail Industry –A Comparative Study	In recent years, loyalty programs have become important because of the stiff competition between players to increase their share of the customers' wallet. The loyalty programs have become key differentiators and play an important role in shaping the customer's choice of a particular product or service offered. This study aims to compare the effectiveness of loyalty programs of Lifestyle and Shoppers Stop by administering a survey to convenience samples who were members of either one of the loyalty programs. With the data collected, gap analysis, factor analysis, ANOVA and multiple linear regression was done. It is observed that Lifestyle members are more satisfied with the reward points and discounts; and surprisingly share of the wallet was not a significant factor.
		Mariappan Thiraviam	438		
		Subin Peter Joseph	468		

90	8	Gurpreet Kharbanda	126	Measuring and Interpreting Brand Loyalty in Indian FMCG Sector	This study is aimed to develop an empirical model for measuring brand loyalty of FMCG products in India. Developing and sustaining the brand loyalty is one of the biggest challenges in the immensely competitive FMCG market. Brand loyalty being a multidimensional construct depends on a variety of factors and measuring the proportion of each these factor as applied to this sector would be the primary objective of this study.
		Sahil Raka	155		
		Jaywant Subramaniam	132		
91	9	Shruti Mishra	462	Diffusion and Adoption of New Products: Contagious and Consumer Behavior and Product Convergence in Mobile Telephony Industry	The aim of this study is to analyze how the introduction of new attributes, generally considered complex, affects the adoption of products and contagiousness of consumer behavior. The relationships between personal characteristics, usage patterns and the interpersonal influences of consumers have been evaluated, considering the difficulties of decision making in the adoption of technological innovations in Mobile telephones in India. The research involved two stages: the first was qualitative study through in-depth interviews & literature review; the second was quantitative involving more than 150 users of mobile phone of different social settings, demographic and geographic segments. The results obtained show that the independent variables analyzed had a great deal of influence on the adoption of new generation mobile telephones.
		Srinivas Rao	467		
92	10	Adhavan KP	105	Impact of celebrity endorsement and other marketing communication mix variables on formation of brand attitude on Rural Customers	The study aims in finding the impact of celebrity endorsement/Advertisement and few other marketing mix variables such as Attractive promotional schemes and good packaging which creates a brand attitude among rural consumers leading to a favourable purchase intention. Participants hailed from 5 villages of Thirukazhukundram district in Tamil Nadu. 102 rural consumers and 20 rural retailers were surveyed using two independent questionnaires. Among the 3 variables mentioned, this study confirms that promotional schemes such as freebies and discounts impact the purchase behaviour of the rural consumer. The objective of the study is to concentrate on one of four C's – Convenience and Communication and to study the impact it has on rural consumers towards a particular brand.
		Roshani Nair	451		
93	11	Amit Pal Singh Bagga	187	3G-Service-Applications-Strategic Growth Opportunities in Indian Mobile Telephony Industry	This empirical study focuses on present position of Indian 3G market w.r.t Global 3G markets. The report explains various challenges faced by 3G industry, projections of 3G subscribers, Revenues and Devices in India, and suggesting strategies and growth opportunities for the key players. Multiple challenges, namely structural problems like congestion networks and limited available spectrum, consumers' lack of willingness to pay for such services etc. have been faced by Indian carriers. The degree of impact by each of these factors is studied in this empirical report thereby identifying the major impeding factor for 3G growth and hence devising strategy accordingly.
		Kanika Aggarwal	222		
		Raghavendra B	243		

94	12	Bhanu Chauhan	379	Marketing Communication in Crisis and its impact on Brand Equity	This research paper establishes the effectiveness of marketing communication in case of product crisis and its impact on brand equity. Brand equity can increase or decrease depending on pro-activeness of a company and the overall effectiveness of marketing campaign. Three companies (Coca Cola, Nokia and Cadbury) were studied for this purpose. 30 respondents were asked to fill a case study based questionnaire over a period of one week through social media group (Facebook). Respondents were a mix of urban student and working population, with average age between 20-40 years. Research shows that Cadbury which used celebrity endorsement and extensive marketing was able to restore its brand equity completely and Coke which acknowledged the crisis quite late suffered the most.
		Akriti Anand	407		
		Shashank Shekhar	460		
95	13	Mohd. Imran Athar	337	Effectiveness of Marketing Mix Eleemnts in Rural Markets of India	Rural consumer possesses different purchasing behavior compared to urban consumer and hence factors like Pricing, Distribution, Brand, Packaging, Consumer Promotion, Advertising etc play different roles in rural and urban markets. This study is focused towards finding out the relationship of these factors with rural consumer behavior i.e. how these factors contribute to the purchasing behavior of rural consumers. The study uses primary data for statistical analysis collected through questionnaire format from rural areas of Chennai. Sample comprises of consumers belonging to all age groups and sex who visit shops for purchasing low price range FMCG products. The results are useful for FMCG companies in formulating and executing marketing strategy customized to rural market consumers.
		Vaibhav Sharma	378		
		Bikram Satapathy	417		
96	14	Anuja Dash	113	Brand Credibility and Brand Image Impact on Purchase Intention of FMCG products	This study aims to investigate the relationships among corporate-brand credibility and product-brand personality on purchase intention of FMCG products in India. An online survey was conducted after a focus group study and 125 responses were captured across various demographics in India. 5 different products from both “House of Brands” and “Branded Houses” were selected for the study. Results reveal that corporate-brand credibility and product-brand personality have direct positive effects on purchase intention of products from “Branded Houses”. Also, it was observed that product-brand personality is more important than corporate-brand credibility for “House of Brands” products. The results of this paper provide useful insights for companies to strategize for increasing purchase intention amongst their customers for the products they are offering.
		Navin Chand	140		
		Sushant Midha	165		



97	15	Urjit Shah	370	Dynamics between buyers and sellers on e-Commerce platform & factors affecting their behavior	The objective of this study is to find a long term and sustainable revenue stream for the e-commerce business in India. The study is limited to India as geography. The sample consists of both actual and potential buyers. The majority of the respondents were students from Metro Cities. Stratified Sampling method was used to cater to all the profiles in the sample. Data was collected by varied means including but not limited to internet/emails, focus groups, interviews etc. It was found out that Customer Trust and Vendor reputation are important factors which play an important role in the purchasing decision of a customer
		Chintan Gandhi	420		
		Divya Monga	426		
98	16	Mukesh Kumar Jha	340	A study of CRM practices in Indian Retail Banking Sector	This study examines current CRM practices in Indian banks. CRM is essential to develop and maintain sustainable relationship with profitable customers. Through this study we have tried to determine how CRM is being used in banks and the services offered by industry as perceived by customers. Respondents of the study were both bank customers and employees responsible for CRM initiatives. Statistical tools/Structured Equation Modelling was used to establish the results.
		Shivendu Mishra	357		
99	17	Anurag Tiwari	310	Market Potential analysis and market entry strategies for Electronic Health Record (E.H.R.) systems in India	The study attempts to find the market potential for electronic health record (EHR) by analysing the relationship between perceived quotient of satisfaction and EHR in healthcare. 30 clinicians (avg. age group 25-35, 40% attending > 150 patients/week) & 120 patients (avg. age group 25-35) were surveyed telephonically and/or via internet. T-test for the clinicians and regression for the patients were run to find out the results which showed support for the hypotheses that quotient of satisfaction in healthcare is positively correlated to keeping EHR. The results also showed that clinicians see quality, efficiency, security, cost, communication and reliability of healthcare as positively correlated significant factors for EHR. The study shows a huge market potential for EHR in Indian healthcare industry.
		Abhisek Halder	402		
100	18	Nitish Salian	144	The Roadmap for Making India the Most Favored Tourist Destination	Tourism Industry is a vital cog in the Indian economy, with a contribution of 6.23% in the national GDP and 8.78% of the total employment in India. The foreign tourists' inflow in the country was 5.6 million in 2010 and India ranked only 44th in the global tourism market. Clearly, India has not been able to leverage its true potential, given its vast diversity, in attracting foreign tourists. This study aims to identify the most important factors affecting foreign tourists visiting India and how they influence tourists' overall attractiveness towards the country. This study used the survey designed by the researchers to investigate factors affecting foreign tourists visiting India.
		Sandeep Mehta	158		
		Vivek Gupta	176		
101	19	Kriti Jain	225	Market Entry Options in Emerging Markets- Does Size Matter?	The purpose of research is to analyze different parameters that decide mode of entry into emerging markets, India in particular. A sample of 44 companies is chosen across four sectors, Automobile, Consumer Durables, BFSI and Information Technology and Computer Hardware and Software sector that have entered India in recent past. Different parameters like company size, company age, company's asset, perceived cultural distance, time of entry are identified and their impact on choice of entry mode is studied. Also, the performance of the company is studied post their entry to analyze how the entry option and different identified parameters have affected the performance of the chosen companies.

		Manu Girtonia	333		
		Rahul Ray	347		
102	20	Sriharsha Rao	263	Effect of New Media Vs Traditional Media on consumer behaviour	The study aims to compare the influence of two treatments: new entrant media vehicles with traditional media vehicles in India, by gaging response on consumer behavior. Consumer behavior is measured in terms of awareness, interest, desire, achievement and satisfaction. The other variables on which the effect of new media and traditional media are measured are consumer involvement, brand awareness, brand choice, brand switching, network effect and influence of “listening elements and talking elements”. Effect of these variations on above forms of media will be studied. These variables will be studied to test whether one type of treatment or an interaction of treatments have any influence on consumer behavior or not.
		Siddharth M Vyawahare	361		
		Uday Pratap Singh	471		
103	21	Abhishu Rakshit	182	Role of visibility and exclusivity in building cult brands- a global perspective	This research explores the phenomenon of cult branding which has attracted a lot of attention in the past decade or so. It is associated with brands which command a rabid loyalty amongst their consumers, so much so that these brands become synonymous with the consumers’ way A of life. We intend to study the causes and factors responsible for the development of such cult brands from a global point of view thereby answering some crucial points such as: 1. Brand visibility; 2. Brand longevity; 3. Brand loyalty; 4. Brand community. Additionally we intend to look at the scope of the development of cult brands in India, whether they already exist or is the Indian psyche a barrier to the creation of cult brands.
		Rohan Shah	183		
		Pratisha Baishya	345		
104	22	Neha Verma	341	Country of Origin Effects on Brand Choice Behaviour of Indian Consumers	This research explores the phenomenon of cult branding which has attracted a lot of attention in the past decade or so. It is associated with brands which command a rabid loyalty amongst their consumers, so much so that these brands become synonymous with the consumers’ way A of life. We intend to study the causes and factors responsible for the development of such cult brands from a global point of view thereby answering some crucial points such as: 1. Brand visibility; 2. Brand longevity; 3. Brand loyalty; 4. Brand community. Additionally we intend to look at the scope of the development of cult brands in India, whether they already exist or is the Indian psyche a barrier to the creation of cult brands.

105			23	Neeti Pandey	233	Mergers & Acquisitions – Identity, value creation and business alignment	A significant increase in the number of Mergers and Acquisitions (M&A) deals by the firms can be explained as the strategies used by them to grow inorganically and to create value for the shareholders subsequently. There is a generic belief that the strategy behind M&A is to strengthen the businesses by value creation. However, studies reveal that the majority of such strategic initiatives fail to create value. The scope of this study is to analyse the factors responsible for creating value in an M&A deal, such as business alignment, due diligence, the role of advisors and consultants and the size of the target firms. This will comprise of a case study of some selected M&A deals in the last decade across a few sectors, thereby, establishing the facts that the share price of the acquiring firm declines immediately after the acquisition and the operating performance of the acquirer firm in terms of key financial ratios and the economic value added (EVA), improves over a period of time.
106	Vaidy Jayaraman	University of Miami	1	Charanya Thangaraj	419	Greening the suppliers end of supply chain	With increasing adoption of greener practices in today's supply chain, the role of suppliers has become more prominent than ever. Greening the suppliers' end of the supply chain has a greater impact on environmental preservation as against the same at the customer's end. Technologies preventing and controlling pollution as well as managing and streamlining existing systems involve investment in environmental preservation, which forms a significant part of environmental collaboration in the supply chain. With the adoption of green purchasing practices, the most cost efficient manner of delivering input to the system is attained. Environment friendly practices have an impact on materials used, design processes, process improvement, supplier evaluation, information sharing, inbound logistics, management commitment and a proactive approach
				Maheaja Gillella	435		
107			2	Avani Mittal	314	Bipolar Antecedents of Branding and Supply Chains –A Firm Performance Model	Purpose – The purpose of this paper is to address gaps in the value chain through a model that links supply chain and brand performance to firm performance. <b>Design/methodology/approach</b> – The research is dyadic - with data from buyers and sellers. Through exploratory factor analysis, 4 constructs are identified to impact both supply chain and brand performance which is used to develop and test a conceptual model for firm performance. <b>Findings</b> - Suppliers are consumers are found to value different constructs, revealing a mismatch in the perception. <b>Research limitations/implications</b> – The study pertains to only one country. The implication for firms is a very strong endorsement for the use of branding and supply chain as a central driver for firm performance
				Prathiba.V	240		
108			3	S.Ravisekhar	350	Key antecedents and their effect on execution of custom engineering projects	Engineered to order (ETO) order fulfillment systems are the mainstay of organizations involved in custom engineered projects in which each product is designed and built to customer specifications. The uniqueness and complexity involved mandates execution via project management model. However project management methods tend to have a high rate of failure. In this study we have identified key antecedents in custom engineered projects and studied their impact on project success across three ETO based industries aerospace, power infrastructure and information technology with the intent of proving these common antecedents as predictors of success for all ETO based projects. However, the results suggest that except personnel, organizational culture and conflict management, the other antecedents differ on the basis of industry type and the project type.
				Anjani Kumar	412		

109			4	Rituparna Kashyap	152	Factors affecting Green Supply Chain Implementation and its impact on deliverables	Going green is the need of the future, the rate at which it is adopted is what is in contention here. This study checks for some of the factors that have an impact on the implementation of the same. Based on the primary data from middle management from diverse industry backgrounds – Service and Production / Process based, and with varied demography, it provides an insight into the causalities for the way decisions on GREEN SUPPLY CHAIN MANAGEMENT are taken up. Using Linear Regression on the individual pair of constructs, it was found that GREEN SUPPLY CHAIN MANAGEMENT depends on regulatory requirements and financial implication, leading into distinct improvement in perceived performance of the firm
				Guruprasad Ramnath	215		
				Rohit Jadye	248		
110			5	Shripad S Kulkarni	256	Analysis of factors affecting supply chain management of perishable products	Although there are large number of research have been made on perishability, in this paper we plan to study factors affecting performance of the retailer dealing perishable product from two perspectives, supplier and consumer end. From supply side, we discuss how inventory & supply chain management can lead to high product availability. From consumer side, we discuss how quality, age, and pricing of the perishable product affect consumer's willingness to purchase. This didactic study deals with the impact of the above said factors on the performance of retailers on the perishable product
				Vivek Rathod	275		
				Mohanraj K	336		
111	Veeravalli R S	Great Lakes Institute of Management	1	Deepinder Singh	119	Management Consulting -SOP	This research project is aimed at identifying the primary factors that drive the success of Consulting Firms. The consulting industry has seen a significant growth in recent years and plays a major role in the world economy. Consulting Industry besides their revenue generation has an also direct impact on the success of client firms by the type of advice it provides. A consulting engagement is considered successful only when client is satisfied that its expectations are met and consulting firm is satisfied that its reputation is enhanced. The scope of the study is to understand the client consulting firm perception that undermines the success of consulting engagement and also consulting firm in general
				Harendra Singh	127		
				Sahil Mahajan	156		
112			2	Vanshaj Dhall	371	An application of Keller's Brand Equity model in a B2B context	The importance of branding in industrial context has increased, yet a comprehensive model of business-to-business (B2B) branding does not exist, nor in India has there been a thorough empirical study of the applicability of a full brand equity model in a B2B context. This study aims to discuss the suitability and limitations of Keller's customer-based brand equity model and tests its applicability in a B2B market. It investigates the cognizance of real brands with real potential buyers of ERP software. However results of this study may represent industry / product specific factors that are not representative of all B2B markets. The findings of the study will be relevant for marketing practitioners, researchers and managers as a starting-point for their B2B brand equity research.
				Dhruv Anand	425		
				Nitin Jhurani	442		

113	3	Kush Sharma	135	Validity and Implementation of Triple P in Value Chain of FMCG Sector	Survival of the human race entirely depends on securing future consumptions, the government and the corporations have to work hand in hand to promote sustainability. This can be achieved by implementation of Triple P bottom-line. Triple P bottom-line: The principle of Triple P bottom-line is to encourage organizations to strike a balance between non-stake holders and a stakeholder by following three key criteria's which are: respect for people ( <b>People</b> ), valuable partnership ( <b>Profit</b> ) and good corporate citizenship ( <b>Planet</b> ). Firms and governments are in a race against time to implement sustainable measures. Our findings indicate that implementation of sustainable financial statements is essential, <b>People</b> component needs to be quantified, sustainable companies are preferred employers, and brand equity improves with sustainable measures.
		Faiz Raza	213		
114	4	Chevviyan K	117	Impact of Cost factors and intermediaries on the profitability of Agricultural commodity	This empirical research identifies and analyses the factors affecting the profitability of the small farmers and the significance of automation in agricultural practices. The profit margin of farmers is a function of price realization and cost and depends upon the fixed and variable input factors and the prices of outputs. Cost incurred by the farmer depends on various factors like labour cost, raw materials used, fertilizers usage, water availability, electricity cost, automation tools availability, fuel cost, and storage, time of harvesting and impact of climate on the production of the crop. The research identifies and analyses the impact of the significant factors and also the impact of the intermediaries in the supply chain on the profitability of the farmers.
		Santhosh C V	354		
		Saisriram J	483		
115	5	Mukesh Kumar	134	Analysis of interrelations between industry driving factors and corresponding strategies adopted by the management consulting firms	The study aims at establishing interrelationships between driving factors of the management consulting industry and corresponding strategies adopted by consulting firms. This has been accomplished by carrying out a survey of consultants from different business verticals in management consulting companies rating a wide range of factors that influence their organization's success. Further to check significance level and degree of influence of a particular factor, statistical measures such as one sample t-test and ANOVA tests were performed on gathered data. The findings suggest that the most significant driving factor is "Human Capital" for these firms followed by "Innovation". The results propose to help the consulting firms in shaping their business strategies emphasizing upon these factors.
		Bharat Bhusan Das	180		
		Ruchi Chaudhary	452		
116	6	Rohit Agrawal	351	Mobile Banking: Challenges for a financial service provider and the road ahead	The study attempts to find out gaps in the offering and the requirements with respect to mobile banking in India. There are 116 respondents, majorly between 21 to 30 years of age. Most of them are tech-savvy graduate males. Responses are recorded through online survey. Awareness and psychological resistance in usage has an impact on adoption of mobile banking. Economic cost doesn't have an effect on adoption of mobile banking service. The proportion of the people using mobile banking is very low as compared to the people who have requirement and resources to use. There is need to work on the critical findings of the study to achieve the motive of the banks by this service.
		Sumit Gupta	365		

117			7	Vivek Pratap Singh	276	Non Vessel Operating Common Carrier (NVOCC)	<p>This paper is an endeavour to study the relationship between the NVOCC and Container Leasing industry. Though studies in the past have studied these industries separately but no paper reflects the factors which influences the customer satisfaction of a leasing company among NVOCC and Shipping Lines. As businesses in today's world are more consumers driven, this paper brings out the gaps in the relationship between these two industries. In the value chain for the container industry, where 90.34% trade is handled end to end by container carriers, NVOCC's facilitates prompt connections and quick transit-times. NVOCC depend on container leasing companies to provide them the right boxes at right place and right time.</p>
				Aradhika Tayal	415		
118	Venkat R Krishnan	Great Lakes Institute of Management	2	Saumil Mehta	159	Impact of price sensitivity on congruence between Consumer and Brand Personalities	<p>The purpose of this research paper was to find out if price sensitivity, consumer personality and brand personality influence consumer brand preference. Consumer's brand preference was recorded by exposing the respondent to a number of automobile brands catering to the passenger car category. MBTI framework was used to record the consumer's personality type and Aaker's 5 Dimension Brand Personality Scale was used to determine the brand's personality. Finally, price sensitivity of the respondent was tested by asking questions borrowed from Van Westendorp pricing meter. Findings of the study show that the perception of sophistication dimension of a brand's personality is the best predictor of consumer brand preference, while consumer price sensitivity adds significant variance to the consumer's brand preference.</p>
120			3	Praveen Prabhu	346	Impact of consumer's value system on congruence between Consumer and Brand Personalities	<p>MBTI framework was used to find the consumer personality and the consumer's brand preference was recorded by exposing the respondent to a number of automobile brands. Consumer perception was recorded to derive the brand personality, using Aaker's 5 Dimension Brand Personality Scale. Rokeach Value Survey was used to find the value system. Statistical analysis of the data shows that brand preference of the consumer is related to perceived brand personality of the brand on dimensions - excitement, sophistication and competence. Congruence exists between excitement dimension of the brand personality and perceiving dimension of the consumer personality. Analysis also shows that values such as self respect, social recognition and obedience are the fundamental values through which consumer's perceive the brand.</p>
121			4	Yasaswini J	177	Strategies women employ to overcome behavioral prejudices at workplace	<p>The purpose of this study was to test whether self-monitoring with the combination of some influence strategies will help women overcome gender bias. Participants were aged between 23 and 35, and 33% of the respondents were women. Snyder (1974) scale was used to record whether women were high self-monitors or low self-monitors, and Kipnis and Schmidt (1982) scale was used to measure the influence strategies. A new questionnaire was designed and was responded to by male employees, which measured the gender bias. Findings of regression analyses show that self-monitoring and use of friendliness and bargaining strategies reduce gender bias, and use of higher authority strategy enhances gender bias.</p>

122			5	Aravind Kumar	114	Impact of Transformational Leadership on Followers' Organizational Commitment and Subjective Wellbeing	The purpose of the study was to find the impact of transformational leadership on organizational commitment and subjective wellbeing. Data were collected through online surveys as well as hard copies. Participants were from the healthcare domain aged from 25-60. The median age was 26 and 63.5% were male. Findings show that transformational leadership enhances subjective wellbeing and it is positively related to affective and continuance commitment. Subjective wellbeing is positively related to affective and normative commitment. Continuance commitment is not related to subject wellbeing (affective). Organizational commitment acts as a mediator between transformational leadership and subjective wellbeing.
123			6	Devyani Sharma	321	Measuring the effectiveness of pay and rewards on employee engagement	Employee engagement is an issue of concern to all organizations and they adopt monetary as well as non monetary methods to achieve the same. This paper studies the impact of pay satisfaction and transformational leadership on employee engagement. Data were collected from 93 respondents across domains. Analysis of the findings showed that transformational leadership is a significant determinant of employee engagement. Transformational leadership was also found to be significantly related to pay satisfaction.
124	Venkatesh Bangaruswamy	Navera Consulting, Chennai	1	Atif Alam	116	Impact of Corporate Social Responsibility disclosure on Financial Performance of Indian firms	The study aims at investigating the impact of Corporate Social Responsibility (CSR) activities on the stock price of a firm in the Indian context. In this particular study, data for 51 listed companies on the Bombay Stock Exchange (BSE) from 24 different sectors were taken for a period of 4 years from 2007 to 2010. The Karmayog ratings for the same period were used as the benchmark for CSR activities. The control variables in this study were the firm size, BSE index and operating risk ( $\beta$ ). The results show that the CSR activities have a positive impact on the stock prices of a firm and that this impact does not vary across firms in different sectors of the economy.
				Damini Chandra	207		
				Kashish Bansal	223		
125			2	Shubham Arora	358	Efficient Market Hypothesis in Indian Context	The purpose of this paper is to analyze Indian mutual fund market, the possibility of active fund managers to generate consistent alpha returns and the efficiency of Indian equity markets. To reach our findings we have analyzed 23 of the most popular active mutual funds in India. We have compared the results of these funds to their respective benchmark since the inception of the funds or availability of the data whichever is earlier. In our conclusions we found that none of these 23 funds could generate statistically significant excess returns over the benchmark. This leads to the conclusion that it makes more sense for retail investor to invest in passive funds
				Basu Agarwal	416		
126	Vishwanathan P K	IFMR	1	Smruti Rekha Padhy	261	Credit Risk Modelling for Indian Banks	The purpose of this study is to formulate credit risk models which can be helpful in efficient bankruptcy prediction in Indian listed companies through the use of Altman model as a reference. Generally, credit risk assessment is based on the accounting ratios derived from the financial statements of the borrower. Combining various ratios through application of multivariate statistical techniques and testing their predictive power has been popular in credit risk quantification. Altman's Z-score model is the most acceptable model in this category. Hence, we have used Altman model as a reference to develop further better models. The study sample includes non-financial service and industrial companies. To achieve the objectives of the study, Altman were applied on the sample companies.
				Vikram Nagarajan	271		

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To quantify and verify  
impact on key  
dimensions of product  
benefits to product  
value

Organizations especially automobile manufacturers are increasingly providing added attributes in their core product in order to gain competitive advantage while delivering a unique value proposition to customers. Therefore, it becomes important to understand the deterministic variables of perceived value of the offering to the end user. Studies & research done in the past have primarily looked at understanding the importance of factors contributing to the consumer's decision making process. However, in this study we intend to extend the scope by also including; the manufacturer's perspective on identifying the important factors to consumers and assess the interplay between identified factors. The study shall therefore help Product Managers map value to the importance of product attributes; a key input in value based marketing strategy.

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Vishal Lathwal

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