

Author. No	ID	Author-study no	Guide name	Affiliation of the Guide	Student Name 1	ID 1 (Ft15)	Topic of study	Abstract
Outstanding papers								
31	VIS	2	Viswanathan.P.K	Great Lakes Institute of Management,Chennai	Alankrit Saklani	153080	Quantifying the Relative Importance of Key Drivers of Landing Page	In the world of internet surfing, the first impression of a webpage is formed by the quality of its Landing Page. It is important as it drives the visitor's perception of the contents of the website. It influences visitors to make a purchase, sign up for a newsletter, or do any other thing that may be the purpose of the site. This study aims to assess the key drivers or
					Rachit Gupta	154095		
					Manika Kishore	154112		
27	VAI	2	Vaidy Jayaraman	Great Lakes Institute of Management,Chennai	Khushboo Agarwal	152011	Performance optimization of dual-channel retail supply chain	This study was done to examine the impact of factors such as use of information systems, reliability of suppliers and replenishment process on the performance of a retail store in terms of profit level, market share, cost efficiency and inventory turnover. To measure the impact, we performed a study of retail supermarkets in and around Chennai city in India. A survey was done to measure the above stated variables. Our study shows that the presence of information systems and an efficient replenishment process are significantly influential in
					Dreema H Baherwani	153010		
					Apurv Mittal	153025		
5	BHA	1	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Radha Narayanan	151028	Enhancing Green Quotient of Indian Consumers: An Empirical Analysis	Has the era of increasing environmental consciousness had an effect on Indians? What makes them go green? This paper explores whether social norms or personal beliefs influences purchasing behaviour of organic food and recommends the types of promotional appeals that influence the same. A two-stage method comprising a survey designed on Theory-of-Reasoned Action model and an experiment explaining whether Health or Fear appeal influences purchasing behaviour while buying organic food was adopted. Personality variables
					Avin Sharma	154013		
					Vaishno Prakash	154086		
Remaining studies								
1	ANU	1	Anuradha.M.V	Great Lakes Institute of Management,Chennai	Riya Jain	153018	Managing Total Rewards Programs in a Multigenerational Workforce	Total Rewards consist of three essential components namely Compensation, Benefits and Work Experience. Work experience here refers to the policies, work environment and the co-workers in any firm. Every Organization has a Total
					Sahana Ramanathan	153019		
2	ARJ	1	Arjun Chakraveti	Indusage	Utpal Bhuya	154024	Consumer irritation to online advertising, with a focus on Indian internet users	This paper discusses relevance of online advertising and investigates consumer attitudes towards Internet Advertising. For this purpose, a representative quota sample of Internet users in India were being interviewed and all the relevant constructs were measured using an experiment where the consumer's response was recorded while they watched online advertisements. The finding of this study provides marketers with an understanding of consumers, their attitude toward advertising, so as marketers can better strategize their advertising. This study provides with an insight based on which it is understood Ad-content and Interrupt are the factors which
					Gunjan Shah	154065		
					Poornima Sharma	154108		
		2			Pulkit Garg	153087	Factors governing the success of websites catering to live-in/dating relationships in India	people who want to find partners for dating, such websites have not taken off in India. Our study aims to investigate the various factors that would be responsible for the acceptance of a website offering such a service in India. The variables that we
					Srivats TS	153096		
					Pratul Krashak	154096		
		3			Harsh Bhatnagar	151009	What drives the formation of an integrated SMAC product for E-Commerce industry?	Facebook had 1.06 billion monthly active users by 31 December 2012, an increase of 25% year-over-year. As of June 2012, LinkedIn had 161 million members across 200 countries. 42% of mobile phones in the US are smart phones and more than 110 million smart phone users in the US and Europe access social networking websites and blogs on their phones. A study done by IBM and Oxford University's said School of
					Kumar Utkarsh	151064		
					Rachit Gupta	153041		
		4			Swati Arora	153029	Effect of Planned Obsolescence on Consumer Behavior and revenue for a company	The purpose of this study is to identify the effect of Planned Obsolescence on the buying behaviour of the consumer. The physical characteristics include brand consciousness, brand parity, uniqueness, value consciousness, quality consciousness.
					Ashish Awasthi	154053		
					Chidananda Mohanty	154066		
		5			Debeshi Sur	151013	Customer Profiling for Brand Marketing using social media data	The various qualitative techniques like focus group discussions, Social media today has become an integral part of everyone's lives, and the amount of data that is shared by members of social networking sites, is huge. The purpose of our research has been to analyze this data and find measures that will help
					Vishwa Nigam	153006		
					Akshu	153017		

		6			Ranjeet Mathew	151046			To identify whether effective Trade Promotions can enlarge a product's market segment penetration, or the product's total sales in proportion to the category's competition. Survey of 120 respondents and 8 member Focussed Group discussion. A survey was designed based on the Independent variables and
					Arjun Nambiar	151066	Effects of in-store promotion of alcohol on consumer behaviour		Unavailability of an automated inventory replenishment system has led to numerous issues in the Retail inventory management. Understanding and eliminating issues like stock-outs and excess inventory is necessary to implement an efficient inventory system. We try to address this issue by considering Automatic
3	BAD	1	Badri T N	Great Lakes Institute of Management, Chennai	Smarak Dash	151004	Automatic Replenishment Systems using predictive/prescriptive analytics for effective Supply Chain Visibility		Till about the turn of the new millennium, the global energy consumption pattern had only economic under pinnings. From an economic issue the focus has moved to an environmental issue today. It would not be long before the energy becomes an emotional issue.
					Anoop Krishnakumar	151077			
					Abhinav Shakadwippee	152069			
		2			Falguni Shukla	151005	Analysing feasibility of Green IT implementation using cloud by assessing Datacentre Ecosystems		The purpose of the paper is to investigate into factors that drive acceptance of mobile technology such as mobile payment methods in Indian consumers in retail stores. With more than 87% mobile penetration in India and with the third largest smartphone base in the world, India is poised to make a huge
					Shashank Shrimal	152039			
		3			Snehal Bagal	151017	Analyzing the Acceptance and Feasibility of Mobile Technology in Retail Industry		The aim of this study is to assess how implementing ERP helps organizations in meeting their Green initiatives. To collect data, we surveyed around 123 respondents who have either implemented or used any ERP in their professional life. We ran linear regression analysis to come up with some factors which
					Suhana Shabnam	152028			
					Rohit Mittal	153030			
		4			Suhail Kaul	152045	Green ERP : How ERP system can help companies go Green?		This study documents a thorough evaluation and analysis of the various factors of overall player performance in cricket. The factors studied include consistency and its underlying features, adaptability and its varied constituents. With the debate for
					Akshay Kulkarni	152064			
					Aarush Bhargava	152080			
		5			Abhishek Anand	151049	Optimization for the selection of an IPL cricket team		This study analyses the most important factors that Indians bear in mind when opting for online courses. College students and working professionals below the age of 50 years across various cities of India are requested to fill an online survey. Various factors like external motivation, time duration, cost, availability
					Prantor Chakravarty	153073			
					Rohit Kr Kashyap	154034			
		6			Venkat	152043	Impact of Smart Classes and e-learning courses in the field of Education		In the United States, the proportion of the population made up of persons 65 years of age or older is projected to increase from 13% of the population in 2000 to 20% by 2030 because of the aging of the baby-boom generation and increased longevity. The implications for the delivery and financing of health care will be profound, because elderly persons use health care services at a greater rate than younger persons. The appropriate deployment of technology contributes to the improvement in
					Prateek	153063			
					Ritesh	154105			
		7			Mukund	154004	Demand Estimation and Supply Chain Design for Medical Equipment		The purpose of the study is to establish the relationship that exists in the composition of experience in terms of experienced and non-experienced members in a project with the productivity. The industry chosen is the Indian Information Services Industry in which the companies are made up of independent revenue-generating units known as projects. Data
					Arthi Lakshmi Alagar	154015			
					Zalak Shah	154056			
		8			Kushal Kislay	151093	Optimization of experienced and non-experienced resources for a given project.		Innovation?" cannot be determined because it does not have an exact solution, all it have is the way a firm should react and this reaches across domains of strategy , vision and mission of company, flexibility of its management and its policies
					Prabin Mishra	152052			
4	BAL	1	Bala V. Balachandran	Great Lakes Institute of Management, Chennai	Anuj Khandelwal	151018		Empirical Analysis on Surviving a Disruptive Innovation	
					Ankit Gupta	151071			
					Deepanshoo Shokhanda	153065			
		2			M Karthik Prasad	151047	To identify, understand and analyzing factors effecting Market Share of a product		<i>Britannia Cakes' attributes like quality, availability & promotions on buying intention of rural & semi-urban consumers in Manamai, Anupuram, Kalpakkam & Mahabalipuram, we surveyed over a hundred consumers.</i>
					Mehtaab Singh	151059			
					Diksha Mehta	151097			
		3			Sanjeet Singh	152014	Do mergers & acquisitions create long term shareholder value?		<i>This study evaluates whether mergers and acquisitions impact long term share price for an India based acquirer. Our sample consists of 62 companies from the CNX 500 index – including those companies which have undertaken M&A activity as well</i>
					Saurav Bajaj	152017			
					Divyabala N	152086			
5	BHA	2	Bharadhwaj .S	Great Lakes Institute of Management, Chennai	Ena Sehgal	152024	Towards an Understanding of Advertising on private Automobiles: An Empirical Study		<i>Using a sample of 182 people varying from various Tiers-I, II & III cities across India, this study shows the tendency of the people to earn money by placing advertising on their personal automobile. This study is important, because of the new means of promotion being searched by the marketers, as people are</i>
					Arjun Pandey	153008			
					Ninad Wirmalwar	153077			

		3		Ankit Badkur	153004		In this information age, internet has become the main source of information as it proved the latest information without much hassles. With the growing usage of YouTube, advertisers are now using it as a major platform to create awareness and promote their products and services. Through YouTube,
				Rohit Rajamohan	153093		
				Vishal Gupta	153098	How to enhance the effectiveness of YouTube advertising?	
		4		Nivedita Krishnan	151001	An Empirical Analysis of Counterfeiting and Related Issues in India	Counterfeit products are defined as identical or similar copies of trademarked goods that are offered in the marketplace in order to take advantage of the benefits generated by specific branded products (Grossman & Sapiro, 1988). The growing counterfeit products market is a cause for global concern due to
				Soumya HariKumar Pillai	152018		
				Aashwin Kumar	154057		
		5		Saurabh Gupta	152009	Issues Regarding Click Stores and Brick Stores: A Preliminary Investigation	Today online shopping has become a huge phenomenon forcing traditional brick stores to begin operations online. But, amongst online shopping wave a new phenomenon has been spotted where e-tailers are also venturing into brick stores. This research paper investigates the buying channel preferences of
				Ashwin Vijay	152035		
				Jaykumar Kasundra	154094		
		6		Yogesh Rawat	151087	Online Grocery Stores in Urban India: An Empirical Analysis	To understand the adoption rate of online grocery shopping in Urban India. What attributes contribute to the adoption rate. To understand not only what motivates consumers to start shopping online for groceries, but also the extent to which their online shopping experience encourages them to continue, or cease, shopping online. To study the correlation of adoption to variables such as: Age, Convenience, Income, Traffic situation
				Abhijeet Deshpande	152078		
				Shubhank Goyal	153091		
		7		Varun Ramachandran	151022	Analysis of Taxi cab services in India	This study entails an in-depth study and analysis of the various factors consumers look for in a taxicab. The factors studied include Mobile Applications and the various features associated with it, convenience aspects, recreational facilities provided and safety. With the proliferation of the number of taxi cab companies in India, there cannot be a more opportune time to
				Shraddha Dadhich	151099		
				Archit Raj	153071		
		8		Saptarshi Banerjee	151011	Advertising appeals to persuade Indian consumers to conduct medical check-ups	Tough competition in markets all over the world and the emergence of new trends in consumerism has resulted in an increase in the number of advertisements. Sometimes the ad-makers successfully achieve their objectives with a particular advertisement but sometimes they might fail. These issues contribute a lot towards the problems faced by advertising agencies in decision making in regard to the choice of appropriate advertising tactics and strategies. The tough competition and large number of ads confuse the consumers and creates doubts in their minds regarding the credibility and
				Sampita Dey	151037		
				Sviti Arora	154080		
		9		Saurabh Bahree	153012	Key Innovations in India E-Commerce: An Empirical Analysis	This study aims to understand how users with different personality traits respond to new innovations offered by e-commerce companies which drives their purchase intention. A sample of 112 participants is used to segment respondents into three categories based on personality traits Innovativeness, Need for Cognition (NFC) and Optimum Stimulus Level (OSL) and how each of these respondents rank innovative features like
				Sumit Arora	153107		
				Survesh Chauhan	153047		
		10		Vipin Mendiratta	153024	Nutritional Labelling and Buying Behaviour	With increase in education and health awareness among consumers it has become important for FMCG companies to not only manufacturer best in quality products but also communicate the same to the consumer in a clear and effective manner. For this reason packaging has become an important part of marketing activities and now marketers are coming up
				Gaurav Tolani	153070		
				Robin George	153106		
6		1	Bhuvan Unhelkar	Principal Consultant (Business Analysis) at Akiko Business Consultants PvtY Ltd	Sharad Dhingra	154077	Analytical approach of finding best players and forming best team in IPL
					Mohit Mishra	154087	
					Asit Saurabh	154100	
7	BOB	1	Bobby Srinivasan	Great Lakes Institute of Management, Chennai	Navraj Singh Aneja	151065	Model for Predicting Stock Prices : An Indian Perspective
					Habibulah	151076	
					Udit Aggarwal	154040	
		2			Nishant Prakash Nair	152048	This study investigates ways to increase investments in stock markets by including the larger population through a government backed equity investment scheme. The study uses
					Shrikanth N	152074	

					Udit Mathur	154078	New Scheme to Increase the domestic investment Indian Stock market	secondary data available in the websites of BSE, NSE and RBI to prove the hypothesis. The data derived from government websites pertains to the stock prices of blue chip organizations
		3			Ajay Patil	151070		
					Anand Neema	152076		
					Arijit Bohra	152077	Deep Value Investing	Huge market potential, demand-driven economy and high growth levels have propelled India as a big opportunity for many investors. Of the over 600 listed companies, many are less researched and undervalued. Their stock price is low compared to their net worth or performance. Concept of value investment
		4			Mohit Gupta	153082		
					Siddharth Mangwana	154093	Equity research in banking sector	A major part of investment is to get a return. Bonds promise interest, stocks carry hope of dividends. An investor may expect capital additions from certain ventures and rental income from property. Hence return can take multiple forms. The most important characteristic of financial assets is the size and variability of their future returns, which further depends on the banking sector plays a crucial part in the growth of the economy. The performance of banks is subject to various macroeconomic factors. The macroeconomic factors could range from Exchange rates, RBI monetary policy and its instruments (Repo rate, CRR, SLR, and MSF etc.) and FI investments. RBI intervention to control liquidity crunch by varying the CRR and SLR, conducting OMO (Open Market Operations) affect the bank revenues. Our empirical study here is an attempt to create a model which can calculate the share price of the banking stocks (dependent variable) through statistical analysis of various independent variables mentioned above and thereby predict how the various forthcoming macroeconomic changes and reforms impact the performance of banking stocks during the next few years.
					Joy Mitra	154097		
		5			Aravindan Rajagopalan	151016		
					Vaibhav Jolly	151082	Impact of Monetary Policy and FIIs on Share prices in Banking Sector	The Research problems of this study are formulated against this background and hover around analysis of the nature, causes, consequences and adequacy of required measures. The objectives of the project are the following: Analyze the circumstances that lead variations in rupee value in terms of dollar. To find out the degree to which various factors influence the variations in dollar value in terms of rupee. The research the aim of this study is to analyse the relative acceptance of SMAC across the Banking, Retail and Healthcare industries in India. As part of the study, we surveyed approximately 40 respondents holding managerial/key decision making positions working in firms across each of these industries. We conducted multiple linear regression analysis on the data collected to summarize and present our understanding of the results. The results of this study would give SMAC vendors an
					Jagannathan N	151091		
		6			Ankit Jaiswal	151094		
					Prakhar Pandey	151078	Factor Analysis of Rupee Volatility	The aim of this study is to analyse the relative acceptance of SMAC across the Banking, Retail and Healthcare industries in India. As part of the study, we surveyed approximately 40 respondents holding managerial/key decision making positions working in firms across each of these industries. We conducted multiple linear regression analysis on the data collected to summarize and present our understanding of the results. The results of this study would give SMAC vendors an
					Vaibhav Agarwal	151079		
8	EAS	1	Easwar Krishna Iyer	Great Lakes Institute of Management, Chennai	Venkatesh M Prabhu	151068		
					Jyothish Jayan V	151086	Comparison of SMAC offerings acceptance across multiple sectors	The aim of this study is to analyse the relative acceptance of SMAC across the Banking, Retail and Healthcare industries in India. As part of the study, we surveyed approximately 40 respondents holding managerial/key decision making positions working in firms across each of these industries. We conducted multiple linear regression analysis on the data collected to summarize and present our understanding of the results. The results of this study would give SMAC vendors an
					Steffy John K	151090		
					Priyanka Manoj Kumar	151012		
		2			Aanchal Gupta	153011	Analyzing the augmented customer satisfaction space in the Indian e-commerce market	The aim of this study is to analyse the relative acceptance of SMAC across the Banking, Retail and Healthcare industries in India. As part of the study, we surveyed approximately 40 respondents holding managerial/key decision making positions working in firms across each of these industries. We conducted multiple linear regression analysis on the data collected to summarize and present our understanding of the results. The results of this study would give SMAC vendors an
					Soumyadipta Biswas	153095		
					Priti Subba	152002	Understanding the Buyer-Seller Convergence in the Social Media Monitoring Market	Social Media Monitoring is a growing market among consumers; especially brands which want to know about their brand image through various social media platforms available. Social media monitoring is a complicated industry. A number of tools are available in the markets which analyze the content present on various blogs, micro blogs like Twitter, communities and other open social networking sites. These tools analyze the system using a complex combination of key words and bring out the desired results. They also tend to check the tonality or the context in which the brand is being talked about. They provide a wide variety of functions where each tool specializes in a specific feature and their price ranges from cheap to
		3			Suvigya Pradhan	153034		
					Meghna Ghosh	153078		
		4			Sreejit Janardhanan	151053	The heightened interest toward mobile advertising recently	

					Prashanth SP	152036						observed among academic and industry circles has led to the need for determining what channels of mobile advertising are most effective, and provide most value for every buck of advertising expenditure. Another key need that this research
					Shashank Kumar J	153001	Do consumers act on Mobile Advertising : an AIDA Analysis					SaaS is a delivery method for software that provides access on a subscription basis via the Internet. This means that users pay a monthly usage fee and access an internal website where the software runs and his/her data is stored. Adobe Creative Cloud is a subscription service from Adobe Systems that gives users access to a collection of software for graphic design, video editing, web development, photography, and Cloud services.
		5			Harish Narayan Viswanathan	151036						
					Ashwin Jayaraman	153086						
					Logaprabhu Janeesh	154067	Probing the differential Inhibitor Space between Generic and Adobe SaaS adoption					
		6			Manisha Tanvi	153039						The Stated Objective of our Empirical study is to identify the cost drivers in a traditional computing technique and in a Cloud Computing Technique. This study will help us find the cost contributing factors when migrating from the on premise to cloud computing. Cloud computing is the technology of delivery of Application, Platform or Infrastructure as a service. It emphasizes on sharing of resources to achieve economies of scale. It is a much efficient, faster and structured technology to manage IT infrastructure and services in the unpredictable
					R Aishwarya	154025						The dynamics of shopping in today's digitalized and complex world is changing so fast from the age old brick and mortar shopping model to just a click away, sitting inside the four walls of our workplaces or homes. The technologies have been developed, mindsets changing, convenience and time saving being given prime importance and as a result of all of this, the brick and mortar models have realized that it is imperative for them to move to an online system as well to catch up with the changing dynamics of today's world. Now, while migrating from brick and mortar to an online system, there are some nuances to be considered because of the totally different shopping model and experience in these two models. Critical success factors are those necessary attributes which drive
					Anjul Hans	154072	Identification of strategic cost drivers in an on-premise to cloud migration					The expansion of IT industry across the globe has been a terrific success for the global economy but has also raised the challenge for IT bidder, as the bidding process has got more complicated. Finding the probability of winning an IT project bid based on knowing the capability of the bidding company is very complex. Our research aims to find out the winning bid formulae, which would help bidders to predict if they have any
		7			Meadha Batra	152051						
					Amishaa Arora	153021						
					Ankita Swain	153081	Brick to click migration strategies after identification of new critical success factors					
		8			Shreyti Garg	152040						
					Siddharth Mahajan	152060						
					Nitish Bharadwaj	152084	Key factors enabling software project bid winning in Indian IT Industry					
		9			Narayanan	152066						
					Devi	154046						
					Poonam	154107	Analyzing the relative impact of social media in the SMAC convergence space					
9	JOF	1	Joffi Thomas	IIM-K	Sourav Dey	152001						This research analyses the changes that banking sector will face in the future and prediction models as per the current trends of changes. The basic functionalities of the bank will remain intact but however there will be significant changes based upon various factors that will be discussed. This has been done by reviewing both research and practitioner journals from various
					Anurup Das	153055						
					Debanjan Bhowmick	154028	Banking in the future-Transformation & Changes					
10	JOH	1	John K C	Great Lakes Institute of Management, Chennai	Shreyas Sharma	152038						
					Lokesh Chandna	152087						India has seen a drastic change in the way consumers have adopted different modes of transaction. The transition from traditional brick shopping to online shopping has taken a few decades, but the shift (partial) from electronic commerce to mobile commerce has happened only in the last few years with increased penetration of packet data networks and cutting edge
					Jatinder Dhir	153035	Consumer centric m-commerce business models: An Interplay among Technology, and Service Providers					
		2			Priyanka Tras	151029						Entrepreneurship has long been identified as a factor in economic prosperity. The need for entrepreneurial competency is increasing to drive and sustain growth. This calls for a study on what makes an individual an entrepreneur and what drives entrepreneurial behavior and intentions. Entrepreneurial Intention Model is based on the concept that "the single best
					Shailja Shukla	154079						
					Ashish Prasad	154090	Relationship between Business School Education and Entrepreneurial Intentions of Students in India					
11	KIR	1	Kiruba Shankar	CEO, Businesses Blogging	Tushank Sharma	151061						Our Empirical study is on assessing how social media marketing is efficient in gaining volumes in International market. For this

13	NAR	1	Narendar Rao	Northeastern Illinois University	Shreyas Paranjpe	154092	Analysis of Financial Health of IT Companies Using Financial Ratios	This is in an empirical study to determine the Altman Z score for Indian companies which can be used to predict the financial health of the company. This empirical study also aims at finding the significant factors that affect the Altman z-score of Indian companies. We have chosen to conduct our empirical study on the Indian IT industries as this industry has seen a tremendous growth in last three decades. We have also analysed the Indian construction industry as we believe this industry is going to massively grow in the coming few years. Broadly we know that
					Shiva Kalyan G	154103		
					Kresha Shah	154109		
		2			Deblina Majumder	152010	Mergers and Acquisitions in banking sector: Motivation, drivers and impact analyses in India and US.	and Acquisition (M&A) transactions in all sectors of the economy, specifically the financial services sector. Deregulation and advances in technology are widely held as important factors that have ended the distinction between banks and financial
					Sumit Dubey	152093		
					Divyam Prakash	153060		
		3			Hitesh Ahuja	152023	Relationship between credit-rating change of a company and its post financial performance	The objective of this paper is to examine the impact of various financial ratios on the credit ratings of companies in India. The motivation for this study is to analyze and understand the factors which may impact the rating process undertaken by credit rating agencies. Companies can work on improving the ratios in order to improve their credit rating by identifying the
					Jayanth Satheesh	152025		
					Sonia Chowdhury	152030		
14	RAH	1	Rahool Joshi	Royal Bank of Scotland	Abhijith Asokan Nair	153016	The "deglobalization" of banking and finance following the global financial crisis	<i>The banking sector is in a constant state of flux as it continuously needs to adapt to the changes posed to it by the fluctuation in the exchange rates, borrowing rates. This paper is aimed at analyzing if the banks can adopt the de-globalization procedure on the basis of 5 factors that figure in</i>
					Naveen K	153066		
					Sankar A Kamath	153076		
15	RAJ	1	Rajan C.R.	Great Lakes Institute of Management, Chennai	Kasi Viswanathan	153056	Supply and value chain mapping of sugar industry	The sugar and sugarcane prices are highly regulated by the state governments of India. The objective of our study is to find reasons for sustainability of sugar mills despite poor economics. Through secondary research, the supply chain and key financial metrics of five selected sugar mills are plotted. Correlation coefficient is computed for the crucial pairs of financial ratios (control variables). The results indicated that sugar industries are able to sustain by leveraging the profits from by-products
					Srikanth	153110		
		2			Bharath Repaka	153031		
					Prateek Mishra	151030	Determinants of Profitability in Sugar Industry	Sugar Industry is one of the largest consumer goods industries in India and plays an important role in economic development of the country. It also forms a strong base for the development of rural economy through backward and forward linkages. Thus the industry has a great potential for meeting the demand of
					Karan Jhaveri	151055		
					Anurag Dwivedi	153054		
		3			Sambhav Rathore	153038	Market Entry Strategy in an emerging market using Country of Origin Informati	The purpose of the study is to determine If Country of Origin of an organization has a significant impact on consumer behavior. The independent variable under investigation is the Country of Origin (COO) effect. The sample had a size of 126 observations in the age group of 20-30. A Survey was used to determine the importance of COO effect and secondary data analysis was used to determine the current market scenario and various other factors affecting Entry Strategy. COO was found
					Vivek Khattar	154063		
					Akshit Bhardwaj	154064		
16	RAK	1	Rakesh Singh	Great Lakes Institute of Management, Chennai	Shikha Gupta	153023	Effect of Supply Chain Finance on Working Capital and Production Cost	Supply Chain Finance (SCF) is a technology based financing process, which connects the buyer, seller and the financial institutions. Over the past 15 years, supply chain finance process has gained a lot of traction and many companies are using supply chain finance to improve their business efficiency and lower their financing costs
					Sowmya Chennapragada	153048		
					Smrithi B R	154014		
		2			Anurag Atwal	153002	Will Third Party Logistics(3PL) services improve the efficiency of Indian companies	Third party logistics (3PL) is a new concept in the logistics domain of supply chain management. Logistics broadly refers to the complete cycle of material flow in an organization: starting from the purchase of raw materials, controlling the work in process inventory, warehousing, to shipping of the finished goods to customers. When the management of these logistic
					Ranjith Raman	153009		
					Rahul Singh	153042		
		3			Arjun Girish Sanghani	151085	Impact of Business Analytics on Supply Chain Performance in E-Tail	In recent years the role of analytics in every sphere and stage of business has grown tremendously. It has been identified as an important tool for Supply chain management, and optimization techniques have become an integral part of organizational business processes. However despite such developments there is very less evidence of systematic and structured analysis of the
					Aditi	152047		
					Mehul Jain	152088		
		4			Shashank Goel	153103		The purpose of the paper is to study the various factors which influence the price of vegetables in the Indian market.

					Akshay Gupta	154106	Impact of agriculture supply chain bottlenecks on vegetable prices in India.	Exploratory research was done in 2 APMC mandis after which secondary data from 3 APMC mandis from Gujarat was taken for analysis which included averages of the response from
		5			Siddhartha Paul	154003	Study the effect of supply chain efficiencies on Carbon footprint and GHG	The intent of this study is to improve our understanding of Carbon Footprint within the context of small scale manufacturing industry. The case study based approach is employed as a research method. Primary data is collected by site visits and interviews with Nitin Wire Group's Plant and Supply chain improvements can be quickly and easily linked to an increase or decrease in ROCE. A study of ROCE (return on capital employed) will be used for measuring the general management performances in relation to the capital invested in the business and for assessing whether a business generates enough returns to pay for its cost of capital. With this study we
		6			Soumendu Mukhopadhyay	151034		In this Empirical Study, we built a model that predicts the effect of branding, bundling, promotions, frequent buyer, smartphones and in store messages on the store sales. These models can be used by stores to test if they should implement In-store messaging in their stores. We conducted a survey and got a training data set of 152 responses to build our model for classes: 0 and 1. 0: the class of people who would not buy products from the store if they used in-store messaging service, while 1: those who would buy . We have run <i>discriminant</i>
					Souvik Dey	153079		
					Nakul Gupta	153085	Impact of Supply Chain on Firm's Capital	In most residential campuses, where sleep is an unaffordable luxury and hunger is at the canteen's mercy, there exists a business opportunity to develop an ideal snack food outlet that provides value to the students as well as earn an attractive return on one's investment. This paper aims to reveal the factors that encourage food consumption by students in the college premises, and thereby come up with an ideal food outlet design through regression techniques and observed Moments of Truth. As part of our research, questionnaires were distributed to 121 respondents (students studying in residential campuses across India), and the outcomes included a list of factors that
17	MAH	1	Mahima Gupta	Great Lakes Institute of Management, Chennai	Subhaish Goswami	154044	Identifying Indian Consumer Buying Behavior using In-Store Messaging Service	In most residential campuses, where sleep is an unaffordable luxury and hunger is at the canteen's mercy, there exists a business opportunity to develop an ideal snack food outlet that provides value to the students as well as earn an attractive return on one's investment. This paper aims to reveal the factors that encourage food consumption by students in the college premises, and thereby come up with an ideal food outlet design through regression techniques and observed Moments of Truth. As part of our research, questionnaires were distributed to 121 respondents (students studying in residential campuses across India), and the outcomes included a list of factors that
					Gaurav Kumar	154054		
					Sagar Pandhoh	154060	Designing the ideal Snack food outlet for residential educational campuses	The paper gives insights into what factors an entrepreneur must address so that the new start-ups can fare better.
		2			Pratik Basu	154050		
					Nishit Chandarana	154061		Thanks to the fast emerging social media marketing platforms and their reach to a large variety of audience in multiple fields at lower costs, more and more organizations today are looking forward to adapt the digital marketing methodologies. They have become powerful platforms to send messages in no time catering to the needs of audiences at a finger click. For
					Srivatsan Iyengar	154068		
					Kumar Rajan	154032	Factors affecting the success of Start ups	Today we increasingly face the problem of selecting between a numbers of alternative while making a decision. When the number of parameters that go into the final decision goes large then the decision maker is bound to make wrong choices or at least not the best available choice. The Analytic Hierarchy Process (AHP) is a mathematical technique for multi-criteria
		3			Saket Mohan Jha	154039		
					Rajiv Ranjan Dutta	154088	Using Predictive analytics to anticipate future best seller	The increasing access to the internet has widened the scope of various activities be it social interaction, banking transactions, online shopping, ticket booking etc. These activities have led to rise of electronic commerce or e-commerce. The growth of e-
		4			Srivani C K	152034		
					Varun Dabburu	153084	Vendor Performance evaluation in Automobile Industry using AHP	The intent of this study is to improve our understanding of Carbon Footprint within the context of small scale manufacturing industry. The case study based approach is employed as a research method. Primary data is collected by site visits and interviews with Nitin Wire Group's Plant and Supply chain improvements can be quickly and easily linked to an increase or decrease in ROCE. A study of ROCE (return on capital employed) will be used for measuring the general management performances in relation to the capital invested in the business and for assessing whether a business generates enough returns to pay for its cost of capital. With this study we
		5			Himanshu Jain	151010		
					Shashank Shekhar	151026		The increasing access to the internet has widened the scope of various activities be it social interaction, banking transactions, online shopping, ticket booking etc. These activities have led to rise of electronic commerce or e-commerce. The growth of e-
					Samir Kumar	151098		
		6			Mukesh Shah	153090	Study on change in customer intention in E-Tailing after closing the	
					Krishna Chaitanya Yapalparvi	153094		

					Swapnil Tejveer Sharma	154099	Study on change in customer intention in e-tailing after placing the order	commerce space has been remarkable and this has given a push to e-tailing, but still there are obstacles that should be overcome
		7			Varun Bhardwaj	152049		Our study focuses on optimization of delivery models for e-commerce websites. We propose to study various delivery models present in India and how models like one day delivery can be used by hub optimization techniques and integer programming keeping constraints like cost and time. For transportation of goods various transport system like railways.
					Shishir Vivek Bhaskarwar	152075		
					Shantanu Ginodia	153026	Optimization of delivery models for e-commerce industry.	
		8			Nupur Agrawal	152007		This study focuses on determining who can be the target customer and the different attributes which should be focused by the e-tailers to encourage same day delivery of the various types of goods. The survey was conducted on the sample size of 135 of both the sex, being regular users and age between 20
					Abbhinav Jain	153057	Factors determining target customer and their acceptance towards same day delivery	
					Shyam Kumar	153059		Nowadays e-commerce is one of the most booming sectors. People prefer to buy many things online rather than going for brick and mortar shopping and in e-commerce space social media sites plays a very important role. These sites acts like a promoter for e-shopping. It is observed that around 75% of internet users are registered on different social media sites and this is the reason why social media sites are always targeted by the companies for their brand promotion. But the real confusion arises that how the promotion can be made better through these
		9			Alok Sharma	153100		
					Debanjan Paul	153104		
					Gagandeep	153114	Brand Positioning on Social Media Sites and its impact on Company's Revenue	
18	SAN	1	Sanjoy Sircar	Management,Chennai	Rutvij Oza	151069		The purpose of this empirical study was to determine whether the attrition rate of IT companies has any impact on their stock prices. The sample refers only to large-sized IT companies of India – TCS, Infosys, Wipro and HCL. Quarterly attrition rate data for each of these companies for the last 5 years was collected through their quarterly reports. Stock prices before
					Yogesh Ghariya	153062		
					Shakti Jakhar	154074	The Effect of Attrition Rate on the stock prices of IT companies	
		2			Atrayee Bhattacharya	151035		Compared to private corporates, a large number of state-owned companies have a huge cash pile. An analysis of cash rich companies which are part of BSE 500 shows that a majority of cash-rich PSUs have underperformed their private sector peers and benchmark indices. Studying the trends in the stock prices, it is observed that the market views private firms with a cash hoard as better bets, especially during a slowdown
					Amlan Jyoti Bhuyan	151041		
					Anuraj Bhadra	153074	Comparative Study of Cash Policies of Public and Private Sector Companies	
		3			Manzoor.A	152099		The Indian housing loan market is at its highest levels and profitability of this industry depends on its ability to recover the loans. Borrowers have to be screened carefully as a mistake here would increase the probability of the loan becoming an NPA. There are certain characteristics in a borrower's profile
					Kaushik Purushothaman	153051	Analyse the Causes of Non-Performing Loans in Indian housing Market	E-commerce has been the buzz word for the last decade or so in India and throughout the world. It is one of the fastest growing industries. E-commerce industry in India is worth \$10 billion with a growth rate of around 34% year on year as in 2012. The industry is expected to grow at the same rate over the next decade. This brings to the most important juncture in a
					Vivek Anand	153113		
		4			Dhulipalla Bharadwaj	151008		actively managed equity mutual funds versus direct investments into equity market indices. The study analysed the risk adjusted returns of four funds within each category across four different categories of equity mutual funds over a five year period from
					Sreeram K Moorthy	151033		Objective of this empirical study is to study these 3 aspects in some companies from different sectors like FMCG, Banking, Aviation, Pharmaceuticals, Infrastructure to name a few and to find better managing solutions for them. The study will analyse which component forms the major of the working capital, in
					Pratik Mohanty	154051	Identification of key drivers for selection of payment gateways in India	This empirical project is intended to study the pattern of reading of online reviews by consumers in the e-commerce industry. It studies the impact that reviews of various types have on customers after they read them. It studies how the reviews of positive connotation and negative ones impact the
		5			Samrat Ghosh	153045		
					Anjaneya Mhatre	153046	Analysis of performance of mutual funds v/s direct investments by retail investors	
					Snehashish Laha	154045		
		6			Aruna	153027		
					Vaibhav Roongta	154031		
					Nikhil Narsapur	154049	Management of working capital in different industries	
19	SAT	1	Satish S. Maheswarappa	IIM,Kashipur	Dhirendra Sinha	151092		
					Shishir Kumar	152095	Online Consumer Review Reading Termination Pattern and Decision Making	
					Sudhanshu Jha	152096		
20	SHA	1	Shanthi K S	Great Lakes Institute of Management,Chennai	Pooja Badhwar	151006		This study suggests that an integral key of the impact of FDI on development is through its effects on domestic factor markets, especially domestic investment and the gross domestic product.
					Mayank Sharma	151088		

					Siddhant Parnaik	154011	Analyze whether FDI causes 'crowding-in' or 'crowding-out' of domestic investment in India	In this context, this study examines the links between FDI and domestic investment in India. We study the impact of FDI on domestic investment through the concept of 'crowding - in' and 'crowding - out' effect. Our analysis shows that FDI is in an ever competitive era, innovation can be a key attribute in the success of any industry but it involves challenges on the marketing and technological front. From the consumer perspective it is important that various competing companies capture the consumer essence into the new product development. Thus it becomes highly important to understand the individual parameters that drive the technology adoption by Today manufacturing companies are negating their bets by acquiring and maintaining safety stocks to counteract the potential disruptive forces of unanticipated customer demand. Although it sounds easy, this has been a daunting task for companies. Through this Empirical Research, we aim to evaluate the factors which drive the availability of raw materials (Alumina in this case) in a manufacturing industry and provide
		2			Varnika Arora	154036		
					Arihant Gupta	154048		
					Saheb Singh Lall	154055	Adaptation of Smart Devices by Indian Consumers	
		3			Shiekh Sajad	152005		
					Neeraj Poddar	152016		
					Anand Viswanath	154041	Metallurgical Process Industries been able to optimize Supply Chain of Critical Raw materials	
		4			Divesh Mishra	151084		
					Swagatam Basu	153061	Impact of Foreign Investment in Export Behaviour of Domestic Firms in India	recent economic foreign policies. However there is a detailed debate on whether FDI has had the required benefits that were projected. In this regard another aspect of India's current economic situation is its current account deficit, the easiest way
					Sumit Chaudhary	153101		
21	SRI	1	Sriram.S	Great Lakes Institute of Management,Chennai	Sreenath	151054		With the advent of Internet into every industry and high competition between different organisations in various business sectors, there is an increase in consumers' reliability on the reviews about an organisation. Let us take the example of Restaurants, Food lovers would like to check a review of a certain restaurant before trying out food at there. Of late, this is emerging as a trend in metropolitan cities of India. One such portal that serves as a restaurant discovery guide is Zomato. It
					Vignesh	152046		This empirical study aims at finding the correlation between zomato's ratings of restaurants and the restaurant's revenue in India. We mainly work towards finding relevant sources of the restaurant revenue such as food companies which are listed. In the study, we conducted a survey where in a sample of restaurants was chosen based on convenience sampling. The data related to the restaurant success metrics such as attitude of Cloud Cherry company asked us to reduce the length of the questionnaire they use to capture customer experience as they are not getting enough responses from their customers. We got the secondary data from the clients of Cloud Cherry. After getting the data we have done reliability test to conform whether the data we got from Cloud Cherry is reliable for further statistical
					Aditya	152055	An analytical comparison of Zomato's and Cloudecherry's Customer Delight Rating models	
		2			Jayadeep Balabhadra	151025		
					VVMNR Bhargav Babu Yakkali	152053		
					Katta P Siddartha	152091	Relationship between ratings of restaurants and their metrics of success	
		3			Vamshi Krishna M	152008		
					Venkata Phani	153028	Substitute model for RATER to capture Customer satisfaction more accurately in Restaurants	
22	SRR	1	Sriram. D	Great Lakes Institute of Management,Chennai	Varun Venugopal	151002		Customization of information communicated through online advertisements has helped marketers generate cash flows by affecting a customer's purchase intention. This study attempts to find out which factors influence a customer's purchase intention the most. By surveying a sample of 147 net savvy participants in the age group of 25-30and analyzing the collected data using Factor analysis and Structural Equation Modeling, it has been found that among the factors namely, Trust, Price and Regulation; the first two are the most significant (p values for Trust, .035 and Price, .048). The marketers should, therefore, effectively communicate these factors in their online advertisements to positively affect customers' purchase intention
					Tony Richards C	151015		
					Rahul Sharma	151039	Does customization of online advertisements increase consumer purchase intention	
		2			Nirmal Raj	152013		As eCommerce in India is exploding and the trend of products getting launched exclusively online is on the rise, it is important to identify the factors behind purchase of this products. Mobile
					Karthikeyan M	152090		

					Yogesh S	154035	Factors influencing customers to buy products which are exclusively launched in e-commerce	phones, watch, gaming consoles and apparels are the product categories taken for this study. Netnography through product reviews by customers in e-commerce websites and questionnaire data collected from customers who bought the products were used with structural equation modelling for the analysis. Word of mouth, product credibility, website brand trust and value for money are the factors identified to be significant. Firms can launch products directly in online channel by focusing and
		3			Paul Gladstone Boon	152027		This paper focuses on study of antecedents of brand equity for medium scale B2B enterprises. The research is carried out by obtaining responses from pioneers in industries such as automotive, energy and IT/ITES sectors using reliable scales obtained from review of marketing literature. Further a structural equation model is presented which shows impact of
					Krishnan Unny K	154019		
					Santhosh Krishnan	154076	Impact of Brand Equity for medium scale B2B enterprises	factors like associations, value proposition, market share. In modern world customers are the most important factor for
		4			Sonali Ray Chaudhury	151051	Customer Engagement: A path towards Brand loyalty and Positive word of mouth	any brand and each brand has different methodologies to engage them and keep them constantly satisfied. The primary purpose of our project is aimed at studying customer engagement which is directly dependent on involvement, interaction, valence and rapport. These are the independent variables and form the backbone of our study. To start with a questionnaire was prepared and floated to get the responses for
					Dhawal Sharma	154026		
					Rishank Singh	154101		
		5			Tushar Aggarwal	151014	Pre-launch information for new product and effect on consumer's expectations and purchase	The aim of this research study was to find out that what all features of a New Cellular Device attracts most customers during the pre launch buzz to make purchase decision later. The found out factors are the ones that the cell phone companies should target during the creation of pre launch buzz. With the findings we would be able to safely conclude that consumers would prefer to purchase the cell phones that have created pre launch hype centred on factors eg Aesthetics of the phone, pre launch gimmick eg the one used by Steve jobs during I Phone launch and the exclusive applications launched with the device.
					Medha Gupta	153072		
					Varun Singh	153111		
		6			Renju Koshy Zachariah	152026	Customer loyalty in e-commerce	This empirical study deals with understanding the various factors influencing customer loyalty in the e-commerce industry, specifically in the B2C area. It aims to measure the degree to which the customer uses economic considerations as the primary motive for selecting an e-commerce website and the extent to which an enriched shopping and service experience
					Manjit Singh	152070		
					Shashank Vemuri	152089		
23	SUR	1	Surendra Sundararajan	Professor of Finance, Faculty of Management Studies	Shweta Srivastava	153036	What are the Factors considered while making fair valuation of a company	The price of a stock at any given time is influenced by various factors. Many internal and external forces drive its prices. The scope of this study is focus on few key variables like- P/E ratio, P/B ratio, EPS, Debt/Equity ratio and net profit margin. The study is an attempt to capture the influence of each variable on the stock price. The study will also try to find out the correlation among each variable on the prices of a stock. In an attempt to gain better understanding of the effect of variables on the prices, we have reviewed around 30 empirical research
					Siddharth Razdan	153064		
					Praveen Kumar Suman	153105		
24	SUE	1	Suresh Srinivasan	Great Lakes Institute of Management, Chennai	Alphy Kamalasan	154005	Has technology in the banking industry increased the performance of banks	This study examines the impact of technology on performance of SBI and associates. The researchers have done this research using primary and secondary sources of data thereby using annual financial reports of SBI and associates and floating a questionnaire to capture primary data. The statistical tool adopted in testing hypothesis was analyzed using descriptive statistics and regression. The major findings of this research revealed that, there is no positive impact of technology on the Profitability of SBI and associates but there is a visible positive impact on the Operating efficiency and Customer delight of SBI and associates
					Rishabha Ganju	154009		
					Chintan Paresh Bhuvra	154023		
25	SWA	1	Swaminathan. T.N	Great Lakes Institute of Management, Chennai	Aparajita Mukherjee	154016		In this empirical research we will assess how effective is the alternative marketing strategy like guerrilla, viral, word-of-mouth, brand building activities and event based marketing when integrated with social media platform in case of SMEs
					Navendu Vimal	154021		

					Manish Agrawal	154073	Brand Management Strategies of SMEs in India	The research methodology is both, qualitative and quantitative and is aimed at collecting data from SMEs followed by data analysis using Statistical tools like SPSS. We found that factors like founder's brand values, founder's core competencies, brand diversity, market coverage and brand portfolio to be significant
		2			Samer Akhter	151023	Attitude and preference of customers towards COD and Online Payments	the attitude and behavior of consumer online while making payment and to understand the reason behind customer opting for the Online payment over Cash On Delivery(COD) and vice versa. It tries to understand the role of factors like Social
				Atul Singh	151062			
				Dhiraj Khanna	152019			
		3			Priyank Kapoor	152061	Impact of changing lifestyles on buying pattern of durables in urban India	India, one of the fastest developing countries, has been going under a drastic transformation. With the development of country, the citizenry lifestyle has also shown new trends. Their lifestyle has been mainly influenced by the changes in social and cultural factors, their preferences, attitude, psychographics and demographics. A change in lifestyle is in turn changing the
				Anuj Gupta	152073			
				Prashant Sharma	152097			
		4			Rajat Kedia	152031	Multi-sector comparison on requirement, acceptance and benefits of SMAC Technologies	SMAC is an acronym which stands for Social Media, Mobile, Analytics and Cloud technologies. In the current business environment, firms are using these digital technologies for seamless flow of information across the value chain and streamlining their business operations. SMAC creates an ecosystem that allows a business to improve its operations and
				Abhishek Jain	152056			
				Shivam Arora	152072			
		5			Pavitra Anaji	154030	Segmentation of Consumer Response to Social Media Marketing in the Indian Market	Social media is everyone's favorite hobby today. It is hence wise to use it as a medium for marketing. Our study is aimed at identifying the right target audience among Indian youth who will actually buy the product. To carry out the study, a sample of 100 students/working individuals with most of them falling
				Raghvi	154082			
				Mayank Vashishth	154089			
		6			Utsha Ray Chowdhury	151007	Social Media Marketing- An Awareness Booster or Decision Accelerator for Smart Phones.	Social media marketing is perhaps the most upcoming way of marketing a product in today's world. Social Media Marketing is at the peak of its lifecycle and Facebook, Twitter, LinkedIn and other social media websites have given it an all new dimension. The current tech savvy generation of the world is heavily into social media and this is the market that companies target via extensive social media marketing. With the advent of mobility and social media platforms, smart phones have taken an important place in the day to day activities of individuals. In today's heavily connected world, people have become extremely choosy about the smart phones that they buy and use.
				Aritra Das	151074			
				Sayantana Dutta	152092			
		7			Rohan Shah	151052	Factors influencing Fans engagement and recall of IPL Team Sponsors and Loyalty	Indian Premier League (IPL) is a Twenty20 cricket tournament where different franchise teams participate for the title. IPL is the most-watched Twenty20 cricket league in the world and also known for its commercial success. During the sixth IPL season (2013) its brand value was estimated to be around US\$3.03 billion. The official website of the tournament is www.iplt20.com . Incorporating popular forms of social media, the website now contains a more holistic presence across all online mediums to empower user interaction. However post IPL season, franchises of teams are not able to engage their fans with IPL. Famous leagues of other sports like NBA, NHL, FIFA, BCL etc. use different ways to keep their fans engaged with them
				Nupur Sharma	151056			
				Krunal Ajit	152050			
		8			Akshata Patil	153005	Power of LinkedIn: Can LinkedIn replace the traditional job portals	Our empirical study seeks to explore if LinkedIn has the potential to become one stop solution for the needs of both recruiters and the applicants, if it can replace other portals such as naukri.com, timesjob.com and monster.com, and if companies can do away with maintaining the careers page on their site. In this regard, the problem statement would be
				Namrata Raina	154006			
				Nipun Sahrawat	153037			
26	TAP	1	Tapan Panda	Great Lakes Institute of Management, Chennai	Manikandan R	151042	Application of Gamification in FMCG Industry	Gamification is the use of game elements and game techniques in non-game contexts. It refers to the social layer that involves engagement and loyalty, which exists on any enterprise or consumer-facing application. It is a key marketing tool that engages a customer to a brand and helps companies to gain a better competitive advantage in emerging markets. FMCG
				M Venkataraman	152059			
				Aniruddh Narayan	154059			
		2			Siddharth A	152006		Most people tend to skip the advertisements that come before the videos in social media websites, or do not pay attention unless it is very unique and cool. This paper studies the effect
				Manpreet Kaur	152044			

					Kamesh S	153040	Role of Paid Video Advertising in Consumer Engagement in Social Media	of incentivized online video advertising on the ad viewership and purchase intention of consumers. The idea is to introduce discount coupon codes at the end of these online advertisements which the users can redeem only during product
		3			Bharathwaj	152029		Purchase intent and the effect of various factors on the same have been established in our empirical and a model has been developed for the same. We had grouped various independent variables under various factors namely Store Atmospherics, Packaging and Retail & Media. This grouping and its significance was confirmed with the use of SPSS AMOS. Using regression, the significance and beta weights of various independent variables was found and the inferences were found
					Ashwin Narayanan	154027		
					Gautham K	154110	Role of various attributes that influence consumer's purchasing behaviour	Customer retention is a critical issue for medium researchers, yet one that has gotten little consideration. While authoritative researchers have analysed firm survival as a ward variable in various studies, the survival of a between firm dyad has been dismissed. We draw from org hypothesis, exchange cost financial matters and the knowledge based view (KBV) of the firm to analyse the determinants of customer retention. Utilizing a novel board dataset of over a hundred customer connections of an expansive data engineering firm, we have the capacity survey how the historical backdrop of the exchange attributes between the supplier and their purchasers sway customer
		4			Dhaval Jindal	151003		Social network sites are one of the facilitators of social networks. They provide a platform by creating opportunities for interaction among the members of social networks. For example, Facebook is a social network site that facilitates its users to form networks and interact with one another. Despite the failure of social network sites such as Sixdegrees.com and Friendster, some of the social network sites are still growing very rapidly. For example, Facebook has reached more than 4002 million users and LinkedIn3 has reached 66 million users. Another successful example is Twitter. Around four years ago, almost nobody was aware of the existence of a social network site called Twitter.
					Rajat Sharma	152003		
					Ankit Pranami	152054	Customer retention - marriage or romance in the air- an Indian perspective	
		5			Aditya Agarwal	153089		The study examined the impact of social media marketing on consumer behaviour and its effect on consumer buying behaviour. To measure the impact we started with the literature survey and decided the variables after conducting a focused group discussion. Finally we conducted a market survey to measure the impact of the variables found above. Results showed that though there is an impact of social media
					Ayush Sinha	154071		
					Pragun Jain	154081	What is the Best Mix of Features Impacting Popularity of Social-Networking Websites?	
		6			Apurv Mishra	152004		The Indian urban consumers are becoming more sensitive and demanding. Urban household income and purchasing power are also on the rise. Under such circumstances, in order to ensure growth the supply chain must be adaptive and anticipative. Adaptive supply chains or supply networks are those that are flexible enough to meet the demand of changing customer markets. An adaptive supply chain requires greater collaboration and visibility between all points within the supply
					Kratika Saxen	153052		
					Sukriti Sinha	154029	Impact of social media on marketing. Media influence on consumer behaviour	
27	VAI	1	Vaidy Jayaraman	Great Lakes Institute of Management,Chennai	Renuka Vadde	151075		The objective of this study is to determine the benefits achieved by different industries by employing milk run in logistics management. For this purpose, the main benefits like reduction in transportation costs and productivity have been identified and a study on different variables/ measures such as logistics integration, route optimization, no. of assembly/ delivery locations and percentage of full truck load taken by industries to achieve these benefits have been done. Primarily, the
					Steeve Renold	152063		
					Manojkumar SV	154001	Evaluate the effect of collaboration index of the performance of supply chain	
		3			Kanul Dhawan	151024		In the past few years, MBA has gained a lot of popularity amongst students who desire an exponential career growth.
					Ankit Sachdeva	151038		
					Minna Maria Thomas	153020	Measure taken by Industries to avail benefits of Milk Run	
28	VEE	1	Veeravalli. R.S	Great Lakes Institute of Management,Chennai	Anagha Choukhande	151031		
					Harshad Bansal	152081		

					Swati Malik	153033	Factors driving placements in B-School From Companies' Perspective	This pattern has been consistent almost throughout the world, with Indian B-Schools differentiating in terms of providing campus placements. Over time, B-School placements have become the Unique Selling Proposition to attract cream of the available talent amongst applicants and also charge a decent part of the fees accordingly
		2			Sheenu Jain	152037	m-readiness: Factors affecting the launch of m-commerce from an Indian Organization's perspective	This research investigates the importance of various factors to gauge the m-readiness of the Indian businesses. While m-commerce has been flourishing, only existing e-commerce players have been seen creating mobile presence. The research focused on exploring various variables that can make a business more conducive for the growth of m-commerce. The survey questionnaire technique was used to gather data from respondents who have been working on this industry, using
				Madhur	152042			
				Vatsal Goel	152079			
		3			Shashank Pushp	151050	Study of Software licensing and asset optimization practices in IT companies	There are various software used in IT companies which are used by a lot of IT employees throughout the world. Usually companies install it in various systems. But the allocation of these systems are not timely monitored. As a result, Companies are not able to allocate specific software to the particular employees on time. This results in the delay of the project and
				Shwetank Pateria	153108			
				Aseem Bajpai	153049			
		4			Anu Choudhary	151048	Data intergation between OSS and DSS on customer financial Institutions	In modern world Financial Services industry is one of the biggest adopters of analytics administrations. The primary purpose of this project is aimed at studying Scope of Customer Experience Enhancement which is directly dependent on Customer Satisfaction, Services offered, Cost Control, Market or Environment effect and Quality improvement-risk management. These are the independent variables and form the
				Akshay Bhaskarwar	152094			
				Saurabh Mehta	154069			
		5			Balaram Venkat	151063	Impact of Technology Investments on Productivity	The most significant aspect of every industry is to constantly assess its existing processes and find optimized ways to improve upon them. Nowadays, with too much emphasis on emerging technologies, investments in CRM and data decisioning systems, SMEs are looking for various options to invest and thereby to obtain maximum ROI. Our team has taken up this aspect and examined the impact of technology investments (SMAC), data decisioning system based investments, IT infrastructural investments and CRM & procedural investments on firm productivity. To measure the impact of various kinds of investments on firm productivity, we
				Meenakshi Gayathri Venkatachari	153007			
				Arjun Subramanian	153102			
		6			Vidit Tewari	151083	Factors Affecting the Success or Failure of Customer Loyalty Programs	The research study investigates customers' preference or a certain loyalty program over the other. From literature review hypothesis were identified which were further improved by performing focus group discussions and in-depth interviews. Regular shopping people who use loyalty cards were the target population. Random samples were selected from individual
				Deepak Balodhi	152012			
				Chandra Kant	154104			
		7			Tanmoy Bose	151019	Competitive advantage attributes of an e-retailer over other e-retailers through differentiated marketing	To study the major attributes that will provide competitive advantage to an e-retailer over the other e-retailers so as to carve out a space in the rapidly growing e-retail industry. Survey of 100 respondents and 10 member Focussed Group discussion. A survey was designed based on the Independent variables and Likert scale was used to analyse the responses. Factor analysis to combine overlapping factors was done to ultimately arrive at the major factors
				Prachi Gupta	151045			
				Yakshendra Bhardwaj	152033			
29	VEK	1	Venkatesh Bangaruswamy	Navera Consulting, Chennai	Ayush Sahastranshu	152085	The financial behavioural dynamics and the investment pattern of young Indian professionals	Most of the existing research and studies have been varied across a wide range of age groups and have been specific to geographies. Since the majority of the Indian population lies in the age group of 21-30, we wanted to know whether the young professionals are aware of the different investments avenues and their psychological preferences and beliefs towards the investment options. Based on an extensive literature review, we developed hypotheses which were tested by carrying out a
					Surabhi Kashyap	154020		
					Sriraj Vora	154084		
		2			Nakul Vermani	152065	Behavioral and Structural changes needed to make NPS successful	National Pension Scheme is a defined-contribution based pension scheme launched by government of India with effect from 1 st Jan 2004. NPS is open to all the citizen of India (between the age group of 18 to 55) on voluntary basis. It is compulsory for the Central government employees (except armed forces). NPS is regulated by PFRDA with transparent
					Apoorv Mohan	153058		
					Rajendra Singh Nayal	153097		

30	VIN	1	Vinit Thakur	Independent Consultant	Neelima Vegesna Madhumitha L Reddy	153014 153067	Framework analysis of Customer Satisfaction and Employee productivity in IT Support Industry	The aim of the study was to analyse the frameworks and metrics used by the IT support industry to meet the Customer Satisfaction and the employee productivity targets. The relationship between customer satisfaction, Employee satisfaction and Employee Productivity was analysed and reported. The data for the study was collected from SAP Labs India Pvt Ltd using survey and questionnaire to measure various IV'S, DV's and Control variables. The survey resulted in 108 data points. The data collected was tested for reliability
					Harikamall Dhall	153109		
31	VIS	1	Viswanathan.P.K	Great Lakes Institute of Management,Chennai	Puneet Gosain Gaurav Gupta	151020 154037	Operational Efficiency Analysis of Banks in India	This empirical study is aimed at studying operational efficiency of Banks in India. Banks we all know are an important asset of any economy and for an economy to grow Banks should be efficient and effective in their day to day operations ranging from opening an account be it current, savings or demat to providing loans such as car, housing, education. These operations should take minimum time and must be done in a cost effective manner. This study will provide banks a cost effective yet effective manner so that they can improve their operations and in turn their customer relationship which is a key in modern world customers are the most important factor for
					Sundar Ganesh	154102		
		3			Aarsh Amit Singh	154007 154012	Enhancing customer loyalty in retail through analytics	any store and each store has different methodologies to engage them and keep them satisfied to mangae a long term relationship. The primary purpose of our project is aimed at studying customer engagement which is directly dependent on involvement, pricing, facilities in the store and rapport. These are the independent variables which form the base of our study. To start with a focus group discussion was done and based on that questionnaire was prepared and floated to get the responses. The respondents mostly belong to the age bracket of 20-30 years. After getting responses validity of constructs was
					Talpita Chouhan	154070		