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a N		Study	0.11	APPENDED AND A COLUMN		DHN (16)	T	Abstracts
S.No	ID	No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No. (14)	Topic of study Outstanding Papers	
	1						Outstanding Papers	
35	VEN	1	Venkat R.Krishnan	Great Lakes Institute of Management,Chennai	Hamsa Sundar	FT14225	Impact of social entrepreneur's leadership styles on follower happiness and engagement	The study identifies leadership style of managers in a social context and whether transformational leadership can contribute to a greater extent towards motivating and engaging followers. The study was conducted on 104 employees, 78 women and 26 men, of non-profit organizations to rate their supervisors, their job engagement and general happiness through questionnaire by personally visiting the organizations or through online means. Transformational leadership had a positive impact on employee happiness partially mediated by employee engagement. With the growing popularity and importance of non-profit organizations, this study on effective leadership styles of social managers will help non-profit organizations in finding the individual with the right leadership style who can create a positive influence on followers.
				Great Lakes Institute of				
5	BAL	2	Bala.V. Balachandran	Management,Chennai	Aman Abbi	FT14105	Testing for the Presence of Herding Behavior in the NIFTY 50	This paper seeks to test the presence of Herding in the "S&P CNX NIFTY 50" Index of the "National Stock Exchange of India" (NSE). Two models, as proposed by Christie and Huang (1995) and Chang, Cheng, and Khorana (2000), are employed to capture this phenomenon. Both the models make use of the changes in the Cross Sectional Returns Distribution, and seek to capture herding during extreme market movements only. However, they differ in their orientation, as the Christie and Huang (1995) model is "linear" in nature, while the Chang, Cheng, and Khorana (2000) model is "non-linear". Results obtained have been depicted in tabular form, and have also been discussed and explained briefly. Furthermore, a general review of herding, along with the findings of previous researches done in various countries, has also been mentioned.
					Vaibhav Agarwal	FT14276		
28	SRA	3	Sriram. D	Great Lakes Institute of Management,Chennai	Amit Kumar Dhilip Narayan Srinivasan	FT14204 FT14217	Factors influencing success of large Multi-brand stores in 'Organized' retail segment	Organized retail requires strategic positioning and huge capital expenditure, and such investment needs to be justified with adequate returns. Therefore it is imperative to understand local retail landscape and the values that drive consumers toward such retail stores amid fierce competition from highly concentrated Kirana stores. This research paper examines key store and consumer attributes that would influence consumers' store patronage towards multi brand retail stores. In organized retail, consumers look for an overall shopping experience. Therefore, understanding factors that create enhanced customer experience becomes the key differentiator. Customers tend to derive hedonic and utilitarian values through the 'Service quality' (SERVQUAL) and 'service convenience' (SERVQON). Therefore understanding these values is important for providing a better customer experience.
					* *	8	<u> </u>	
						I	Remaining 142 studies	
1	ALO	1	Alok Jain		J Dinesh Chandra	FT14324	Impact of Branding on Information Technology	The purpose of this study is to analyze the importance of various factors of Branding that would impact both product-based and service-based IT firms. To conduct this study, data were collected from employees working in both service and product based IT firms in India. The respondents were asked to rate several branding activities with respect to the brand image created for the firm. Findings – Community development activities, quality of the product or service, customer satisfaction index and the marketing through brand associations highly influence the brand of an IT firm. Practical Implications – IT firms will be able to use these results to concentrate on the appropriate branding techniques that will help gain a positive brand image.
2	ANT	1		University of Denmark, Denmark	Ankita Shah	FT14108	Building resilient and visible supply chain using IT strategies	Effective and efficient supply chain management is very critical to the success of a business. But there has been an ever present threat of supply chain risks and uncertainties. Building resiliency and visibility into a supply chain helps improve the risk profile and reduce effects of a supply chain disruption. Hence in order to have a competitive advantage, organizations need to focus on strategies that can help in mitigating risks by ensuring credibility, validity and objectivity of their
					Gaurav Gupta	FT14425		supply chains. Information technology can play a role at different stages of supply chain like inventory management, sales forecast, order tracking, schedule improvement and performance measurement by providing features like real-time tracking and reduction in process complexities.
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		2	Anthony Paulraj		Aditya Ranjan Dey	FT14479	Evaluation of Supply Chain Efficiency in Cloud-Based Enterprise Solutions	This research aims at covering both the potential benefits and threats associated with the adoption of cloud in supply chain systems. Furthermore, these threats and benefits will constitute the independent variables which will be hypothesized with the dependent counterparts to find their strength of interaction and correlation. The dominant parameters emerged from the study will then be used to compute a performance index, that can be widely employed to examine the efficiency of the cloud solution before its adoption in an organization.
					Dongay Choudary N	FT144116		
3	ARJ	1		Indusage	Abhishek Tripathi	FT14182	Conflorer of convert devices with winds with a final disconti	The Adventure Tourism market in India is segregated in nature and there is no such single platform which can meet all requirements of potential customers. Empirical study related to Adventure Tourism focussed towards customers (Adventure Travellers) has been quite inadequate. This research tries to segment and analyse the Adventure Tourismsector, centred on
	7.11.0	•		mungy	Arindam Roy	FT14184	Confluence of segregated business units with a single line of business	the adventure activities as basic products. Data for the research has been collected from Adventure Travellers (N=120) through online surveys. Factor Analysis identified 5 important drivers of the selection of Adventure Tourism Packages labelled as: Adventurous Choices, Social Popularity, Itinerary Specificity, value for Money and Safety of the packages. The finding of this research provides a perspective of the Consumer Behaviour while selecting Adventure Tourism Packages.
		2			Abhinav Jindal	FT141105	Use of Marketing Analytics by B2B organizations in India:	Analytics is being used extensively by various organizations. However, the rate of adoption of analytics for marketing decision making and enhancing customer experience has been slow. The purpose of this study is to identify the level of acceptance/adoption of Analytics in Organizations which deal in B2B marketing and the issues /challenges they face. The surveyresponded by 40 managers/decision makers from various organizations revealed that an operational understanding
					Neeraj Singh	FT14291	Acceptance and challenges	of analytics as a decision making tool grows with time and experience for most executives who still rely on heuristic-based decision making. Only larger companies make an intensive effort to bridge this gap. But, still there are many ambiguities regarding the definition and scope of analytics that were observed.
		3			Gagan Dawar	FT14221	Understanding Consumer Behavior In The Segment of	The 2300 crore rupee Indian handbag market has more than 15 branded players who target the same consumer segments with the similar products. This paper identifies buyer characteristics basis which manufacturers can identify new consumer segments. The specific purpose of this paper is to understand whether working and non-working women have different tastes in
					Nikita Rana	FT14445	Handbags	handbags or not. The respondents are in the 22-45 years age group, 90% of whom buy bags in the range of Rs. 1000- Rs. 4000. According to the data collected via an online survey- price, vanity, impulsiveness and brand affinity impact purchase intention with 95% confidence levels. Surprisingly, work status doesn't impact the buyer's handbag choice.
		4			Piyush Talreja	FT14448		The aim of the research is to analyze what factors of online reviews have a major impact on the consumer buying decision of mobile phones. To find out the different factors of online reviews
					Shashank Shekhar	FT14463	Effect of Online reviews on consumer buying decisions for mobile phone	that consumers find effective, we conducted a qualitative research along with literature survey and shortlisted 9 major independent variables. For the buying behavior, purchase decision involvement was taken as the dependent variables. To establish a causal relationship and find out which variables were significant, multiple linear regression was done on the data collected through surveys. Credibility of platform and skepticism towards review came out as significant variables. The implication of this study for retailers and brand owners is how well they can
					Vineet Gulati	FT14476		manage these two factors to influence consumer decision towards their mobile phone brand.
		5			Kaustubh Shinde	FT14334	Factors affecting the pricing process in automobile industry	Despite the abundant incoretical interaure on pricing as a marketing function, more exists immed- empirical evidence on the various factors that influence the pricing of a new automobile at the time of its launch. Failed product launches such as the Tata Aria and Ford Fiesta are strong evidence that even exceptional products can falter in the Indian market if incorrectly priced. This study enumerates most of the factors that play a decisive role in setting the launch price. The research model we used includes both quantitative as well as qualitative data collection methods such as netnography, interviews, surveys etc. Data was collected from product managers.
					Monika Sharma	FT14342		such as netnography, interviews, surveys etc. Data was collected from product managers, marketing managers, production managers, R&D heads who are currently working with an automaker in the Indian market. Additionally, we also collected data from consumers to find out their perception of the five key factors were analyzed qualitatively. The raw data has been analyzed, compared, and transcribed to find out key patterns. These patterns have beloed us to draw conclusions and discussion about the five key factors. These

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	6	Arjun Chakerverti	Jayakrishnan	FT14326	Market Scope for Biomass based Green Energy	The study acts as a base for resolving two contemporary issues in India – electricity deficit and waste management. By converting garbage to electricity using the process of Gasification, we can provide a common solution. The objective is to find the business opportunities for the development of biomass based green energy in villages. What are the conditions to look for before setting up distributed power generation units? And what is the probability of villagers accepting this technology? The study was conducted in the power deprived village of Chigarapalli in Andra Pradesh where the farmers had to abandon agriculture due to erratic power supply. The results
			Sagar Garg	FT14365		indicate that the villagers were willing to accept the Waste-to-Energy technology at Rs.3/unit for domestic consumption.
	7		Ankit Sethi	FT14312		Humanoids are virtual desk employees which interact with humans can solve complicated technical issues in seconds, especially the kind that take normal support engineers minutes, even
			Kaushik Das	FT14330	Impact of Humanoids in transforming labor arbitrage to advanced automation arbitrage	hours to solve. This study is aimed at measuring the feasibility of usage of Humanoid robots replacing Human Programmers in IT/ITES industry, which refers to the extent to which a company is willing to spend on such automation. After an extensive qualitative research with the help of independent variables: ROI, Cost, Quality, Reliability, Time; a questionnaire was floated to strategic heads of leading IT Services companies in India and responses were measured. Various marketing research tools were applied to check the authenticity of the data collected after
				F77142105		which findings were reported.
-			Garima Rawat	FT143105		
	8		Anirudh Nilakantan	FT14282		We would like to express our special appreciation and thanks to our mentor and guide Professor
				-	Analyzing consumer behavior towards Technology spending during the time of economic downtum	Arjun Chakravarty for his support, advice, patience and encouragement. Without his supervision and constant help this study would not have been possible. We would also like to thank all the people from reputed IT firms, who helped us complete the survey. We would also like to thank the empirical Studies committee and Great Lakes Institute of Management for providing such a glorious opportunity to conduct this study. Last but not the least we would like to thank the
-			Santhosh V	FT14399		almighty God for his continuous support and guidance.
			Mouli Srinivasan	FT14440		
	9		Amrita Biswas	FT14107	Opportunity for QR-Code Marketing in India with supporting	
			Ushaman Sarkar	FT144113	Supply Chain Management	concerns of technologically trained consumers in the age group of 20-35 for development of grocery shopping within the mobile environment. The research demonstrates the need for a progressive approach that follows contemporary consumer needs and habits at the household level. The conjecture is that shopping for branded, non-standardised and fresh items follows a learning path that needs to be replicated in the mobile context.
	10		Ajay	FT14203		
	-		Anshul	FT14208	Mobile Application for Generating E-Boarding Passes	This study focused on the need of a mobile application for the customers of airline industry in India and also to find out if they are willing to pay little extra for the mobile application for the comfort and time saving. Due to increase in the traffic at the airports there is high need to make commuting better. For this customer base was assumed as is, and a product-specific survey was conducted to measure the various aspects of this mobile application. Results showed there is interest among customers to do away with paper-based boarding passes and this in turn will lead
			Alishui	1.114209	4	interest among customers to do away with paper-based boarding passes and this in turn will lead to customer satisfaction and hence increase preference and loyalty for airline offering this benefit.
				TTT 1010-		
<u></u>			Pankaj Sharma	FT143103		

4	BAD	1		Great Lakes Institute of Management,Chennai,Chennai	Anupama Rao Kavoor Sonal Chandrashekar	FT14110 FT14173	The Importance of Business Process Management Tools in Organizations Today	The objective of our empirical study isto show the significance of using Business Process Management tools in organizations and its impact on theirperformance. This study will help organizations understand the value in using Business Process Management tools. Studies have proven the importance of Business Process Management as it is a major contributor in organizations, but this study concentrates on how Business Process management achieved by BPM tools in the IT industry can benefit them significantly. Our study also drills down to understand how the performance of the organization is enhanced by the use of Business Process Management tools.
-			•		Soliai Chahurashekai	1114173		
		2			Bharath S	FT14214		Inventory Management is the controlling of movement of units in order to prevent the stock levels
					Sudeep Dayal	FT14392	Analyzing the Effects of Agile Marketing and Supply Chain on Inventory Management	from becoming too high, or dwindle to levels that could pose a serious risk to the operations of a company. Three types of uncertainty plague the inventory management namely-supply uncertainty, internal process uncertainty and demand uncertainty. Also the corollary is imperative where a buffer against demand fluctuations is required to achieve a certain level of customer satisfaction. The inputs provided by agile marketing can be used by an agile supply-chain for meeting the demand of such products in a short time yielding better inventory level, reduced stock outs, and loweved manufacturing costs, higher profits and high customer astifiaction levels.
					Avin Sharma	FT142104		
		3			Ritesh Pal	FT14158		The objective of this study is to help Indian retailers in understanding the impact of IT implementation on their businesses. Employees/managers of different retail stores were surveyed to measure their perception about in-store technology, store's inventory performance and their job
					Harvinder Dhillon	FT14430	Impact of Information Technology on Business Models of Indian Retailers	satisfaction level. Customers were surveyed to measure their perception about in-store technology, personalized offers and store satisfaction level. It was found through regression analysis that customer satisfaction is positively influenced by personalized offers of the store at a significance level of 0.01. In-store technology was found to have no significant impact on customer satisfaction, employee satisfaction or inventory performance. This study suggests the retailers to invest in analytics and big data related technologies to increase customer satisfaction and sales
					Rohan Ranadive	FT14460		revenue.
		4			Udit Khanna	FT14196		Sustainable development has made remarkable progress in establishing environmental and social sustainability towards operations management and the supply chain. Green Supply Chain Management (GSCM) is one of the recent innovations for the enhancement of capabilities of Supply Chain Management. Manufacturers in the late 1980's went beyond what was required in
					Lav Jaitak	FT14234	Green Supply Chain Management	the legislation and went for a greener approach in their operations systems. The purpose of this paper is to briefly review the literature of the green supply chain management (GSCM) from the past. This study will also serve the purpose of metering the performance improvement of the corporates. The key themes that came out of the literature are: green operations, green design, green manufacturing, reverse logistics and waste management. This paper will briefly discuss these issues and will also mention the reasons why organizations would opt for a green supply
					Pulak Sharma	FT14248		chain. Knowing the different stakeholders' views to greening initiatives requires qualitative study such as interviews – to portray the different views about the concept and how this would implicate management decisions.
		5	Badri T N		Rahul Chaddha	FT14454	Measuring and improving productivity in IT industry	It is often a point of discussion in an IT organization as to how can the productivity of a team be increased. This paper, based on primary research, caters to this conflict and specifically points out as to what is more important, the people that a project team comprise of, the team environment and the team work intent, or the tools that enforce process orientation, quality assurance and other
					Vibhore Gupta	FT14495		such factors. The analysis is done based on the inputs from people who are part of industry and who actually build teams for project, as well as from people who are part of the team.

	6		Dilip Kumar Noolu Panthangi Phani Abilash M	FT142103 FT144104 FT144118	Supply Chain Management in Rural Markets	The rural Indian supply chain is one that is ridden with inefficiencies at multiple stages. The purpose of this study is to identify the various factors that affect the rural supply chain. Data was collected from 114 respondents belonging to different stages of the supply chain such as retailers, distributors and manufacturers. The data was collected with the help of a questionnaire either personally or through telephone. Regression was performed on the data followed by structural equation modelling. The results show that supply chain inefficiencies result largely due to connectivity issues and the lack of IT to some extent.
	7		Raja Pratush Mayank Dibya Akash Kumar	FT14152 FT14339 FT14407	Effectiveness of social media as a data source for Customer Relationship Management	This study measures the effectiveness of social media as a data source for customer relationship management using an opinion survey and subsequent quantitative analysis. Based on the exploratory research and discussion with experts, 3 DVs were decided namely willingness to use Social Media for CRM over traditional data source like SMS. Email et and Extent of Participation of customers in Social Media. Subsequently IVs were developed affecting these DVs. Based on the analysis and the findings of our research through hypotheses testing, recommendations for firms are made to use social media effectively as CRM data source.
	8		Pallavi Agarwal Sruthi Beesabathuni	FT14142 FT14467	Customer chum analysis in Indian mobile telecommunication industry	The telecom business has one of the highest customer churn rates in the business world. Retaining customers is one of the most crucial challenges in this maturing service industry. Using some customer related determinants such as customer care, loyalty, network issues, tariff plans and customer status, this study investigates their relationship with customer churn for Indian mobile operators. Further, two new strategies that can be implemented to reduce this churn are analysed and recommended. First one is focused on reducing delays in call and online services for taking requests and complaints and second one is a customer loyalty program. A thorough market survey is done and regression analysis method is used to establish the churn probabilities and strengths of strategies.
	9		Goutham Mallampati Lavanya Valli Malapaka Nagarjuna Panchumarthi	FT14122 FT14336	Supply Chain and Warehousing Optimization for Online- Retailers	Online retailing has become an important revenue channel for various organizations and efficient management of the supply chain is at the heart of its success. In the current Online retail space, the customer satisfaction level is mainly determined by the Quality of the product, Time to deliver the product, and the after sale support. From the supply chain standpoint, timely delivery is of utmost importance and could decide the customer relationship levels with the organization. With an ever growing online retail space, there is a requirement to expand current storage and operations for maintaining the brand equity and growth. With the vast market segments spread across the country, it is a huge task to maintain the service levels which is further compounded by the varying demand levels. Our study is planned to focus on the existing supply chains and partners involved, and how to optimize the Supply chain management for On-line retailers in the country, taking into consideration, the factors that affect the supply chain efficiency.

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5	BAL	1	Bala V. Balachandran	Great Lakes Institute of Management,Chennai,Chennai	Varun Srivatsan Anand Mahadevan	FT14378 FT14410	Understanding process risks and their impact on profitability in the industry	One of the major criteria for deciding the outcome of a project is the operational risks present in the process. Another is the financial impact one can derive from it. Often, we face cross roads between reducing operational risk and optimising financial impact from projects. In these instances, decisions made by managers are highly subjective and the odds of success are 50:50. Our project aims at developing a stable model to predict the financial impact of a proposed project based on its operational risks. This model will help managers to evaluate project priorities and timelines more objectively and improve the decision-making process within an organisation. Our project carries a high level of practical implementation that significantly reduces decision-making time within an organisation. The project will utilise secondary data present within the respective firm to develop a tailor made simulation model using Monte Carlo simulation for the firm.
					Anirudh Kaushik	FT14481		
		2			Aman Abbi	FT14105	Testing for the Presence of Herding Behavior in the NIFTY 50	This paper seeks to test the presence of Herding in the 'S&P CNX NIFTY 50' Index of the 'National Stock Exchange of India' (NSE). Two models, as proposed by Christie and Huang (1995) and Chang, Cheng, and Khorana (2000), are employed to capture this phenomenon. Both the models make used the changes in the Cross Sectional Returns Distribution, and seek to capture herding during extreme market movements only. However, they differ in their orientation, as the Christie and Huang (1995) model is 'linear' in nature, while the Chang, Cheng, and
					Vaibhav Agarwal	FT14276		Khorana (2000) model is 'non-linear'. Results obtained have been depicted in tabular form, and have also been discussed and explained briefly. Furthermore, a general review of herding, along with the findings of previous researches done in various countries, has also been mentioned.
6	ВНА	1		Great Lakes Institute of Management,Chennai	Anish Kumar R	FT14281		Private label brands are gaining wide importance and recognition throughout the world. The aim of our study was to find out the factors that affect the purchasing intention of consumers and what
					Megna Narasimhan	FT14437	An Empirical Analysis on the Performance of Private Label Brands	inclines them towards store brands or otherwise. This paper provides useful information to store brands as well national brands to tailor their target segment, positioning of their products and sales strategies. Surveys, based on the mindset of consumers towards aerated drinks & wheat flour were conducted in malls in Chennai and Bangalore. Basic correlation & regression was done, followed by factor analysis. It was observed that "Brand Image" was the biggest driver behind a purchase followed by price sensitivity, deal proneness and quality.
			Bharadhwaj .S		Sugesh Govind Kanakkassery	FT14469		
		2	Zmanud Waj .U		Swaroop Johnson	FT14177		The growing product and consumer diversity induces a need for organizations to differentiate its offerings from its competitors. Co-creation as concept which has evolved recently provides
					Gopinath	FT14187	Co-creation in India: An Empirical Analysis	collaborative value which aids idea in idea generation and innovation by engaging the customers directly. In this Empirical study we intend to provide an insightful analysis of co-creation and how it has affected brand and consumer perception in a country like India. This research will take in to account various products and services that have been co-created and would provide a descriptive analysis of various parameters that directly influence consumer participation in co-creation. We have studied a diverse set of consumers who have directly or indirectly participated
			· <u> </u>					creation, we have studied a diverse set of consumers who have directly or indirectly participated in the co-creation process and how were their decisions influenced to participate in such a process.
\vdash					Mahesh	FT14288		
7	EAS	1		Great Lakes Institute of Management,Chennai	Anubha Sharma	FT14109		With the growth of the Information and Communications Technology (ICT) behemoth expected to continue in the coming years, serious attention has to be paid to check the energy consumption

			Sajal Mehrotra	FT14161	Analysis of Datacenter Ecosystems for Green IT implementation using Cloud Computing	of this burgeoning industry. This paper posits Cloud Computing as a tool to check the aggregate energy consumption of the entire ICT industry. One of the problems that the industry is facing is the capacity underutilization of the computer hardware system at the individual user level. Firms tend to over provision their requirements at the planning and budgeting level and this leads to under-utilized in-house IT systems. Every stand-alone piece of IT infrastructure needs to be cooled for ensuring long life and effective performance. When users are disaggregated, millions of 24/7 cooling units are required. This creates a huge energy drain. If bulk of these processes can be
						migrated from the disaggregated individual level to an aggregate cloud level, then there will be large datacenters emerging around a given cluster of users/firms. This paper studies this datacenter ecosystem as a single unit and looks at the possibilities of reduction of energy consumption for the entire ecosystem.
			Bhavana Rao	FT14215		
	2		Bharath Venkataram	FT14116		Risk Management is the theme of businesses post crisis witnessed in last two decades. This is not only confined to financial and operational view but, is now largely dependent on technology to
					Segmented and weighted analysis of risk factors associated with cloud computing adoption	maintain the sanity of the former. The objective of this study is to gauge the risks associated with the latest Cloud services that most sectors are taking to for competency enhancement. This will be followed by categorizing these risks and then getting the industry experts to assign weights to these risks which helps in comprehending the risks associated with adoption of Cloud. The sector consulted is BFS with responses from the bankers showing that the security risk and the data related risk are the most pressing issues for this industry. With these highlights, the study can be extended to further develop a financial model to compute the Net Present Value associated with migration to Cloud in BFS.
			Jasdeep Kaur	FT14432		
	3		Geetika Raichand	FT14427		Global markets have been veering from trading products to trading services in the last four decades. The trillion dollar global IT market is also moving along the product-service migration
	-		Riti Behal	FT14459	Positioning Cloud Computing as a strategic tool to build Product Service Continuum	route. This paper positions Cloud Computing as a strategic tool for the IT industry to move further ahead in the Product-Service Continuum spectrum. In analogy terms, cloud is to computing industry what vehicle leasing is to auto industry. It brings in all the advantages of utilization without the associated strings of ownership. The switchover that cloud facilitates from buying 'computers-the-product' to 'computing-the-service' and the drivers that enable the same are mapped in this paper.
			Gautam Verma	FT14497		are impress it the paper.
	4		Kartik Bhandari	FT14329		The IT & ITES industry in India has been contributing to increase in employment, exports and GDP. The success of IT outsourcing in India is attributed to factors like availability of a large pool of highly skilled English speaking workers, low infrastructure cost and wages. The past few years have seen a number of countries emerging as competitors to India in the realm of IT
	·		Turk Shandari	111329	Competitor mapping for India in the realm of IT outsourcing	outsourcing. Countries like Philippines, Singapore, Indonesia, Bangladesh (and others) may pose a threat to the Indian IT dream. However countries like Singapore offer a very different value proposition to clients and Singapore is definitely not favoured for cost arbitrage. This study attempted to study latent factors which are actually responsible for success of a country in IT outsourcing and found the leading sector of economy and the focus of government for reforms in the sector, the monetary policy of the state and the global recognition and accessibility of the country have significant impact on the competitiveness and revenues of the IT outsourcing industry of the country.
-			Tanushree Sengupta	FT14377		
	5		Ishan Jain	FT14230		This paper provides a systematic framework to the businesses in the services and product industry to find out strategic innovative business drivers that are of utmost importance to sustain their
		Easwar Krishna Iyer	Devyani Kumar	FT142107	Drivers of Disruptive Innovation in Product, Market, Consumer Segment and Service Creation	businesses and to take it to greater heights. Our study intends to find out key drivers that drive disruptive innovation to create a sustainable enterprise. Our study included people with expertise from the industry and prominent professors from reputed universities with at least 5 years of experience in their respective fields. The data obtained comprised of 298 responses inclusive of all the three industries – Academia, IT Services and manufacturing. The three industries voted different factors as the drivers of innovation but the one common factor that stood out among all
			B.Shrikant Soni	FT14317		three was mass customization of services and products.

	6		Ankita Srivastav Astha Pandey	FT14206	Metamorphosis of intermediary cloud players from aggregate providers to SaaS only providers	In the current era of IT dominant accomplishments, there are various ways of selling software. Cloud Computing has been in the market for a while and has the significant potential to refurbish a large part of the IT industry. It has enabled enterprises to bundle its offerings in form of services making software even more attractive and modelling a new way the IT hardware is designed and purchased. The study "Metamorphosis of intermediary cloud players from aggregate providers to SaaS only providers" provides an insight into the shift that is being witnessed in the cloud industry. A study of the various underlying drivers for the same gives a broad outlook as to why this is happening. This shift is again forming a basis for many aggregate providers to ponder on the reasons of it. The study provides an in-depth view of the reasons for this shift on a holistic basis. The drivers are related to this shift and entail a changing market scenario. Owing to the overall industry changes, one can see a trend and notice various aspects of it. The study also provides a plethora of reasons for the aggregate providers to shift to SaaS only providers. From the perspective of vendors, it seems essential to get to the know-how of these changes so that they can assess these changes and get its benefits. There are various advantages which are the basic reasons for this shift.
			Akanksha Pandit	FT14406		
	7		Ashish Agarwal	FT14211		SMAC – 'the 5th wave of Information Technology Architecture' is a new master IT model that blends Social, Mobile, Analytics and Cloud technologies. The use of social, analytics and mobile, cloud technologies is already enabling progressive enterprises to work in highly connected, collaborative and real-time ways. While each of these technologies in isolation is transformative in nature, when brought together, the impact is profound and offers organizations the opportunity to shift from the radiational industrial models to new efficient digital ways of working.
			Samir	FT14366	A Multi-Sector Comparison of the Relative Acceptance of SMAC Technologies	SMAC is emerging to improve organizational productivity, business competitiveness and customer relations. As per industry predictions, by 2020, as many as 100 billion computing devices will be connected to the Web, and businesses will be managing 50 times the data they do currently. The Global cloud computing market is expected to grow to 250 billion by the year
			Vikrant	FT14395		2020. By 2016 there will be more connected-mobiles (10 billion) than people. The SMAC technologies offer companies an opportunity to graduate to higher-margin business by offering capabilities that help achieve differentiation and higher customer engagement, instead of merely cutting operational costs. Various organizations are looking at SMAC to leverage its capabilitie and multiplying effect on businesses to enhance productivity for their customers.
	8		Swati Chugh	FT14491	Disruptive innovation in cloud computing to create new business and revenue models	This paper is based on the study of factors giving rise to disruptive innovation in cloud industry. A total of 130 employees from cloud solutions providing companies were surveyed with a focus on finding differentiating factors from marketing and production side of business. The survey results were analyzed using logistic regression that reveals competition from marketing perspective and technology convergence from production perspective as the key factor that could result in disruptive innovation. It is concluded that by molding their business models towards products yielded by technology convergence which are initially only being used in emerging markets and have a potential to invade mainstream markets, established firms can survive disruption innovation.
			-			One of the most important factors for the success of any e-commerce MNC today is its features on
	9		Neha Dewan	FT14243	Hierarchization of drivers which increase the sales conversion ratio in e-commerce websites	the e-commerce portal. This study demographically identifies the features of an e-commerce website that attract and motivate consumers to buy goods and services online and compares the priority given to various features contributing to the increased sales conversion ratio in e-
						Commerce websites across India and the United States. To study the relative importance of e- commerce features a survey was conducted and detailed regression & factor analysis were carried out to derive the results. It was found that consumers in India and the United states considered different features to be of high importance to them while making a purchase online.
			Vignesh Manoharan	FT14279		

			Gopalaswamy Ramesh		PraveenKumar S Shyam J	FT14388 FT14267	Factors Affecting e-learning readiness in India	Although in the past research has been done on e-learning readiness, the factors affecting e-learning readiness particularly in Indian corporate sector has been somewhat clusive. The present studies indicate that the readiness of e learning depends upon the online pedagogical method, technology awareness, cultural factors, learner control and organisational learning outcomes. This study uses survey method to determine the e learning readiness of the employees and get a measure of the other factors that affect e learning. Results indicate that the factors including Technological awareness, Organizational culture, Learner control and Organizational outcomes affect e-learning readiness strongly and the factor online pedagogy did not seem to affect the e learning readiness. Implications for the findings have been discussed
9	НЕМ	1		Great Lakes Institute of Management,Chennai,Chennai	Shambhavi Yadav Shilpa Khurana	FT14166 FT14369	Perception of Employees on the Role of Internal Marketing	There has been enough empirical evidence to support the fact that only satisfied employees lead to satisfied customers. As organizations begin to turn the conventional management upside down by realizing the notion of 'employee as the first customer', it becomes imperative to tap the role of internal marketing as a change mechanism to create a conducive work environment and achieve overall organizational success. A strategic internal marketing approach plays a central role in keeping the employees well-informed and motivated, aligning them to organizational goals and external marketing objectives, thereby keeping their focus on customer satisfaction. It is in this regard that we aim to analyze through an intensive study, the role that internal marketing, through its various Factors i.e Internal Communication, Rewards & Recognition and Training & development plays in shaping the customer-orientation in employees and the perception it leaves on employees 'minds. The study highlights the significance of effective organization-wide internal marketing efforts to align employee goals with the corporate goals. We further strive to empirically explore the impact of internal marketing on job satisfaction of employees. The study also goes a step further to analyze from the viewpoint of the managers who
			Hema Bajaj		Ashima Malik	FT14415		spearhead the entire program to get an unbiased panoramic view of the crucial role that Internal Marketing plays in writing the success story of the organization.
		2			Kamaldeep Singh Chhabra Hari Narayanan Venkateswaran	FT141100 FT14124	Contribution of relevant performance management variables to school performance	The purpose of the paper is to study the impact of teacher's and student's engagement on the student performance. The specific aspect of engagement and the key driver to student performance is explored in this study. Three schools of different academic reputation were chosen and responses were gathered from students and teachers using existing and developed scales. The school characteristics were also considered. It was found that teachers' dedicative engagement and students' cognitive engagement is majorly influencing the performance. This would imply the necessary environment that can be provided in schools to maximize learning and performance.
10	ISF	1		XLRI	Manu Krishnan	FT14296		In our research, we investigate the role of a leader and his various traits in developing a positive work-culture in the organization. We also look at how this work culture affects employee-
					Tanvi Gupta	FT14275	Evolution of Leadership with job experience and its impact on employee performance	performance. The sample taken is a group 130 respondents (78 male, 52 female, median age: 26) ranging from trainee level employees to mid-level managers. We circulated questionnaires and used SPSS for analysis. We found that 81.1% of the work-culture can be explained by the traits of the leader. In the second study, we found that 82.7% to the employee-performance can be attributed to the work-culture of the organization. Hence we recommend that managers should undergo rigorous leadership trainings because they shape the work-culture and in turn the
					Neha Aggarwal	FT144108		employee-performance.

			Irudayaraj I S F				Empirical relation between employee engagement practices in Indian manufacturing sector	A good and effective incentive program is necessary to keep the employees motivated . This study focuses on understanding the factors responsible for employee engagement. With the use of statistical tool this study also tries to rank the factors responsible according to their relevance . Employee engagement being a new concept, not lot of research has been done previously on this area . So findings of the research becomes more important for further studies on the subject. The independent variable were identified as Performance based bonus(monetary), training and development (non-monetary), perlationship with supervisor(non-monetary), the environment(non-monetary). Dependent variable is employee engagement. Probability sampling was chosen, because there is a defined number of respondents under study. List of the respondents have been obtained from factory payroll. Data obtained will be analyzed with use of SPSS. Descriptive statistics, Pearson coefficient ,t-test , multi-co linearity test , multiple regression techniques are intended to put into place for studying the variables. Indings of this research are limited as the data has been taken from one firm in the whole industry. Major factors do occur concurrently under the same industry but their relative importance vary widely across the industry. This research is intended to help manufacturing companies to tailor their employee engagement programs in more effective way by providing them with the factor responsible and their relative ranking.	
		2			Chandan Khanduja	FT143104			
11	JAG	1		Fourth Dimension Technologies Pvt.Ltd,Chennai	Aastha	FT14101		In the last decade, the e-Commerce industry in India has grown by leaps and bounds and it is becoming increasingly difficult to fathom the potential of this industry. But, as all other who are blooming, this industry is yet to show signs of sustenance due to its inability of making profits through the transactions. Some of the major reasons identified for the same are increased cost of customer acquisition, dense competition, logistical and infrastructural problems & lack of	
			Jagannathan		Adarsh	FT14305	Improving profitability of Indian E-Commerce	customer loyalty. The purpose of this study is to provide additional insight into the crucial changes that these e- Commerce businesses can make to their business process / model and thereby find a winning &	
					Kedar	FT14335		sustainable formula for profit making. The study further seeks to explore how the above mentioned factors affect the business individually and thereby make an impact on the business.	
12	JAY	1		Consultant, Chennai	Aman Chawla	FT14106		Since the advent of internet commerce, the market for online retail has seen a rapid growth but what has always puzzled the marketers is that luxury goods have been dominating online purchases. While online retail industry has existed for more than a decade, it is dominated by the luxury goods segment. There have been numerous studies on online retailers in the past but we would like to go deeper	
					Tushar Kaushik	FT14178	Do luxury goods dominate online purchases	and find the reasons for the predominance of luxury goods over online purchases. Our study will analyze the various factors that determine consumer's decision while buying online. It will analyze different factors such as convenience, availability of offers, reliability of products, replacement & refund policies, availability of reviews and extent of variety availablefor luxury segment and non-luxury segment of goods. The results of the study will reveal whether luxury goods dominate online purchases and if yes, what are the factors that drive the frequency of	
					Abhishek Kamboj	FT141101		goods command comme purclases and it yes, what are the factors that only enter frequency of purchases of fuxury goods online. It will help the online retailers to formulate strategies to improve the sales of the non-luxury segment in the market.	
		2			Harshit Prasad	FT14198		We Indians are famous for our sweet tooth. Traditional sweets have enjoyed a special place in our diets. However, in the recent present, the market of these hackneyed sweets seems to have been	
					Mandeep Singh	FT14235	Are chocolates gaining popularity over traditional Indian sweets?	offset by a growing trend of chocolate products. In this empirical study we examine how chocolate industry has undergone a major evolution to expand its consumer base and target markets and how chocolate-makers have used occasion based consumption patterns and perception analysis of Urban Indian consumers to increase their market share. Due to this evolution and market growth one possibility that arises is: "Apart from creating a market for	
								themselves, chocolates are also gaining popularity over the traditional Indian sweets and are being positioned as an alternative".	
					Kalash Pastaria	FT14384			

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		3	Jayraj Rau		Abhinav Puneeth Polisetty Prashant Mohan Bhatnagar	FT14181 FT14191	Repositioning India as a holistic tourist destination by this decade	Indian tourism has grown more in value than in volume. Since 2002, it has grown from US \$2.8 billion to US \$11.5 billion whereas the numbers grew from 2.3 million to 5.6 million. This article aims to improve Tourist Arrival Rate and maximize Value Proposition for Indian tourism experience. We achieve this by understanding factors affecting tourist preferences through market research by analyzing primary data (Foreign and Indian tourists) and secondary data (Tour operators and web sources) using Factor Analysis, Regression and Structured Equation Modeling. Analysis clearly showcased psychological factors dominating monetary factors. Strategies to enhance psychological factors should be implemented on Medical, Educational, Adventure, Ecological, Heritage tourism helping India reposition as most desired holistic tourist destination by this decade.
					B Raghavendra	FT14488		
		4			Rahul Batta	FT141102	Is Digital Marketing influencing the Domestic Tourism Market in India ?	This paper aims to study the Influence of various attributes of Digital Marketing that influence the Travel Decision making and buying pattern in India. Internet allows today's customers to communicate directly via mediums such as Company Websites, Social Media, travel blogs etc influencing their choices and increasing their Customer reach. Tourists have been visiting geographies for Official, Educational, Spiritual and Leisure purposes. Qualitative and Quantitative techniques were used to identify the statistically significant variables using Factor Analysis, Anova, Regression and Structured Equation Modelling techniques. This study can be used by the companies to better understand the unstated and stated needs of the customers and
					Ankit Nigam	FT14411		provide them with a unique value proposition apart from the physical service provided to maximum potential
13	ЈОН	1		Great Lakes Institute of Management,Chennai	Vibhati Sharma	FT14278		This empirical study demonstrates the positive impact of application of Gamification Strategy i.e. Points, Badges, Completion Bars & Competitive Challenges on Customer Engagement. The study showcased in an eCommerce context takes help of a website for the impact analysis of Gamification application on Customer Engagement. The paper in this quest assumes the level of customer activity on website, such as frequency of website visits and logins, average number of pages viewed per visit and time spent by each user on website, to be the primary indicators of
					Siddharth Barjatya	FT14375	Efficacy of Gamification Strategy on Customer Engagement	Customer Engagement of an Online audience. An action research was conducted for Magickart.com, an eCommerce company, where customers were introduced to a recipe submission competition incentivized with discount coupons. The action research resulted in marked increase in website activity within the review period (parameters measured with the help of Alexa.com). In order to further substantiate research findings the study takes support of a qualitative survey, conducted on a sample of 41 online
					Sanyam Garg	FT143106		eCommerce consumers, which also indicate that for a competitive challenge scenario higher levels of Customer Engagement can be observed.
		2	John K C		Utsav	FT14179		With the gender difference diminishing, there has been considerable change in consumer-base in gaming industry. Today female population occupies a substantial proportion of the gaming arena-
					Navneet	FT14199	Studying Gaming behavior in female gender	once dominated by the male. Our study explores the patterns and trends of gaming in women: device preference of girl gamers (Online web gaming, mobile gaming, hard-core console gaming, PC gaming), time they spent playing games, genre of games they are interested in (Racing, First-Person Shooting games, Role playing games, Strategy games, Puzzle games), how much they spend on different games. The study has also frocused on finding opportunities to tap this huge market segment. The study has also thrown light on which genre of game development is profitable to target female-gamers.
					Tanmoy	FT14295		пада по пада од чињи дене од даше осусторитет в ргонците го target retitate gamets.

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14	KEY	1		IIM-Kozhi	Rahul Sachdeva Nidhi Gupta Anjali Attri	FT144105 FT14387 FT14311	Effect of Psychographic Advertising on Consumer Purchasing Behavior – An Online Perspective'	This study establishes that advertising based on Psychographic variables- Personality, Lifestyle and Social class has positive correlation with the consumer's Willingness To Purchase (WTP). Qualitatively, we did depth interviews of online shoppers regarding how psychographic advertising affected their buying behavior. We collected data from 128 respondents-33% women and 67% men, to measure the effect of psychographic advertisements on consumers. Results from multiple linear regression indicated that psychographic advertising increases the willingness of customer to purchase the advertised product, and even more in females. Therefore, this study is useful for both, advertiser and publisher; the former saves cost by targeting ads to right customer while the latter gains money by higher number of clicks, thus creating a better online advertising ecosystem
			Keyoor Purani					
		2	Reyool Fulani		Risha	FT14257		When unregulated advertisements are aired on prime time and interspersed with entertainment it becomes very difficult for the young ones to selectively absorb what is good and reject what is not so good. There is relatively zero conscious selective absorption.
					Rohit	FT14258	Cultural and Moral Impact of Advertisements on Children	The bigger question is that how the advertisements are absorbed by these young ones, how it affects their thinking process and more importantly, how they perceive these brands depending on their advertisements patterns and the messages they convey. In our study we have tried to unveil answers to some of these questions. Tough it is very difficult, owing to the complex human nature, to attribute perception of brands to a handful of values, still we have tried to establish the relationship between moral values in the advertisements and the brand preferences that children have (if any).
					Smriti	FT14466		
15	KIR	1	Kiruba Shankar	The Knowledge Foundation,Chennai	Harshul	FT14126	Impact of Social Media in developing and marketing new and	with the astounding pronteration of internet into the lives of people, there will never be a more relevant time to gauge the impact it has in mobilizing opinion on any offering that a growing company wishes to offer to the consumer. The discussions and responses on social media platforms stem from the experience that the customer undergoes after consuming that offering. The suitafaction level is a consequence of the kind of experience the customer has with the offering. Opinions travel at the speed of light. In such a scenario, Companies have to be ultra-
			Turusa Salama		Prateek	FT14292	existing offerings	cautious in managing reactions over the web. Managing social media content has become one of their key responsibilities. Companies have deployed dedicated workforce to closely monitor the sentiments that could trigger damaging responses. If companies master the art of social media marketing, they can soon start growing at an unimaginable pace. Through this empirical study we wish to measure the impact of social media on the offerings provided by various companies indulation in social media marketing.
17	NAR	1		Northeastern Illinois University	Manish	FT14133		This study aims at analyzing the Z-scores of different firms during the period 2002-2012 from automobile, electronic goods and energy sectors and also validates the existence of a probable
					Poorva	FT14146	Bankruptcy models and credit ratings: An empirical analysis	time gap between changes in the Z-score and rating actions by S&P. The study further analyses the reasons behind the improvement or decline of Z-score by examination of financial profiles, using industry specific financial ratios, of the concerned companies. The analysis shows that there is no significant time gap between the changes in Altman z-score and rating actions taken by firms. Although the Altman Z-score does not take into consideration the industry trend or growth,
					Parikshith	FT14246		it still serves as a firm indicator of the due diligence of a firm.
					A MARKINIANA	111.2.0		
		2	Narendar Rao		Ankit Tondon	FT14398		In a spinoff, the parent company converts a subsidiary into a separate legal entity and distributes the shares in this newly created company on a pro rata basis to its shareholders. In this study,
			ivalental Kad		Priyanshu Agrawal	FT14354	Do Spin-Offs add value to company – Evidence from Mature Markets	impact of spin-off on five companies from various industries listed in NASDAQ is observed. For this study last ten years financial and stock market of selected companies is taken to study the impact of spin off. It is found that spin-off creates value for both stock holders as well as for the company. However, macro-economic factors and industry conditions also play significant role on the value creation post spin-off. This study is unique because it has incorporated the impact of sub prime crisis that took place in 2008.
					Ravi Kant Sharma	FT14456		

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		3			Shekhar Nigam	FT14167	The challenges and implications of Mergers and Acquisitions on companies	Mergers and Acquisitions in today's world are seen as a catalyst by the way of buying, selling and combination of different companies in order to grow faster and to increase your market capitalization in the sector of origin or any other field. Trillions of dollars have been spent on M&A's during 2003-till date and yet 60-80 % of them have been classified as failures. We wish to understand what factors contribute to the success of an M&A in a market environment and what factors had led to its failure in some cases. In our Empirical Study, we intend to understand the challenges and the parameters companies look out for, while acquiring
					S Karthik	FT141114		other companies, and the long term performances of the bidding and target companies. We wish to draw an inference as to the impact of the following factors on the company's performance post-M&A: the purpose of M&A, synergy generated, liquidity factors and the size of the firm.
								This present study is an attempt to understand the relationship between the image of reportal and its impact on consumer purchase decision based on attributes such as customer support, price, etc.
18	PAU	1	Paul Prabhakar	Northern Illinois University	Diksha Gupta	FT14422	Empirical Study on the Market for Special Education Electronics	The outcome of the study reveals that consumers' choice for online purchase retail formats vary as per the image of the Eportal. The demographics of the consumer play a vital role in its purchase online.
						FT14453	Lectiones	The customer support provided by the Eportal is a major parameter for driving sales. A positive relationship was seen between the good customer support and the likeability to buy. Consumers prefer to buy online due to the ease, quick delivery options and discounts offered by the sites.
-					Raghavendran J.	F114453		
19	PRA	1		Great Lakes Institute of Management,Chennai	Mansi Garg	FT14134		Apparel Industry is one of the few industries where the categorization for product life cycle is done in terms of "Fashion", "style" and "fads" owing to its nature of being a volatile market. Hence it becomes imperative for any organization in this industry to be able to meet the demand and respond quickly to the fluctuations and change. The challenge is not just managing the short product lifestyle but also managing the demand for huge variety. This can be achieved by having
							Designing supply chain in apparel sector	high level collaboration with other partners of the supply chain. Thus there is an urgent need to understand the importance of collaboration in a supply chain perspective and develop a set of strategies to manage them. But these strategies should be developed in which area is one question which companies should be able to answer. This can be achieved by evaluating the existing supply chain. In the project we will endeavor to evaluate the performance of a supply chain for the
					Animesh Saraf	FT14183		apparel sector in Indian context.
		2			Anupama Gundu	FT14315	Comparative study of Project Risk Management in IT service	The study aims at understanding the current state of Risk management practices being followed; the risks that frequently occur in IT projects and analyzed the implications of those risks in the overall effectiveness of a project. In this study, we analyze the risks that commonly occur in IT service industry and the measures used to reduce the risks. We aim to understand the effect of risk planning on the project triad.
							industry	A survey was conducted on Risk and Project Management related issues. A questionnaire addressing these issues was sent to managers and project leaders across various IT companies in India. The data gathered from the questionnaire was run through statistical tests like ANOVA. The analysis is significant at 95% confidence level (alpha=0.05).
			1		Tanvi Agarwal	FT14473		
		3			Tapan Utreja	FT141109		The study elucidates the vital role of Information Technology in the progress of the Indian Healthcare Industry. The data was collected from a sample of 134 patients and 80 doctors from various hospitals across 6 cities in India through questionnaires, both physically and online.
					Ashworth Vaz	FT14212	Role of IT on Healthcare services and its impact	Considering investments, digital records, information security and data efficacy as the independent variables, themultiple regression analysis helped conclude that these variables together have a significant impact on Healthcare Services in India. With the growing importance of quality healthcare services today, this study will help medical organisations and businesses to understand and assessthe various areas of developments that would need to be addressedfor the
					Rahul Agarwal	FT144112		successful implementation of IT.
					Ç	i e		
		4			Rahul Sharma	FT14251		As digital experience ranks next only to Tive experience' among the factors influencing purchase, and as poor consumer experience in the 'Research Online' phase, may abruptly terminate the consumer offline decision journey, two-thirds of businesses are increasing their digital marketing
					Harshita Khanna	FT14228	Impact of Digital Marketing on Automotive Sectors	spending; something the automakers are yet to fully leverage. This study focuses on measuring the effectiveness of current digital communication and suggests ways to increase purchase intention. For primary research judgment sampling was done on the basis of type of city, time of purchase and age of respondents. FGDs were conducted to determine relevant IVs tested by a survey. Our finding suggests that Purchase Intention and Brand Loyalty are correlated with higher availability of online product, after sales service, Pricing, Financing information and ease of
					Punit Nema	FT142109		purchase.

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		5		Rishi	FT14361		ABC Company* is a market leader in Coconut Oil category. Coconut oil produced by ABC today stands for purity and quality. The brand has seen a lot of innovations in packaging, sizing and tamper-proofing over the years. Coconut oil produced by ABC enjoys enormous loyalty in urban, semi-urban and rural sectors. When the oil is extracted from the input raw material – Copra, the resulting by-product is known
				Gaurav Singh	FT14382	Implementation of Six Sigma to Improve the Productivity in Coconut Oil Producing	as cake. It is very important to keep the oil content of cake under control. Higher the residual oil in the cake lower is quality of coconut oil and therefore higher is the loss to the company. So a reduction of oil in the cake is desired for financial benefit. The reduction in the percentage of oil left in the by-product – cake will improve the extracting efficiency of the process and provide the firm a huge financial saving. The aim of the project is to reduce the content of the cake in the oil by applying Six Sigma
							methodology. We will follow the DMAIC approach which will clearly define the work to be done at various stages.
			,	Varun Dubey	FT14394		
		6	Prakash Mathure	Gyan Vallabh Singh	FT14123		The study talks about the effectiveness of social media as a marketing tool and what are the ways
				Nidhi Chaudhary	FT14244	To Study the Effectiveness of Social Media Marketing	in which social media impacts consumers. Sample primarily included population between 20-30 years residing in metropolitan or tier I cities of India. For gathering the data online survey was used, which was designed using Likert 5 point scale and administered to respondents using online medium like email, social network etc. After eliminating the incomplete surveys the data from 127 respondents was analyzed. The 7 independent variables chosen had significant alpha ranging from 0.740 to 0.860. In the end it was found that social media is effective as a marketing
				Abhinav Singh	FT143101		tool and there are 3 factors that determine its effectiveness.
		7		Puneet Mahajan	FT141110		The purpose of this study is to analyse the benefits of Implementing Analytics in the Home
				Gaurav Kukreja	FT143111	Impact of Big Data and Analytics in Home Insurance Industry	Insurance Industry for deciding premium and agent commission. Survey data is collected for both separately and analytics is applied to them. Analysis of data (variables) for premium questionnaire (related to location, home conditions, protective devices, and personal factors) is done to find the correlation between the variables and then an optimal premium for coverage is decided. Analysis of data is done on the basis of which Agent Commission can be determined
				Arpit Sisodia	FT144117		and factors taken into consideration are new policy, renewal of policy and cross policy.
-	$\vdash \vdash$	8		Aravind	FT14284		VMI is making significant strides in manufacturing sector as it reduces the information distortion
				Pradeep	FT14364	Vendor Managed Inventory in Manufacturing Sector for SME's	whit is making significant structs in manufacturing sector as it reduces the information institution and the bull whip effect significantly, thus drastically increasing the quality of information available and the accuracy of the forecast. The purpose of this research is to study the factors that influence the implementation of Vendor Managed Inventory in Manufacturing SME's. The independent variables are the relationship shared with the Vendor, Willingness to exchange information and also IT Infrastructure.
				Sasank	FT14492		
		9		Hanoch	FT14226	Analysing the Supply Chains of Multi-brand Retailers in	In today's VUCA world, time-to-market reductions are vital due to shorter product life cycles, greater product variety causing more fluctuation in demand calls and the ever increasing need for shorter lead times. We intend to base our study on how supply chains are influenced by distribution management. In this empirical study we intend to focus only on the various aspects
				Mohit	FT14240	Indian Environment	and intricacies involved in distribution of goods from warehouse to the different retail outlets and are a function of cost, quantity, time and information technology. We surveyed 63 retailers for getting the details on the above mentioned parameters and then applied statistical analysis to arrive at the results.
				Harsh	FT14429		

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		10			Sundeep Nandan	FT142101 FT142110	Supply Chain Operational Risk Mitigation in IT Industry: A Collaborative Approach	Supplier and customer collaboration are pivotal in the Supply Chains of IT product manufacturing industries. This study analyses how much risk can be mitigated and operation can be improved, if supplier and customer collaborations are implemented to control the entire supply chain operations. A sample of 106 supply chain managers from various units of different IT product manufacturing companies were surveyed to obtain the data. The study found that both supplier as well as customer collaboration are significantly important and plays a important role in risk mitigation. The authors discuss further implications of the results in value chain risk mitigation and the importance to overlay a coordination system, which is designed to include the assignment
								of roles and decision rights among the partners.
					Manu	FT14383		
20	PON	1	Pon Mythili	Great Lakes Institute of Management,Chennai	Abhisek	FT14304	Mobile App and Game Marketing	This study examined the impact of Design, Security and Feedback factor in the consumer behavior while choosing a particular app in the app market. To measure the significance we performed a study of literature review and conducted a survey to measure the above stated variables. Results showed that Design and Feedback are significant for a consumer while downloading an app from the market. Security did not have a significant impact on the consumer behavior. Results imply that app developers should focus on Design and Feedback component more to improve the download count in app market and hence success of their product.
21	PUR	1		IIMA, IIMR, Great Lakes Institute of Management,Chennai	Richard K Jose	FT142102		The purpose of the research is to analyze the Green Supply Chain Management Systems currently present in the Retail Domain in South India and its impact in the economic performance and competitiveness. The GSCM concepts can be implemented in inbound, internal and outbound stages of the retail supply chain. Examine each of these functions separately and its impact in the
					Arun V Rajan	FT14414	Green Supply Chain Management in Retail Domain	overall performance. A conceptual model was developed from literature sources and data collected using a structured questionnaire circulated among mid size retail firms in South India for this purpose. A confirmatory model was tested using structural equation modeling to prove hypotheses. The analysis identified that greening the different phases of the supply chain leads to
								an integrated green supply chain, which ultimately leads to competitiveness and economic performance. The research findings suggest that if they green their supply chains not only would firms achieve substantial cost savings, but also enhance sales, market share, and exploit new market opportunities which lead to greater profit margins, all of which contribute to the economic performance of the firm.
					Aashima Sharma	FT14301		
		2			Abhinav Kapoor	FT14202		We aim to provide an objective analysis of the valuation of the players based on a number of
							Players Valuations in the Indian Premier League based on performance rating model	attributes, cricketing and non-cricketing. For the purposes of the study, we will limit our analysis to batsmen alone. A player rating model will encapsulate all the cricketing attributes, and we will also determine the effects of non-cricketing attributes such as popularity and age.
					Meghna Rathi	FT14341		
					Suhas Cadambi	FT14470		
		3	Purba Rao		Vrinda Malhotra	FT14280		In FMCG industry where the performance of supply chain is of paramount importance, any initiative which would help in reducing carbon footprint in Supply Chain will help the organization gain a competitive edge over others. The purpose of this study is to identify and early set the vergious articulars which contribute in producing the earbon footprint; in an EMCG
		3			унная уканопа	1114200	Identifying and managing Carbon Footprint across FMCG supply chain. A manual survey was conducted targeting 50 managers an experience in Supply chain operations and management of 5 FMCG com were asked to rate the impact of various unities in the process to supply incorporate to reduce the carbon emission. Findings- Awareness to meas footprints significantly impacts Initiatives in reducing carbon foot prints Production/Internal logistics, Outbound Logistics, and Packaging related	analyse the various attributes which contribute in reducing the carbon footprints in an FMCG supply chain. A manual survey was conducted trageting 50 managers and employees with a good experience in Supply chain operations and management of 5 FMCG companies. Respondents were asked to rate the impact of various activities in the process to supply chain which they incorporate to reduce the carbon emission. Findings-A wareness to measurability of carbon footprints significantly impacts Initiatives in reducing carbon foot prints in Inbound Logistics, Production/Internal logistics, Outbound Logistics, and Packaging related activities. However, this awareness does not lead significantly to storage & distribution related activities yet.
					Swati Verma	FT14376		

		4			Rajat Kumar	FT14355	Feasibility of Online Selling of Organic Produce	Purpose —The Main objective of this study is to understand the buying behaviour of consumers towards organic food through online channel and to determine the factors influencing consumer behaviour towards organic food. Design/methodology/approach — The method used for the data collection was the survey conducted among the LT professionals, using a structured questionaire, with closed ended questions. In total, 110 respondents participated in the survey, It was decided to use various multivariate analysis like logistic regressions, structural equation modelling. Findings — The results indicate that health conscious, accessibility and time are the major factors that positively influence the consumer's attitude towards buying organic food through online. Practical implications — This study suggests that retailers can develop effective marketing program and strategies to influence consumers positively. They can emphasize the health benefits and quality of organic food. They can make these products easily available online to attract consumers to buy organic food. Originality/value — This study provides valuable insight into consumer behaviour regarding organic food through online by examining the factors that influence consumers' intention to purchase organic food, within the Indian context.
					Rohit Pandey	FT14362		BYOD is a term used to describe the policy of allowing employees to bring their own devices to
22	RAM	1		Param Consulting, Chennai	Ariha Sinha Ashish Agarwal	FT14112	Cost Optimization in IT through Bring Your Own Device (BYOD)	their workplace and access the firm's resources to perform their everyday work. This study is focused on evaluating if some identified cost factors affected by implementation of BYOD in organization can lead to cost optimization in IT. Here the aim is to capture the perception of employees working in IT towards BYOD implementation. This study suggests that few costs such as security, license cost increase after implementation of BYOD, whereas capital costs decrease considerably. Factors such as productivity and employee satisfaction increase adding on
					Manishankar Venkatraman	FT141113		to the benefits. According to study, enterprises must come in terms with these factors to optimize cost.
		2			Abishek P.A	FT14102		In current competitive environment, Consultancy helps transform businesses by improving efficiency, minimizing costs, tapping additional stream of revenues to help them become market
_					Sriram T	FT14174	Comparative Performance Analysis of Leading Consulting Firms	leaders. The objective of our research is to identify various factors that significantly impact the performance of consulting firms. The critical factors were identified through focus group discussions and in-depth interviews with expert consultants having diversified experience across multiple domains. For primary data research the responses were collected via online survey from over 250 respondents and data for 28 quarters was analysed for secondary data research for all the firms under study. The data was statistically analyzed using regression with 95% confidence
					Andaz.M	FT141115		interval for comparative analysis and ranking the firms based on significant factors.
		3			Lokesh	FT14130		This empirical study was carried out to identify factors which should be addressed to successfully
			Ramanathan S		Mohit Maheshwari	FT14136	Analysis of vulnerability factors with implementation of BYOD	implement BVOD strategy in an organization. This involved a comparative analysis of the responses from employees working in both BYOD & non BYOD organizations. The responses were collected via online survey from over 100 employees working at different hierarchy levels in IT and hardware industry. Factors identified during the research were employee productivity, Work-life Balance, Data security etc. The data was statistically analysed using MANOVA with 95% confidence interval to conclude that there are vulnerability factors associated with BYOD
					Mohit Pahwa	FT141103		implementation which need to be corrected in order to realize the full benefits of BYOD strategy.

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		4			Shanthosh Mohan Anirudh P K	FT14263	Correlation between agile and waterfall model for IT Project execution	Software project executions namely Agile and Waterfall methodologies are driven by a set of key parameters such as number of defects, cost of the project, number of resources, project completion time and customer satisfaction. Project managers often do not consider these parameters and use their intuition or depend on client requests to choose between Agile and Waterfall model for executing a project. This empirical study focuses on drawing a correlation between Agile and Waterfall model for each of the key parameter affecting them. In order to accomplish the same, firstly a questionnaire was formulated with questions pertaining to the methodology used and the range under which the parameters appeared. The questionnaire was floated to project managers of major Indian IT organizations. With the data obtained, a logistic regression was done to bring out the variables which have significant impact on the applied methodology. Thus, the result of our study gives out an equation in which when desired range/values are plugged in for each of the key parameters, suggestion is made to choose either Agile or Waterfall model.
23	RAE	1	Ramesh B	Mack Robinson College of Business	Raghupati Raghupati Sreehari	FT14250	Factors driving decision makers in considering adoption in big data in SCM	The world is talking about Big Data and the potential it holds to give firms, the competitive edge. It has become imperative for decision makers of organizations to take quick decisions on whether to implement Big Data or not. Much of the decision making reasons have been attributed to the Return on Investment from big data implementation. Although this acts as a major factor, several theories that influence big data adoption need thorough understanding. This study aims at understanding the factors affecting decision making using 'The Theories of the Firm.' These theories would help us in understanding how decision makers ascribe the importance of Big Data to supply chain. A critical portion to this study would be establishing how Big Data has acted as a game changer for modern day supply chains and relate this importance to decision making. The study is aimed at understanding the decision makers of complex supply chains and also understanding the true factors they evaluate in embracing Big Data. Our study mainly focuses on the Diffusion of Innovation theory. Dynamic capabilities theory & transaction costs theory and how managers consider them in taking decisions with respect to the implementation of Big Data.
24	ROB	1	Robin Banerjee	Caprihans India Ltd	Saurabh Jain Gaurav Goswami	FT14368	What differentiates the success and failure of a Corporate Merger?	The objective of our study is to identify factors that should be considered to ascertain the success or failure of a merger. Once identified, any company going for a potential merger in the future can use these factors as a benchmark. In order to understand the reasons behind the success and failure of merger, we plan to study the results of two prominent International mergers that took place in the past, one that failed miserably (AOL & Time Warner) and one that was successful (Disney & Pixzy. Identifying these factors, we have envisaged a cross border merger of Abercrombie & Fitch with Myntra.com
25	SAN	1		Great Lakes Institute of Management,Chennai	Girish Shivnani Pawan Badgujar	FT14223	Evaluating master's degree against management courses using Capital Budgeting techniques	Return of Investment on higher education courses (broadly categorised into Masters and Management courses) were calculated using the conventional capital budgeting techniques such as Net Present Value (NPV), Internal Rate of Return (IRR), Discounted IRR, payback period, as Counting profit. The decision of which career path to be chosen after graduation, was seen as a classic capital budgeting and project valuation problem. The data used was from a primary research conducted on young aspirants as well as ones who have successfully completed their post graduation. The analysis based on empirical evidence proved that a 1 year full time MBA is superior to both part time and full time masters course in India

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	2		Manikandan R K	FT14132	Effect of credit ratings on financial performance of firms in India	This study examines the change in a firm's financial performance after credit rating revision in India and determines whether credit ratings are viable indicators of the future performance of the firm. CRISIL's credit transition matrix over the past ten years is taken as a source in order to select firms for our study. The firms chosen are from a wide range of sectors. Our primary analysis will be based on the firms in the NIFTV index because they act as the representative sample of the Indian market as a whole. This broadens the scope of analysis and also helps us in arriving at a proper conclusion. In order to measure the impact of credit ratings in the short run, key financial ratios in the firms are compared pre and post migration. We employ the abnormal returns methodology as mentioned in Barber and Lyon (1997) to measure the long run performance of the firms. Abnormal returns provide a best measure of the investor experience in
			Sathis Raj S	FT14163		the long run.
			Siddharth Nadarajan	FT14171		
			Siddharth Nadarajan	11141/1		
	3		Deepika	FT14319		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
			Moreshwar	FT14439	Rupee Volatility: Analysis of Nature, Causes and Required Measures	of the project are the following: a) Analyze the circumstances that lead to Rupee volatility b) To find out the degree to which various factors influence the volatility The research problem involves processing of secondary data available from RBI, Govt. Of India and other reputed agencies. The problem involves weekly, monthly and quarterly time series
		Sanjoy Sircar	Subhankar	FT14468		analysis of exchange rates using standard econometric techniques.
	4		Cyrus Frenk	FT14118		Through this study, we will try and understand the factors that lead to bankruptcy of companies. The early prediction of distress is essential not only for the investors but also for lending institutions who wish to protect their financial investments. The sample size consists of 150
					Predicting Financial Distress of Companies listed in the National Stock Exchange	companies out of which 52 are financially stable. The financial ratios are calculated using company filling and secondary data sources. On performing Forwards Logistic Regression on these ratios we captured 7 ratios with their magnitude which would predict financial distress with a success rate of 80.7%, 2 years prior signs of distress and 1 ratio which would predict financial distress with a success rate of 75.4%, 7 years before any signs of distress.
			Richa Singh	FT14458		
	5		Ankit Gadura	FT14205		As one of the fastest growing economy in the world, India needs a vibrant financial sector to fulfill its capital needs. Although the Indian equity market is very active, the bond market has not kept the pace with the equity market. A well-developed bond market is crucial for Indian economy as it facilitates infrastructure
					Analyzing the Liquidity and Future of Secondary Bond Market in India	financing, improves corporate balance sheet and facilitates financial inclusion of Small and Medium enterprises and the Indian retail investors. From the perspective of investors in India we will analyze the factors that affect their decision of investing in bonds. Also we will find the country specific factors which are correlated to the bond markets around the world
L			Kumar Abhishek	FT14232	_	
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		6			Debasmita Som	FT14120 FT14418	Financial Study of Issues related with Implementation of ERP in Distribution Company	ENTERPRISE RESOURCE PLANNING (ERP)systems are one of the most developing areas of Research in Business Information Systems and they have now become an integral part of most Business Operations. In this study of "the impact of ERP implementation on Distribution Company" it is assumed that the "Cost Savings is the dependent variable". Effect of implementing ERP on the cost savings of a distribution company is the centre of this study. Cost Savings is affected by a number of independent variables, but in this study taking the financial aspect, concentration is given on the factors that mainly influences the dependent variable. These are: - Annual Consumption - Cost of company - User Satisfaction Through data provided by the company the effect of ERP on all these factors and hence the cost savings of the company are sought to be found out.
					Aurka Chakravarty	FT14418		
26	SHA	1		Great Lakes Institute of Management,Chennai	M.C Deepak	FT14216	Inventory Optimization of Raw Materials at Vedanta Aluminium	The objective of our study is to optimize the CP.Coke inventory of Green Anode Plant at Vedanta Aluminium Limitedby developing a better visibility into supply thereby enabling planners to modify inventory to reduce carrying costs without negatively impacting customer service levels and sacrificing product availability. This empowers organizations to improve performance and more effectively meet the terms of service-level agreements
					K.Venkatraman	FT14475		
		2			Malay Dixit	FT14385	Demand Forecasting in FMCG sector	Demand variability and forecast accuracy plays a very crucial role in today's highly agile pull based supply chains. Therefore it becomes even more important to have an understanding of various demand drivers and their effect on demand fluctuations. Today most of the FMCG companies are in the zone of demand shaping i.e. they are capable of analysing past sales and identifying sales trends basis sales history. However to reap complete
		3			Neha Singhal	FT141108	Exchange rate volatility and bank performance in India	benefits from demand forecasting, companies need to move to a zone of demand sensing i.e. they should be able sense well in advance what future demand looks like. This can only be achieved if the company has a very good understanding of its dependent and independent variables which directly impacts its demand. This study gives a detailed understanding of dependent and independent variables and how they affect the demand for a particular product. This study explores various statistical modelling tools which would use these dependent variables and their coefficients to derive more accurate forecast. This study would include various variables such as age, pricing, income, promotion and distribution channels. This study could also be used to analyse the effectiveness of grammage change and cannibalization spends and its effectiveness.
					Tarun Saxena	FT14174		
		4			Rahul Patankar	FT141107	Analysis and Impact of IT Services Sector on the Indian	Through this study, we are trying to look at the growth of Indian GDP in relation with the growth of the services sector in the country. What we aim to do is to collect data pertaining to the various sub-sectors of the service industry and understand the various implications through a thorough
			Shanthi K S		Abhishek Acharya	FT14401	Economic Model	analysis of data collected. We also aim to look at the structuring of the inflows through FDI into the services sector and try commenting on the various FDI players (countries) involved. For the same, we collected data from sources like NASCOM, EBSCO and India Stat.
					Venkateshwaran P	FT14493		
		5			Kunal Parekh	FT14129		The purpose of this study is to understand factors that help optimize costs of Oriental Health
					Rohit Kaushik	FT14160 FT14333	Cost Optimization of Health Insurance Policies	Insurance and improve its profitability. The combined ratio provides information about a company's operations and is the dependent variable. As part of this study, secondary data was collected from company sources and analysed. The study also finds the significant factors contributing the maximum to the company's expense. The study of underwriting cycle provides us a relationship between health insurance premiums and insurer profitability. The main aim is to understand the forthcoming trends in the industry and thereby help develop a corporate strategy for consistent organisational growth.

		6			Preetam	FT14149	Would supply chain strategies of WalMart be successful in India?	Success of Walmart in India is a topic of debate, considering the huge competition from prevailing unorganised sector and not so good current market conditions. The aim of this empirical study is to understand whether Walmart's supply chain strategies would be successful. The sample size is 60 consisting of employees of different age group working with retail chains in India. We got our questionnaire filled and performed regression on the collected data. Inventory management, market conditions and Supplier relation management are significant and affect the profit. We conclude that Walmart supply chain strategies won't be successful in current Indian scenario. To tap the Indian market it is very essential to devise a new supply chain strategy which is lucrative for both the government and the customers.
					Parikshit	FT14245		
		7			Aditya Chaturvedi	FT14403		Walmart is planning to enter into Indian markets through the FDI policy. However its success in India is a topic of debate, considering the huge competition from prevailing organised retail
		,			Aun ju Cintui (Ci	1111103	Would supply chain strategies of WalMart be successful in India?	sectors and local grocery stores. We plan to take this as an empirical study project to understand the Marketing strategies that Walmart should implement in India, by studying the microeconomic factors prevalent in the country. The organised retail market growth in the country is evident with Big Bazaar, Reliance fresh, More etc. showing their success, however to succeed amongst these likes Walmart has to understand the pulse of the Indian consumers and their needs. This project focusses to bridge the gap and provide a solution.
					Manish Nair	FT14436		
27	SRI	1		University of Texas at Arlington	Gourab Mojumder	FT14224		Several theories have provided inconclusive results on the impacts of IT on business processes and organizational performance. Our study reviews the effects of these theories in terms of IT resources, capabilities and qualities, and further proposes an integrated approach for examining
			Sridhar Nerur		Srinjoy Panda	FT14270	Role of Information Technology across non-IT industries	resources, capanimes and quanties, and future proposes an inegrated approach of examining operational efficiency, organizational performance and inter an intra organizational communication in IT and non-IT industries. Our integrated model was statistically tested by using a Multivariate analysis of variance (MANOVA) method. Our results provide an integrated view of the associations among theories and enhance the understanding of IT contributions to operational efficiency, organizational performance and inter and intra organizational communication and comparing the respective results of both IT and non-IT industries from the
					G Kaushik Nadar	FT14321		perspective of the employees.
28	SRA	1		Great Lakes Institute of Management,Chennai	Prarthana	FT14247		The purpose of the thesis was to study deciding factors that lead to customer satisfaction in service industries during and post sales. Automobile and Electronics goods service industries were chosen with automobile owners and high-tech consumer electronics users as samples. Questionnaires developed on a 7-point Likert scale and ordinal scales were administered to
20	SKA	1		wanagementenen	Frattiana	1114247	Factors affecting customer satisfaction through different phases of purchase across industries	respondents. The questionnaire comprised SERVQUAL 22-item instrument, variables measuring the importance of value-added services and modes of communication. In the automobiles industry, both during and after sales, the sales rep knowledge, attitude and response time were statistically significant. However, in Electronics industry, reliable, personalized and Value Added services were significant. Suggestions for utilizing the results to infer preference of one service center over the other are discussed.
					Neena	FT14290		center over the other are discussed.
		2			Arnima V	FT14210		Purpose – The purpose of this paper is to understand the viability and perception of e-books amongst Indian Consumers. Design/Methodology/Approach – This paper starts with a brief overview of the literature on factors responsible for using e books. The research analyzed survey responses of Indian
					Deepankar T	FT14420	Market Research on Repro Education's ebook launch portal	respondentsover the internet. Findings – Perceived usefulness, Ease of Technology and Price are significantly impacting adoption of e books. Indian e book publishers need to make an effort in communication strategy towards usefulness of e books. The study provides a starting point for the continued analysis of developing adoption of e book in Indian market. Originality/Quies.—The pages proposupose the Judian consumer's behavior with respect to a
			†					Originality/Value – The paper pronounces the Indian consumer's behavior with respect to e books. Paper Type – Research Paper
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					Factors influencing success of large Multi-brand stores in 'Organized' retail segment	Organized retail requires strategic positioning and huge capital expenditure, and such investment needs to be justified with adequate returns. Therefore it is imperative to understand local retail landscape and the values that drive consumers toward such retail stores amid fierce competition from highly concentrated Kirana stores. This research paper examines key store and consumer attributes that would influence consumers' store patronage towards multi brand retail stores. In organized retail, consumers look for an overall shopping experience. Therefore, understanding factors that create enhanced customer experience becomes the key differentiator. Customers tend to derive hedonic and utilitativa values through the 'Service quality' (SERVQUAL) and 'service convenience' (SERVCON). Therefore understanding these values is important for providing a better customer experience.
			Dhilip Narayan Srinivasan	FT14217		
	4		Neeti Bisht	FT14344		Trous, tamets and e-reacess are temp used by student in the CS and confer contintes for education. With India, many companies are exploring the opportunity to move the country with the largest student population (over 251 million students) to the next era or learning through tablets. As part of the team which was selected for Amazon Live Project, we are conducting a market research on understanding the market for tablets in the education sector in India. Hence, we've chosen this as our topic for empirical research. A deen analysis on understanding the current education process in schools across various classes
			Yatharth Puri	FT143109	Scope of Digitization in Education Industry	A deep analysis on understanding the current education process in scrioob across various classes and the pedagogical approach used to impart education will come under the ambit of our study. Focus will be on analyzing the requirements of teachers, parents and students (who all are the decision making stakeholders) for an appropriate tablet and check the viability of digitization in education industry. As part of the empirical study, we conducted surveys in different schools across Chennai (if possible outside Chennai as well), different education boards such as ICSE, CBSE. We targeted students of class 1 to class 5 of private schools to implement tablet. Considering the present education system the concept of tablet in all schools seems prima facie a farfetched concept, although it is in a nascent stage in some schools in India, but our study can be
		i				auita usaful far various playars who would want to enter this field in the future. The honefits of
	5		Dhara Kanungo	FT14121		The digital revolution has brought in a wave of change in the core principles of marketing. Social media sites are the new face of this changing world. 1.15 billion use Facebook, 550 million use Twitter and 225 million use LinkedIn and with every passing moment, the numbers are increasing at an exponential rate. Social Media has given consumers the power of instantly
				FT1 10 10	Role of Social Media in changing a Brand's Perception	sharing experiences, peer reviews and forum discussions; this has let Social Media to embark upon the creation of "customer citizenship". We will study the evolving popularity of these Social Media sites in enhancing and detracting the
			Mona Kshirsagar	FT14242		brand image and association. Through primary and secondary research, we intend to study the pulse of the consumers and how Social Media is effective in enabling customer engagement, paying heed to voice of customer, problem resolution and in creating the brand perception.
			Dipika Singh	FT14424		
	6	Sriram .D	Mohit Bajaj	FT14239		Marketing and logistics are the touch points that a customer has with an organization. In today's rapidly changing world customers are aware and are demanding more, so it has become essential
			Sudeep	FT14294	Collaboration between marketing and logistics functions for improving customer satisfaction	that these two functions collaborate and work seamlessly to protect the value proposition of the organization. This study was focused on retail-FMCG and automobile industry-Passenger cars. The responses were collected from the managers in these industries and regression technique was applied to analyze their effects on the customer service levels. Interdepartmental coordination, Reward system and transparent flow of Information are the significant factors for collaboration between these functions. This study can be used in retail and automobile industries to ensure high
			Amit	FT143102		customer service levels.
	7		Hitesh Baheti	FT144109		Purpose – The study aims to find out the feasibility of digitization in Indian Education sector through the introduction of tablets and e-readers.
			Namita Chaubal	FT14441	Feasibility for Digitization of Education	Sample – Target Students of age 11-16 years (6th to 10th standard) and parents, teachers of this target segment across cities of Delhi, Chandigarh, Bhopal, and Jaipur in India. Methodology – Phenomenology, an exploratory research design method has been used to tap into key stakeholder, i.e., Students, Parents, and Teachers perceptions. Findings – Application of TAM model; Tablets as the chosen mobile learning device;
		_	Mohit Singh	FT14485		importance of digital educational content and relevant ICT infrastructure for adoption of tablets.
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		8			Kripasankar M	FT141106		The aim of the study is to examine the impact of rewards on the number and quality of customer reviews posted, specifically to the E-commerce industry. Our study will be helpful for companies that provide products& services online, who depend on Electronic word-of-mouth (eWOM) to increase sales, to understand the motivation behind consumer reviews, and also provide this motivation where required. eWOM has become one of the most exciting research areas of inquiry owing to the effectiveness of its communication. eWOM communications are more persistent and accessible as they involve multi-way exchanges of information in asynchronous mode.
					Roshini John	FT14259	Effect of reward systems in encouraging customers to write online reviews	The online relatiling industry is growing at a phenominal pace in recent years due to ease of use and more disposable income. India has close to 10 million online shoppers and is growing at an estimated 30%. This huge market potential is restricted by trustworthiness of e-Retailers, with customers complaing more and more about getting scammed in their purchases. They eventually look for feedbacks and reviews from other customers as a safety net for online buys. This
					Shivangi Sharma	FT14293		empirical study will be useful for several online product or service providers to encourage their customers to write feedback and reviews and enable them increase their sales. The study will focus on factors that trigger eWOM activity from customers after they make an online purchase. This study will also be useful for all emerging and established e-commerce retailers to sustain and expand their customer base, who rely heavily on reviews and ratings from fellow customers.
		9			Shubhangi	FT14266		The purpose of this paper is to study the factors that influence an Indian consumer's decision to purchase lingerie online. For this research 14 attributes were studied. A sample of 130 potential
		·			Sudeshna	FT14273	Factors affecting consumer buying behaviour towards Lingerie through e-tail	customers located across Delhi, Chennai, Mumbai, Kolkata, and their nearby towns, rated their preferences about these attributes. Through confirmatory factor analysis and structural equation modeling three main factors were extracted — benefit perception, risk perception and shopping motivation. Through regression analysis the findings suggest that under demographics only marital status and location influence the decision. Under benefit perception, unavailability of
					Sucesma			lingerie in brick and mortar store, time saved, promotions and discounts, and variety, positively affect the buying behavior. Under shopping motivation, 3D virtual modeling positively affects buying behavior.
					Akshat	FT142100		
		10			Varun Chaturvedi	FT14180		Brand associations are informational nodes linked to brand nodes in memory that contain the meaning of the brand for consumers. Brand associations are important to marketers and to consumers. The objective of this study is to study whether brand elements like Jingles, Mascots
					Shailender Sharma	FT14262	Effect of brand association on consumer behavior	and Colours and a person's personality have any role in building brand associations. The study found that actual-self people relate well with the messages targeted towards specific personality traits (Big 5 OCEAN traits) of a person and that certain brand elements work for certain product categories in building brand associations.
			•		Jasleen Kukreja	FT14325		
29	SUR	1		Professor of Finance, Faculty of Management Studies	Aishwaria Krishnan	FT14308		This study examines the short and medium term impact of Rupee fluctuations against the Dollar on BSE S&P Indices of various sectors using daily data for a period of 4 months. A qualitative
			Surendra Sundararajan		Karivaratharaaju M	FT14328	Impact of Forex Market Fluctuations on Indian Industries	research in the form of personal interviews and questionnaire is used to predict the medium term impact. OLS regression, Granger causality, Augmented Dickey–Fuller test and GARCH performed on the daily data from BSE and RBI websites is used to test the hypotheses.
					Vaisakh V K	FT143113		
30	SUN	1		Goa Institute of Management, Goa	Pratyush Gautam	FT14148	Impact of Cloud computing as a security of 165 in	This empirical study focusesonfinding out the impact of different attributes of cloud computing solutions on operational efficiency of banks. These attributes of cloud computing were found according to the literature review and qualitative study. Attributes were analysed according to the perspective of two major stakeholders, Banks and Cloud service providers. The resulting
			Sunil Rai		Saugata Das Gupta	FT14164		significant factors were then segregated into 3 categories with highest importance given to the factors which were common to both players in the banking ecosystem, followed by the factors favoured by the banks and last being the factors significant for the cloud providers. This study can help banks identify areas in which cloud computing can enhance their business models in a more efficient way.
			1		Anurag Kush	FT14413		
31	TNS	1		Great Lakes Institute of Management,Chennai	Manish Hasija	FT14338		Study and understand consumption of monodose sachet products by target customer groups-
				J J	-		Scope of easysnap sachet in the Indian Market	ketchup, sauces, honey, beauty creams, sun screen, Hand Sanitizer etc. Introduce Easysnap sachet concept and gather customer feedback. Study and analyze data. Suggest marketing penetration strategies for M/s Easypack for making entry into the Indian market. Do a thorough cost analysis of the new sachet. How much difference does it reflect as a percentage of the total cost of the finished product and how can it marketed well enough to overcome this cost difference. Analyze how can the new sachet be a differentiator in terms of Brand perception and how can it be used as a potential lovemark.
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						responsible for it. The effectiveness of these factors would be identified after the study.
	2		Abhineet Sinha	FT14303	Scope of Online health consulting in urban areas of India	The study would be really helpful for health clubs thatare launching online portals that the members can avail fitness related tips easily. These findings would provide them customer's insights and preferences for launching the online portal thatin turn determine the success of onlinehealth consulting.
			Shilpa	FT14390		Analyzing the primary data obtained from the questionnaire filled by the correspondents does this. The data is tested using several methods of statistical analysis to arrive at the conclusions. The details of the conclusions are presented in the following report.
	3		Shelly Sharma	FT14194	E-Grocery in Indian metros - Desiderate or Unwanted	This paper focuses on the question if the metro cities are ready for e-commerce in grocery including perishable goods. It studies a group of one hundred and twenty young professionals living in Indian metros. The study uses the online survey method to gather the primary data. The Structural Equation Modeling technique is used to analyze the data. The study shows that the online purchase intent is influenced by the convenience, delivery time, quality, physical
						verification of product and the discount coupons offered. It will be beneficial for the firms who want to enter into online grocery retail business and the existing firms and provide insights into the consumer behavior during online shopping.
-	 -		Puneet Sharma	FT14249		
	4		Daman Singh Malik	FT14119	Impact of Advertising and Branding in B2B marketing	The objective of this study is to identify and analyze the role of Digital media in the business practices of IT Industries. Several Large and Medium Size IT Companies were surveyed and results revealed that companies are more benefitted by using Facebook[Twitter and Blogs as Digital Marketing communication tools. In this studywe have taken help of literature reviews by different authors in order to discover new ideas and to examine use of Digital Media in B2B
						Industries. The implications of the study suggest that IT companies should update their capabilities with respect to digital marketing usage and measurement in order to adapt current practices to fit the characteristics of today's digital media landscape.
			Dipak Senapati	FT14423		
	5		Aanchal Madan	FT14201	Impact of different genres of advertisement on brand	Our study tries to find out the type of advertisements that have a positive correlation with the buying intent of consumers for choosing mobile service providers in India. We formed a questionnaire and collected the data from a sample of 140 customers with the help of social media, e-mail and in person interaction. The total number of respondents included 100 males and
			Sakshi Sharma	FT142108	recognition of mobile services	40 females in working and non-working class. We found the celebrity and informative advertisements have significance levels of 0.00 while testimonial and informative have significance values of .190 and .823 respectively. By regression method we found that the Celebrity advertisements are most effective for buying intent of customers.
	6		Aishwarya Pathak	FT14103		The purpose of this study is to determine the factors shaping the consumer behaviour in collaborative consumption of durable goods and services. Collaborative consumption is an economic arrangement that allows two or more entities to consume product and services
			Pavithra. R	FT14145	Consumer behavior in collaborative consumption of durable goods and services: An analysis	irrespective of the ownership of the mentioned product and services. Collaborative consumption has emerged as a compelling alternative to traditional forms of buying and ownership. Collaborative consumption gives people the benefits of usage of different goods and services, especially durable goods with reduced personal burden and cost. Based on factors such as
		Swaminathan T N	runula. K			convenience, cost, consumption and trust, this study examines consumer behaviour towards collaborative consumption. Based on primary and secondary research data, this study measures
			Revanth Arramreddy	FT14156		the impact of the above mentioned factors on collaborative consumption.
			,			
	7		Rehbar Khan	FT14155		Supply Chain Management as a research subject has remained untouched in the Branding literature. The primary objective of this study is to examine whether SMEs can use the efficient
					Brand building for SMEs using the efficient SCM as a differentiator	SCM as a differentiator that would help them in building their own brands in both, B2B and B2C scenarios. The sample set comprises of 37 SMEs for B2B industry and 106 people for B2C industry (age group-18 to 54). Conducted Survey for data collection and used Regression analysis, Exploratory Factor analysis to statistically test the Hypotheses. The factors identified —
			Suyash Peshkar	FT14176		analysis, Exploratory Factor analysis to statistically test the Hypotheses. The factors identified product Features and Supply Chain Integration, affect brand image significantly. Hence, Brand value is increased when better product features are provided and higher degree of supply chain integration is attained.
			Nachiket Soholkar	FT141111		

							1	Ind. 1.2 and 1.4 and 1.5 and 1
		8			Rabia Sehgal	FT14151		A flea market is a type of bazaar that rents space to people who want to sell or barter merchandises, artefacts, durable items, apparels, fashion accessories etc at low prices. It differs from a grey market or an open market in which a commodity is traded through distribution channels which although is legal but is unofficial and unauthorized by the original manufacturer. Purpose - The purpose of this study is to analyze the consumers' profile and the various factors that drive consumers' behavior in a flea market.
					Rajat Miglani	FT14153	Flea Markets : Consumer Profiles & Value in Modern Day Retailing	Design/Methodology/Approach - Data was collected from a sample set of 105 consumers belonging to the age group of 20 to 35 years & are regular visitors to flea markets. A survey was used as a means to collect the responses from the potential respondents. The survey results were first screened for internal validity (Cronbach's Alpha) and later put through statistical tool (Regression) for the analysis.
								Findings - The results showed that low price and variety increases the consumers' preference for shopping at flea markets. The results also indicated that females, as compared to males, get more attracted towards the flea markets because of the variety of products available in these markets. Originality/Value - This study helps the flea markets to focus on the factors that are important to
					Ratika Gupta	FT14455		satisfy the different customer segments and thus leading to customer loyalty.
		9	-		Arpit Srivastava	FT144103		The aim of the study is to measure the effect of pre-release promotional activities on the first 3 days of Box-office collection of Bollywood movies as compared to various other factors. Given
					Rahul Sonthalia	FT14298	Correlation between the Pre- release promotion and success in bollywood	the dearth of ideas prevailing today in the industry, the pre-release events and promotions and the buzz created are decisive factors in determining the fate of the movie at the box office. Pre-release events and promotions are being used today more emphatically than ever and it constitutes a major chunk of total production cost. The question is, 'As in pre '90 era, the content of the movies generally guaranteed success, does pre-release events and promotions give the same guarantee of success in the present times?'
					Mayank Bhatnagar	FT14238		second in the project times.
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		10			Ritesh Pandey	FT14159	Positioning and Marketing Strategies of The Hindu in Print Journalism in India	The purpose of this paper is to see what marketing strategies The Hindu can employ to increase its market share in North India. Towards this, it uses a survey of 70 respondents to find what readers like about The Hindu and the market leader in print journalism in India, the Times of India. In particular, it seeks to analyze what readers in North India like in a newspaper.
					Sharad Raghavan	FT14489	Journalism in India	Regression and factor analysis is done using SPSS. The data reveals that The Hindu can provide more entertainment-related content, improve its design in terms of color, photographs/graphics and page layout, and use less dense language so as to increase its market share in North India
					Silaiau Kagiiavaii	11114409		
32	TAP	1		Great Lakes Institute of Management,Chennai	Sandeep	FT14162		Gamification is the application of game elements and digital game design techniques to everyday problems such as business dilemmas and social challenges. Health Insurance companies, is one
					P Kumar	FT14446	Application of Gamification in Indian Healthcare Industry	of the predominant industries that is currently using Gamification techniques to drive customer retention and engagement. The games, developed by health insurers and a host of technology start ups, are marketed directly to consumers, who use them to track their progress and record their key health metrics such as blood-sugar and pounds shed. Players of these games can win rewards,
\vdash			<u></u>		r Kumar	F11 444 0		perhaps even cash if they hit their goals. Our study emphasizes on how gamification in health industry can work in India and how customers and insurers can get benefited by this technique.
					Devara	FT14483		
			ļ					Mobile Applications are software designed to run on mobile devices such as smart-phones and tablets. Mobile applications are used for general productivity, information retrieval, gaming,
		2			Mainak Sankar Maiti	FT14337		tanies. Monie appucations are used tor general productivity, information retrieval, gaming, factory automation, retailing, banking, ticket purchases—the opportunities are countless. Some mobile applications are free, while others have to be bought. Mobile devices are best medium for one-to-one customer contact communication. Therefore, through mobile applications, business can serve the customer through personalized interactions. Mobile applications can be pre-
							Does mobile phone application usage enhance purchase probability in B2C market?	installed on phones during manufacture, downloaded from various mobile software distribution platform or delivered as web applications to provide an "application - like" experience within a Web browser. In the modern era, mobile applications are gaining popularity since mobile applications are targeted majorly to serve pressed-for-time and hyper consumers. The objective of
					Ranjaboti Ghosh	FT14357	-	this empirical research is to examine whether mobile applications can enhance purchase probability in B2C marketing. For this, we would study the consumer purchase decision process, which encompasses the steps - problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, through the usage of mobile applications. The
			Tanan Panda		Paripurna Nand Pandey	FT143112		empirical research would analyze the various factors that play a significant role in determining the type of consumer decision process (Routinized Response Behavior, Limited Problem Solving Behavior, and Extensive Problem Solving Behavior) in a demographic.

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		3			Bansi Manu	FT14115		The purpose of the study is to analyse the impact of experiential marketing on creating customer based brand equity. The subjects, who are primarily in the age group of 20-35 years, were exposed to experiential marketing activities along 3 of Prine & Gilmore's experience realms. Two
					Vinoth Kumar D	FT14185	Role of Experiential Marketing Strategies in influencing consumer perception and brand equity Bi	brands: a popular brand and an unknown brand were used in each of the realms to calculate the differential brand equity of the popular brand. SEM was used to confirm the factors that impact Brand Equity. It was found that Brand Experience and Brand Knowledge impacted the same. It was also found that Brand Experience was not significantly dependent on the brand knowledge of
								the popular brand.
					Deepak C	FT14318		
		4			Amit Sarkar	FT14309		In perennial endeavor to expand the market share, companies frequently offer innumerable assortments of a product. While in some cases there are significant differences in the varieties, in various other cases the variations are insignificant. This empirical study will gauge the variety seeking behavior of consumers. Also, the question that frequently comes to mind is that whether assortments/variety actually enhances consumers' utility as consumer gets more options or it only
							Consumer Behavior towards Variety Assortments of Products in Retail Market	confuses them. In an effort to address this question, the study will explore the following issues: Factors which findlence the need for variety and their effect on assortment strategies of retailer. The utility derived from the assortment size. The optimum assortment range which satisfies the needs of consumers and constraints of retailers.
					Nimish Garg	FT14346		The study will primarily address strategic response of companies and retailers to consumers' reactions towards assortments in products. The paper will also address the strategies that retailers should adopt to enhance the consumer buying experience and increase consumer's utility. Primary
					Neeraj Pandey	FT14442		data for the study will be collected through online survey, one on one interview with consumers and focus group studies while secondary data will be explored online. The hypothesis will be designed and then with the help of quantitative analysis checked if they hold true.
33	VAI	1		Great Lakes Institute of Management,Chennai	Mrinal Jha	FT14137		The study aims to find out the most relevant underlying drivers for outcome based operation model and its corresponding impact on 'Productivity' and 'Service delivery quality' for a given project. A survey was conducted with 126 IT professionals across diverse geographies, age, and work experience to understand the effectiveness of 'Risk Management', 'Knowledge Management,' 'Project Governance' and 'Technology Innovation' in IT projects and its relation
							s f	with the outcome of the project through measurable parameters. With the help of statistical tools such as Regression, Correlation, Factor Analysis, the research is able to find out two primary factors known as 'Knowledge Risk Management' and 'Innovation Governance' as key drivers fo outcome based operation model.
					Monika	FT14343		
		2			Aparna Ramakrishnan	FT14111		BYOD is making significant inroads in the business world, with about 75% of employees in
					Kailayavarthani E A	FT14128	Impact of BYOD on the productivity of an IT firm	high growth markets and 44% in developed markets already using their own technology at work. The purpose of this research is to study the impact of BYOD on the productivity of IT firms. The standard measurement of productivity is ratio of output to inputs in production; it is a measure of the efficiency of production. The dependent variable is Productivity of an IT company. We have identified few independent variables such as Entertaining Applications, Access to Business data, Security, Working hours and Asset and hardware costs.
			Vaidy Jayaraman					and the control of th
					Ankita Dwivedi	FT14313		This research aims at mining out the effect of visionity of supply chain management practices on
		3			Ripudaman Singh	FT14157	Analysing SCM Practices in Strict Entry Industries using	the marketing and financial aspects of a company in restricted entry industries. Primary data was collected through questionnaire format. The companies' recent financial and market success is taken as an indicator of the success of their operational activities. Hence, in this study, we try analyzing the different factors which contribute to the financial performance and help gain market shares in their respective industries.
					Mansi Gulati	FT14189	Marketing and Financial Aspects	The data collected was run through the model on SPSS software to get the best model fit. The model showed that visibility has a significant impact on marketing factor, marketing impact and financial factor, product contribution margin. This empirical emphasises that gaining visibility into critical elements across the end to end operation network would improve the cost and service.
		4			Mansı Gulatı Sonal Chawla	FT14189 FT14268		
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Model in India Kamal Dubey F714233 Model in India Kamal Dubey F714233 Abhutosh Giri F714316 Ashutosh Giri F714316 Ashutosh Giri F714316 Ashutosh Giri F714316 This paper seeks to examine the impact of technology and process improvements in supply chair management on response time for contentes, a statistication level of customers & employes, cost to the firm of the process improvements in supply chair management on response time for customers, attackation level of customers & employes, cost to the firm of the process improvements in supply chair management on response time for customers, attackation level of customers & employes, cost to the firm of the process of the firm of the firm of the firm of the process of the firm of the					Ashish Vashisth	FT14416	Using TOC and Lean as operational tools to enhance the performance	The empirical study focuses on the impact of various constraints such as capacity, resource, lead time, defects, flow of information and idle time on the performance of an organisation and how these are removed or improved by the application of lean and TOC. The research has been conducted on employees ranging from 24-48 years of age working across IT, Manufacturing and Finance sectors. The data collection was done using quantitative research techniques across big firms located in metropolitian cities. The gathered data was analysed using various statistical methods such as regression and exploratory factory analysis. The results signify that out of the factors initially considered resource, defects, lead time and inventory constraints affect the performance significantly across the 3 sectors.
Management Chemial Step File 1								
Scope Appentination and Latinations of Virtual Healthcase Model in India. Scope Appendix were carries and studying the various operation and Imministrate. Model in India Adustook Girl FT14216 Adustook Girl FT14216 Adustook Girl FT14216 Adustook Girl FT14217 Virtual Kallutia FT14279 Virtual Kallutia FT14279 Role of Technology and Process Improvements in Supply chan from the firm, competitive advantage, first for summers, assistance in supply chan from the firm, competitive advantage for the challegy and process improvements in supply chan from the firm, competitive advantage for the firm, which under the firm, competitive advantage for the firm, competitive advantage for the firm, which under the firm, competitive advantage for the firm, which under the firm, competitive advantage for the control and a various firm which the firm and the firm of the firm o	34	VEE	1		Nitin Teckchandani	FT14140		distinguish various factors that act either as an opportunity or as a limitation for the success of
Ashanah Giri FT14316 Varnu Kithuris FT1479 Varnu Kithuris FT1479 Role of Technology and Process Improvements in Supply Chair reasonable and PT14380 Venhateshwaran Ganoscharaa FT14380 Sheyanth Kumur FT14391 Rahai FT14254 Rahai FT14254 Rahai FT14255 Ashinb FT14255 Ashinb FT14256 Application and Inguest of Effective Forecasting Madels on Supply Chair Range of Skills significantly contribute towards the accuracy of the demand forecast. Ventual Fig. Sci. Supplied for Skills significantly contribute towards the accuracy of the demand forecast. The propose of our subject to evaluate the forecasts of the supplied of the Skills significantly contribute towards the accuracy of the demand forecast. The propose of our subject to evaluate the forecasts of the supplied of the Skills significantly contribute towards the accuracy of the demand forecast. The propose of our subject to evaluate the forecasts which applied to Skills significantly contribute towards the accuracy of the demand forecast. The supplied of the Skills significantly contribute towards the accuracy of the demand forecast. The supplied of the Sk					Kunal Dubay	ET14222		mHealth in India. Over 65 doctors and 110 patients were surveyed in this study. Later regression and factor analysis were carried out to identify the various opportunities and limitations. Awareness and Technology were identified as opportunity and human capability, involvement
This paper tooks to examine the impact of technology and process improvements in supply shall management or response time for costoners, unlikelated need of costoners & employe, south management or response time for costoners, unlikelated need of costoners & employe shall management or response time for costoners, unlikelated need of costoners & employe shall management or response time for costoners, unlikelated need of costoners & employes the first management of the first management or the first management of the store and the first management or the first management or the store and the supply chain management or costoners and the supply chain management or the store and the supply chain management or the store and the supply chain management or result on the study consideration as times to exist management or supply chain management or result on the study consideration as times to exist management or supply chain management or results of the study consideration and the obstitute and non-substantial management. The results of the study consideration of the obstitute of the study of the process improvements in supply chain management or results of the study consideration and the obstitute of the study of the process improvements in supply chain management or results of the study consideration of the obstitute of the study of the stu					Kunai Duoey	F114233		This paper would help various stakeholders to identify various impediments for the successful
management on response time for customers, satisfaction level of customers & employees, cost the first first first insigh gability of the first We hypothesize the first measurement in the first management. We have been considerable improvement increase the supply chain from the value of the first fi					Ashutosh Giri	FT14316		
the firm, competitive solvantage for the firm, decision making ability of the firm. We hypothesize that with implementation of technology and process improvements in Supply Chain management. Role of Technology and Process Improvements in Supply Chain management were to considerable improvement in the Supply chain management. Role of Technology and Process improvements cathing technologies (both orders and the supply chain management) was also took into consideration various excitaing technologies (both orders and the supply chain management) was also took into consideration various excitaing technologies (both orders and too took into consideration various excitaing technologies (both orders and too took into consideration various excitaing technologies (both orders and too took into consideration various excitaing technologies (both orders and too took into consideration various excitaing technologies (both orders and too took into consideration various excitaing technologies (both orders and too took into consideration various excitaing technologies (both orders and the subject of the study completed care through the process improvement excitation generation to the subject of the study completed understanding the subject of the study completed care through the consideration various excitation of the study completed supply chain management. Role of Technology and Process improvement excitation consideration various extinct the study consideration various extinct the study of the study consideration various extinct the study of the study consideration various extendition of the study of								This paper seeks to examine the impact of technology and process improvements in supply chain
Role of Technology and Process Improvements in Supply Chain management Venkateshwaran Ganasekaran FT14380 Shreyansh Kamar FT14391 Shreyansh Kamar FT14391 This supply chain format of the exception that the caption that the company of the compa			2		Varun Kathuria	FT14379		management on response time for customers, satisfaction level of customers & employees, cost to the firm, competitive advantage for the firm, decision making ability of the firm. We hypothesized that with implementation of technology and process improvements across the supply chain there
shreyansh Kumar FT14391 Shreyansh Kumar FT14391 Demand forecasting is the activity of predicting or estimating the quantity of a product or service that consumers are likely to purchase. Forecasting the quantity of a product or service that consumers are likely to purchase. Forecasting is the activity of predicting or estimating the quantity of a product or service that consumers are likely to purchase. Forecasting is the activity of predicting or estimating the quantity of a product or service that consumers are likely to purchase. Forecasting is the activity of predicting or estimating the quantity of a product or service that consumers are likely to purchase. Forecasting is the activity of predicting or estimating the quantity of a product or service that consumers are likely to purchase. Forecasting is the activity of predicting or estimating the quantity of a product or service that consumers are likely to purchase. Forecasting is an imperfect science, but it is also a necessity for almost all businesses. The purpose of our study is to evaluate the effectiveness of different forecasting techniques adopted by firms in the Indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by them on the indian FMCG industry and the importance placed by the indian FMCG industry and the importance placed by the indian FMCG industry and the importance placed by the indian FMCG industry and in					Venkateshwaran Gunasekaran	FT14380	Role of Technology and Process Improvements in Supply Chain management decision making ability & gives competitive a for implementing technology & process improvement sechnology we also took into consideration various existing and process improvement techniques employee.	for implementing technology & process improvements by the management. As a part of this study we also took into consideration various existing technologies (both software and non-software) and process improvement techniques employed by organizations for their supply chain
Rahul FT14254 Rahul FT14254 Rahul FT14254 Rahul FT14254 Rahul FT14254 Rahul FT14255 Rahul FT14256 Rahul FT14256 Rahul FT14256 Rahul FT14257 Rahul FT14257 Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Necravalli R S Problem: This study addresses the basic problem that, even though India has rising middle class with high disposable income, organized retail sector is still very small chunk of the entire retail industry. Sample: We used as asmple size of 160 respondents with a good mix of both the gender and different age groups. Method: Read on this we have come up with recommendations which might be of help to any retail investor such as Wal-Mart in targeting organised retail in India.					Shrevansh Kumar	FT14391		technology helps in improving response time and process improvements implementation enhances the competitive advantage. The study sample consisted of self-completed questionnaires from 75 respondents from diverse industries background who are involved in different stages of
Rahul FT14254 Rahul FT14254 Rahul FT14254 Rahul FT14254 Pulkit FT14299 Rahul FT14294 Rahul FT14294 Rahul FT14295 Rahul FT14297 Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Application and Impact of Wal-Mart's ERP solutions and SCM on Indian Market Application and Imp				,	,			Demand forecasting is the activity of predicting or estimating the quantity of a product or service
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Ashish FT14285 Rahul FT14297 Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Problem: This study addresses the basic problem that, even though India has rising middle class with high disposable income, organized retail sector is still very small chunk of the entire retail industry. Sample: We used a sample size of 160 respondents with a good mix of both the gender and different age groups. Method: We have done both qualitative and quantitative research such as FGD's and Surveys to gather data. Further analysis has been done by techniques like regression using SPSS statistical tools. Findings and Conclusions: Based on this we have come up with recommendations which might be of help to any retail investor such as Wal-Mart in targeting organised retail in India.							Performance	practitioners and consultants in the supply chain domain. Regression analysis is used to infer that past data, promotional activity, competitor activity, macroeconomic factors and the number of
Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Veeravalli R S Pulkit Privates Privates Pulkit Privates Pulkit Privates Pulkit Privates Province Pulkit Privates Pulkit				ı	Ashish	FT14285		,
Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market Pulkit FT14299 Veeravalli R S Pulkit FT14299 We used a sample size of 160 respondents with a good mix of both the gender and different age groups. Method: We have done both qualitative and quantitative research such as FGD's and Surveys to gather data. Further analysis has been done by techniques like regression using SPSS statistical tools. Findings and Conclusions: Based on this we have come up with recommendations which might be of help to any retail investor such as Wal-Mart in targeting organised retail in India.			4		Rahul	FT14297		This study addresses the basic problem that, even though India has rising middle class with high disposable income, organized retail sector is still very small chunk of the entire retail industry.
Veeravalli R S Findings and Conclusions: Based on this we have come up with recommendations which might be of help to any retail investor such as Wal-Mart in targeting organised retail in India.					D.H.i.	ET1 4200	Application and Impact of Wal-Mart's ERP solutions and SCM on Indian market We used a groups. Method: We have d	We used a sample size of 160 respondents with a good mix of both the gender and different age groups. Method: We have done both qualitative and quantitative research such as FGD's and Surveys to gather
				Veeravalli R S	Pulkit	F114299		Findings and Conclusions: Based on this we have come up with recommendations which might be of help to any retail
					Shreya	FT14465		

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		5			Raunaq Raje Nitesh Awasthi	FT14256	Market Sizing of Real Estate Sector for Launching a Project Management Consulting	This paper explores the pain points of the real estate sector and further investigates the management issues that are faced in three prominent regions—Mumbai-Pune, Delhi-NCR and Lucknow-Kanpur. The paper investigates the variances that are typically faced in a real estate project. The research findings reflect the data that has been collected using qualitative techniques such as depth interviews as well as questionnaire from the top management of 40 real estate firms from these regions on which impact analysis has been performed to arrive at a compelling and a sustainable value proposition for a project management consulting firm which serves to add value to their existing offering. The observations and findings give invaluable insights in the highly fragmented landscape of real estate sector.
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		6			Kumar Ankit	FT14231		
					Vaibhav Pant	FT14277	Is cost only factor responsible for a winning bid in 1T industry	IT firms respond very competitively to Request for Proposals (RFP) as it is an essential part of procuring a project. Through this study, we have examined the perceived importance of cost and identified the four most important factors which should be considered while preparing a response to an RFP. The results of this study can be effectively used to train the sales force as well as focus and structure the sales strategy of IT companies, in order to successfully prepare a winning response to an RFP.
					Gokul E Harikrishnan	FT14286		
		7			Prateek Chaturvedi	FT14351		The research was conducted to analyze the role of social media in determining the most important
							E-tailing in India-Capitalising the nerves of social media marketing	factors that can be capitalised by Etailers in India to create brand awareness and win over customers. Straiffied sampling was used to collect primary research data from user bases divided on the basis of age, sex and amount of time spent on internet. Of the 16 parameters analyzed by regression analysis technique, 7 were found to be of utmost importance. The parameters critically impacting the purchase decisions of the users were promotional offers, viral content, trusted
					Ashutosh Bhardwaj	FT14417		referrals, ease of use of social media, response time in resolving the issues, product knowledge and reviews from experts.
					Kush Pathak	FT144115		
							Effect of transformational leadership on follower's happiness: Role of spirituality at workplace	The paper studies are reationiship owerein the transformational readership, spirituality of the individual as measured using the sattvaguna dimension and how these two effect the happiness of the employees at the workplace. With a clearly defined metric scale to measure each of the variables mentioned, an online form was circulated to capture the responses from 76 employees across India. Results have shown that happiness (of the individual) is positively correlated with both transformational leadership and spirituality of the individual. Also transformational leadership and spirituality of the individual very correlated. The high level of correlation between sattvaguna score and happiness reveals that the happiness of the employee is distinctly dependent on the spiritual factor of the individual as measured using the sattvaguna score. Happiness of the employee is further enhanced with the presence of these two factors at the workplace and also, it becomes easier for the followers who are high on the sattvaguna score to align themselves better towards transformational leadership.
35	VEN	2	Venkat R.Krishnan	Great Lakes Institute of Management,Chennai	Srikanth	FT14499		This study consists of finding how well spirituality of the individual and transformational leadership affect the happiness of the employee in the organization
			**					
36	VEK	1		Navera Consulting, Chennai	Mayank Mangla	FT14237		The objective of this study was to look at some of the parameters related to mutual funds and using historical data analysis, find out a selective few factors and their influence on its performance, which can help investors to make an informed decision. The study first categorized
			Venkatesh Bangaruswamy		Rahul Shanbhag	FT14255	Are Mutual Fund Fact Sheets Useful For Investment Decision Making?	the mutual funds based on the investment type (large e.ap, small and mid cap). For each category, a set of parameters (Beta, portfolio turnover ratio, expense ratio) were selected and their relation with the alpha of the mutual fund over a 5-year period was analyzed where alpha is the difference between the fund returns and the benchmark index returns. We found no significant relation between any of the three parameters with the alpha of the mutual fund. This suggested that the summandational commandate in the further which was the supplied to all query making an

								commonly used parameters in the ractsheet might not be useful indicators for making an investment decision. Furthermore we found several discrepancies with the factsheets of various mutual funds, which if corrected can help investors make a better decision.
					Sourabh Shrivastava	FT14269		·
37	VIN	1		Independent Consultant	Anil Simon	FT14480		With mobile applications becoming more popular each and every day, enterprises are migrating
							Prioritization of effectiveness of mobility platform variables	towards mobility platforms to conduct business. Our empirical study shows what factors affect the effectiveness of these platforms. Using a sample of 36 respondents from different corporate this study identifies different variables and the extent to which they affect the implementation of a
					Abhishek Achuthan	FT143110	71	mobility platform. The survey results were first screened for internal validity (Chronbach Alpha) and later analyzed through regression. The significant variables were identified and have been ranked on the basis of their importance. The results of this paper provide useful insights for
								companies to structure their strategies for the successful adoption of a mobile platform.
					Rahul B	FT144110		
		2			Sudeepta Panda	FT14393		MOOC (Massive Open Online Course) is a new trend in the education sector, slowly but consistently it has been growing worldwide. The purpose of this study was to find whether
							Emergence of MOOCs and its scope in Indian Educational System	MOOC will be successful in Indian context and the various parameters that will govern its success in India. To conduct the study we took a diverse sample covering students from different fields, educational backgrounds, demographics, educational institutes and tried to identify the
					Debashish Biswal	FT143107		factors that significantly affect the acceptance of MOOC in India. Hence our primary hypothesis is based on dependent variable Student's Preference and independent variables like Price, Course duration, Courses, Reputation of faculty etc. We collected the data using a survey and used SPSS tool to do the regression analysis to prove our hypothesis.
		3	Vinit Thakur		Abhishek Kumar	FT144111		
								An ERP system is an integrated software solution that spans the range of business processes that enables companies to gain a holistic view of the business enterprise. An ERP system can be very effective for the operational efficiency of any business, but an ERP implementation is not always successful as it depends on a lot of internal and external factors. We gathered data by floating a questionnaire in leading companies to assess the factors responsible for success of failure of an ERP implementation. We used Binary logistic regression on 134 data points. At 95% confidence interval we found that Change Readiness, Cultural Adaptability, Poor Quality Of Testing, Inaccurate Input Data, Poor Interdepartmental Communication and Faulty
					Somya Garg	FT14172		
-		4			Pratik Jain	FT14487		Implementationsignificantly impact the implementation. This paper presents a business' perspective of the critical factors that affect their decision
								concerning the implementation of Big Data into their organization. A questionnaire survey, which focused on the responses of strategic decision makers from reputed companies in India, like
					Ishu	FT14397	How are companies dealing with the "New Normal	Deloitte, IBM, PWC, and etc., brought down the purview of the study to 3 basic factors namely "Awareness about Big Data", "Implications of Big Data on business", and "Integration of Big Data into organization". Using the qualitative data collection method and statistically analyzing
								the data through the SPSS tool, important factors, i.e. "Awareness about Big Data" and "Implications of Big Data on business" were zeroed in on. So, the study concludes that to gain competitive advantage over their competitors organizations need more awareness about Big Data
		5			Nikhil	FT14486		and its associated benefits.
								The paper presents a vendors' perspective of the most important factors that affect client's decision to choose among vendors in a multi-vendor outsourcing environment in IT. A materians are grown which because on managers from too IT solution providers in India brought
					Suvra	FT14471	Managing Multi-Vendor Outsourcing(MVO) in IT	questionnaire survey, which focused on managers from top IT solution providers in India, brought down the purview of the study to four basic factors namely "Cost Reduction", "Flexibility of process", and "Quality of service and Risk Mitigation". Then the Analytic Hierarchy Process (AHP) tool is used to determine the most important factors among the stated four. The study indicates "Flexibility" to be the most important factor followed by "Risk Mitigation". So IT vendors can create differential value for the client by providing agility/flexibility in their process.
					Swapnil	FT14472		The study is focused on assessing the impact that the supplementary has when it comes to the busing decisions of a newspaper daily. Off late the supplementary has become an integral part of
			Vinod Kumar Srivastava				Role of Supplementary in English Daily	buying decisions of a newspaper daily. Off late the supplementary has become an integral part of newspapers. In the ern of digitization, this study can be used by newspaper dailies to succeed in customer retention and customer acquisition. The study was conducted with various professionals
38	VIO	ZIO 1		Knowledge Foundation , Mumbai	Praveen Kumar K	FT14352		and home makers, with a demographic range of 20 to 45. Data was collected from 132 respondents by using online and paper based questionnaires. The day of publication of the

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39	VIS	1		Great Lakes Institute of Management,Chennai	ShivShankar Gurumoorthy	FT14195		Asset Liability Management (ALM) is a mechanism to address the risk faced by banks due to a mismatch between assets and liabilities. ALM policy framework focuses on banks profitability and long term viability subject to balance sheet constraints.	
					Swati Koul	FT14274	Analyzing Asset Liability Management using Canonical Correlation	Developments in risk-transfer instruments and risk management techniques in the last two decades have fundamentally changed how banks manage their assets and liabilities. In this research study, analysis has been done to show the change in the asset-liability dependency, in different sectors of Indian banks. This is achieved using Canonical Correlation (SAS and SPSS) by examining the correlation between assets and liabilities and their impact on each other has been analyzed. Based on it suggestion has been made to modify the asset—liability portfolio.	
					Shriram Prabhu V	FT14371			
		2			Indeever Gupta	FT14229		One of the most important areas of study in financial world is the return and the risk associated with it. The risk associated with a return is either un-systematic, which could be diversified and affects specific number of assets, or systematic risk which is un-diversifiable risk and affects financial market as a whole. This paper aims to study the relation between stock's return and the	
					Harjot Singh	FT14323	Evaluating and understanding the relation between systematic risk and stock return	systematic risk associated with it. The systematic risk (beta β) measures the correlation between the asset's volatility and the volatility of the benchmark index, the asset is being compared to. Using regression analysis against a benchmarked stock index, we will calculate beta (β) for a set of companies. We will then use Capital Asset Pricing model (CAPM) to study Security Market Line (SML) for different securities which will help in understanding relation between return and	
						systematic risk (β) and analyse how market must price individual securities in relation to their security risk class. Keywords: Systematic Risk, Beta, Stock Return, CAPM			
					Pulkit Mehrotra	FT14389			
		3			Abhishek Rathi	FT14402		The utility and ease of digital communication has metamorphosed the marketing environment in our everyday lives. The importance prevails from searching best buy prices of fresh fruits/grocery to real estate buying and selling. Digital channels and the expansion of social media have produced several new tools which organizations can use for their marketing efforts. The scope of Digital media, marketing if utilized to the fullest potential, is beyond measure. It can manifest	
							designing successful Strategy	Degina meada, inactueing in unized to the inters boreland, is everyond measure. It can inamies how companies can utilize digital marketing communication in their customer relationship management. This study shall primarily investigate what value B2C companies give to digital marketing communication. This study will be an attempt to identify variables that will constitute value proposition for digital marketing communication (DMC). The relationship among variables and how they impact digital communication.	
					Purnima Kochar	FT14452			
		4			Megha Gupta	FT14340	Packaging Design and its impact on consumer buying behavior	Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. However, lately, it is being considered to be more than just a medium of protection and storage and is believed to have a substantial influence on consumer choice behavior and product experience. Thus, a significant number of investments have been and are being made by marketers on this front. Despite this, there is a little academic literature studying these interactions and no clear theory of exactly how packaging impacts consumers' attitudes and actions. Here, we attempted to answer the related question how differences in packaging style result in different reactions in consumers and impacts influence their willingness to buy a product/service. We found out several interesting results, some confirming the past studies'	
			Viswanathan.P.K	Viswanathan.P.K		Ruchismita Sahu	FT144100		produce a tree. We could use seem innecessing testings some could ming the past standards results, while some non-confirming surprising ones that we would be describing in the further sections.
					Addissing Said	1111130		Improving the predictive accuracy of credit risk default has various uses. This study attempts to compare the use of logistic regression and neural networks to predict credit default among nersonal loans. This study could be extended to analyse compare loans and types of trade credit.	
		5			Harish Rajagopalan	FT14227	Improving the predictive accuracy of credit risk default	personal loans. This study could be extended to analyse corporate loans and types of trade credit as well. When predicting the risk associated with corporate loans or trade credits, there are various independent variables involved in the process. Financial ratios such as debt to equity, debt to assets and return on assets among many others are critical in predicting risk for corporate loans. Due to the time consuming nature of neural networks as mentioned before, arriving at an optimal topology using multiple independent variables could be part of a much bigger study spread over a longer time period. Therefore, this study restricts itself to personal loans. The results of this study could be of great use to banks and other lending institutions which can use the model to improve the accuracy of predicting loan default. These institutions play an	
					Aditya Varma	FT14433			
					Gaurav Khandelwal	FT14484		integral role in the economy and its growth. However, credit default is an imminent threat to the performance of such institutions and it could finally end up denting the trust of customers in these institutions. This study could also serve as a reference for other academic studies focussing on analysing credit risk using statistical tools	

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		6			Medhavi Saxena Aditya Kapila Anand Shankar	FT14135 FT14307 FT14409	Beta a stastically analysis of a stock's volatility	In today's globally competitive dynamicmarkets and challenging economic environment, there is a growing need for companies and individuals to focus on risk management in various organizational aspects. This is especially required in the various investment pursuits of organizations which seek maximization of returns. A good forecast of the volatility of asset prices over the investment holding period, is a good starting point for assessing the investment risk. It also helps managers to react accuratelyand with more confidence to market developments and daily data. In this Empirical Study we have used Regression Analysis to Calculate the Beta (systematic risk) of BhartiAirtel Limited. We collected the stock price data for the last six years on a daily basis. We also collected the Nifty Indices of the last of years on a daily basis. All the data collected were secondary data. In this study we found that there is a slight inverse relation of Airtel stock price to the market stock price movement. Also the value of Airtel stock is almost unchanged by the direction of market movement. So we concluded that making decisions based on market movements in case of Airtel will not be a very wise decision.
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		7			Prashant	FT14350	Modelling Consumer Choice of B-Schools in India	The purpose of this study is to identify the major choice factors to B-school aspirants in India. We would also find out the relative importance of these factors according to the students. Administrators of the new and upcoming B-schools need an understanding of what the MBA aspirants are looking for in terms of B-schools and MBA education. A better understanding of how students evaluate the importance of major college choice factors would aid these colleges in
					Madhur	FT14435		now students evaluate the importance or inaptrolonge choice actors would add uses conges in positioning themselves better. The results can be used as benchmarks for colleges to measure their strengths and weak points. These insights would help the college work on its shortcomings and help to establish themselves and attract good students.
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		8			Pankaj	FT14143	Consumer buying behavior in small car segment in Indian	This study aims to prioritize the factors considered by the customers while short listing few models from a large bouquet of mini cars available in the Indian market. We found that the key differentiating parameters that the consumer keeps in mind before purchasing a small car are Price, Brand, Service-after-sales, Technology-Advancement&Fuel-Efficiency. The sample size
					Ankita	FT14314	Market	was 158 with 54% of the respondents of age 18 – 25. 51% of the respondents belonged to the service class, 24% were business class while 18% were students. Survey methodology was used to gather the data. The statistical significances from the Anova test confirmed that the price of the car and the sales after service significantly affect the consumer buying behavior of small cars.
			ł		Prerna	FT14314 FT14353		
40	ZUB	1	Zubin Mulla	Tata Institute of Social Sciences	Mohit Baiai	FT14241	Helping companies attract, retain and motivate talent using effective compensation analytics'	This studies examines the information cue utilization by decision makers while they make pay level decision. Working from a resource dependence and agency theory standpoint, we argue that core jobs and jobs with higher variable/fixed pay ratio will tend to lead the market, while support jobs and jobs with low variable/fixed ratio will match or lag the market. We used policy capturing method to capture the actual decision policies of 139 students perusing masters' education with an HR specialization. We found job type to have a statistically significant impact on pay decisions, but our results failed to support the remaining hypothesis.