

S.No	ID	Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No. (14)	Topic of study	Abstracts
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.
5	BAL	2	Bala.V. Balachandran	Great Lakes Institute of Management,Chennai	Aman Abbi	FT14105		
					Vaibhav Agarwal	FT14276		
28	SRA	3	Sriram. D	Great Lakes Institute of Management,Chennai	Amit Kumar	FT14204	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' (SERVCON). Therefore understanding these values is important for providing a better customer experience.
					Dhilip Narayan Srinivasan	FT14217		
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 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.
					Gaurav Gupta	FT14425		

			Anthony Paulraj				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.
		2			Aditya Ranjan Dey	FT14479		
					Dongay Choudary N	FT144116		
3	ARJ	1		Indusage	Abhishek Tripathi	FT14182	Confluence of segregated business units with a single line of business	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 Tourism sector, centred on 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.
					Arindam Roy	FT14184		
		2			Abhinav Jindal	FT141105	Use of Marketing Analytics by B2B organizations in India: Acceptance and challenges	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 survey responded by 40 managers/decision makers from various organizations revealed that an operational understanding 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.
					Neeraj Singh	FT14291		
		3			Gagan Dawar	FT14221	Understanding Consumer Behavior In The Segment of Handbags	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 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.
					Nikita Rana	FT14445		
		4			Piyush Talreja	FT14448	Effect of Online reviews on consumer buying decisions for mobile phone	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 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 variable. 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 manage these two factors to influence consumer decision towards their mobile phone brand.
					Shashank Shekhar	FT14463		
					Vineet Gulati	FT14476		
		5			Kaustubh Shinde	FT14334	Factors affecting the pricing process in automobile industry	Despite the abundant theoretical literature on pricing as a marketing function, there exists limited 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 ethnography, 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 helped us to draw conclusions and discussion about the five key factors. These
					Monika Sharma	FT14342		

		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 indicate that the villagers were willing to accept the Waste-to-Energy technology at Rs.3/unit for domestic consumption.
						Sagar Garg	FT14365		
		7				Ankit Sethi	FT14312	Impact of Humanoids in transforming labor arbitrage to advanced automation arbitrage	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 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 which findings were reported.
						Kaushik Das	FT14330		
						Garima Rawat	FT143105		
		8				Anirudh Nilakantan	FT14282	Analyzing consumer behavior towards Technology spending during the time of economic downturn	We would like to express our special appreciation and thanks to our mentor and guide Professor 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 almighty God for his continuous support and guidance.
						Santhosh V	FT14399		
						Mouli Srinivasan	FT14440		
		9				Amrita Biswas	FT14107	Opportunity for QR-Code Marketing in India with supporting Supply Chain Management	The purpose of our study is to demonstrate the consumer preferred product mix for retailing using virtual walls in India and to propose the required supply chain for a central distribution centre. This paper integrates and synthesizes research from retailing, consumer behaviour and service quality literatures in order to develop a conceptual framework for understanding the value of QR Codes and Virtual wall to aid practitioners to address the critical needs, expectations and 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.
						Ushaman Sarkar	FT144113		
		10				Ajay	FT14203	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 to customer satisfaction and hence increase preference and loyalty for airline offering this benefit.
						Anshul	FT14208		
						Pankaj Sharma	FT143103		

		6		Dilip Kumar Noolu	FT142103	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.
			Panthangi Phani	FT144104			
			Abilash M	FT144118			
		7		Raja Pratush	FT14152	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 by customer, preference of Social Media for CRM over traditional data source like SMS, Email etc 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.
			Mayank Dibya	FT14339			
			Akash Kumar	FT14407			
		8		Pallavi Agarwal	FT14142	Customer churn 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.
			Sruthi Beesabathuni	FT14467			
		9		Goutham Mallampati	FT14122	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.
			Lavanya Valli Malapaka	FT14336			
			Nagarjuna Panchumarthi	FT144114			

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Easwar Krishna Iyer

	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		
	Bharath Venkataram	FT14116		
	Jasdeep Kaur	FT14432	Segmented and weighted analysis of risk factors associated with cloud computing adoption	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 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.
	Geetika Raichand	FT14427		
	Riti Behal	FT14459	Positioning Cloud Computing as a strategic tool to build Product Service Continuum	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 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		
	Kartik Bhandari	FT14329		
	Tanushree Sengupta	FT14377	Competitor mapping for India in the realm of IT outsourcing	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 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.
	Ishan Jain	FT14230		
	Devyani Kumar	FT142107	Drivers of Disruptive Innovation in Product, Market, Consumer Segment and Service Creation	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 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 three was mass customization of services and products.
	B.Shrikant Soni	FT14317		

		6		Ankita Srivastav	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.
				Astha Pandey	FT14213		
				Akanksha Pandit	FT14406		
		7		Ashish Agarwal	FT14211	A Multi-Sector Comparison of the Relative Acceptance of SMAC Technologies	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 traditional industrial models to new efficient digital ways of working. 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 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 capabilities and multiplying effect on businesses to enhance productivity for their customers.
				Samir	FT14366		
				Vikrant	FT14395		
		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.
		9		Neha Dewan	FT14243	Hierarchization of drivers which increase the sales conversion ratio in e-commerce websites	One of the most important factors for the success of any e-commerce MNC today is its features on 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				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 elusive. 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
					PraveenKumar S	FT14388		
					Shyam J	FT14267		
9	HEM	1	Hema Bajaj	Great Lakes Institute of Management,Chennai,Chennai	Shambhavi Yadav	FT14166	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 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.
					Shilpa Khurana	FT14369		
					Ashima Malik	FT14415		
		2			Kamaldeep Singh Chhabra	FT141100	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.
					Hari Narayanan Venkateswaran	FT14124		
10	ISF	1		XLRI	Manu Krishnan	FT14296	Evolution of Leadership with job experience and its impact on employee performance	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-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% o 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 employee-performance.
					Tanvi Gupta	FT14275		
					Neha Aggarwal	FT144108		

		2	Irudayaraj I S F				Empirical relation between employee engagement practices in Indian manufacturing sector	<p>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.</p> <p>The independent variable were identified as Performance based bonus(monetary),training and development (non- monetary),relationship with supervisor(non- monetary),work 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.</p> <p>Findings 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.</p> <p>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.</p>
11	JAG	1	Jagannathan	Fourth Dimension Technologies Pvt.Ltd,Chennai	Aastha	FT14101	Improving profitability of Indian E-Commerce	<p>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 customer loyalty.</p> <p>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 & 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.</p>
					Adarsh	FT14305		
					Kedar	FT14335		
12	JAY	1		Consultant, Chennai	Aman Chawla	FT14106	Do luxury goods dominate online purchases	<p>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.</p> <p>There have been numerous studies on online retailers in the past but we would like to go deeper 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 purchases of luxury goods online. It will help the online retailers to formulate strategies to improve the sales of the non-luxury segment in the market.</p>
					Tushar Kaushik	FT14178		
					Abhishek Kamboj	FT141101		
		2			Harshit Prasad	FT14198	Are chocolates gaining popularity over traditional Indian sweets?	<p>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 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".</p>
					Mandeep Singh	FT14235		
					Kalash Pastaria	FT14384		

			Jayraj Rau				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.
		3			Abhinav Puneeth Polisetty	FT14181		
					Prashant Mohan Bhatnagar	FT14191		
					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 provide them with a unique value proposition apart from the physical service provided to maximum potential
					Ankit Nigam	FT14411		
13	JOH	1	John K C	Great Lakes Institute of Management, Chennai	Vibhati Sharma	FT14278	Efficacy of Gamification Strategy on Customer Engagement	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 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 eCommerce consumers, which also indicate that for a competitive challenge scenario higher levels of Customer Engagement can be observed.
					Siddharth Barjatya	FT14375		
					Sanyam Garg	FT143106		
		2			Utsav	FT14179	Studying Gaming behavior in female gender	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 - 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 focused 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.
					Navneet	FT14199		
					Tanmoy	FT14295		

14	KEY	1	Keyoor Purani	IIM-Kozhi	Rahul Sachdeva	FT144105	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
					Nidhi Gupta	FT14387		
					Anjali Attri	FT14311		
		2			Risha	FT14257	Cultural and Moral Impact of Advertisements on Children	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. 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).
					Rohit	FT14258		
					Smriti	FT14466		
15	KIR	1	Kiruba Shankar	The Knowledge Foundation, Chennai	Harshul	FT14126	Impact of Social Media in developing and marketing new and existing offerings	With the astounding proliferation 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 satisfaction 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-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 indulging in social media marketing.
					Prateek	FT14292		
17	NAR	1	Narendar Rao	Northeastern Illinois University	Manish	FT14133	Bankruptcy models and credit ratings: An empirical analysis	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 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, it still serves as a firm indicator of the due diligence of a firm.
					Poorva	FT14146		
					Parikshith	FT14246		
		2			Ankit Tondon	FT14398	Do Spin-Offs add value to company – Evidence from Mature Markets	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, 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.
					Priyanshu Agrawal	FT14354		
					Ravi Kant Sharma	FT14456		

		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 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.
					S Karthik	FT141114		This present study is an attempt to understand the relationship between the image of Eportal 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.
					Raghavendran J.	FT14453		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.
19	PRA	1		Great Lakes Institute of Management, Chennai	Mansi Garg	FT14134	Designing supply chain in apparel sector	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 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 apparel sector in Indian context.
		2			Anupama Gundu	FT14315	Comparative study of Project Risk Management in IT service industry	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.
					Tanvi Agarwal	FT14473		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).
		3			Tapan Utreja	FT141109	Role of IT on Healthcare services and its impact	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. Considering investments, digital records, information security and data efficacy as the independent variables, the multiple 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 assess the various areas of developments that would need to be addressed for the successful implementation of IT.
					Ashworth Vaz	FT14212		
					Rahul Agarwal	FT144112		
		4			Rahul Sharma	FT14251	Impact of Digital Marketing on Automotive Sectors	As digital experience ranks next only to 'live 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 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 purchase.
					Harshita Khanna	FT14228		
					Punit Nema	FT142109		

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Prakash Mathure

	Rishi	FT14361	Implementation of Six Sigma to Improve the Productivity in Coconut Oil Producing	<p>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.</p> <p>When the oil is extracted from the input raw material – Copra, the resulting by-product is known 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.</p> <p>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.</p>
	Gaurav Singh	FT14382		
	Varun Dubey	FT14394		
	Gyan Vallabh Singh	FT14123	To Study the Effectiveness of Social Media Marketing	<p>The study talks about the effectiveness of social media as a marketing tool and what are the ways in which social media impacts consumers. Sample primarily included population between 20-30 years residing in metropolitan or tier 1 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 tool and there are 3 factors that determine its effectiveness.</p>
	Nidhi Chaudhary	FT14244		
	Abhinav Singh	FT143101		
	Puneet Mahajan	FT141110	Impact of Big Data and Analytics in Home Insurance Industry	<p>The purpose of this study is to analyse the benefits of Implementing Analytics in the Home 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 and factors taken into consideration are new policy, renewal of policy and cross policy.</p>
	Gaurav Kukreja	FT143111		
	Arpit Sisodia	FT144117		
	Aravind	FT14284	Vendor Managed Inventory in Manufacturing Sector for SME's	<p>VMI is making significant strides in manufacturing sector as it reduces the information distortion 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.</p>
	Pradeep	FT14364		
	Sasank	FT14492		
	Hanoch	FT14226	Analysing the Supply Chains of Multi-brand Retailers in Indian Environment	<p>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 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.</p>
	Mohit	FT14240		
	Harsh	FT14429		

		4			Shanthosh Mohan	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.
					Anirudh P K	FT142105		
23	RAE	1		Mack Robinson College of Business	Raghupati	FT14250		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 focusses 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.
			Ramesh B		Sreehari	FT144106	Factors driving decision makers in considering adoption in big data in SCM	
24	ROB	1		Caprihans India Ltd	Saurabh Jain	FT14368		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.
			Robin Banerjee		Gaurav Goswami	FT143108	What differentiates the success and failure of a Corporate Merger?	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 & Pixar). Identifying these factors, we have envisaged a cross border merger of Abercrombie & Fitch with Myntira.com
25	SAN	1		Great Lakes Institute of Management, Chennai	Girish Shivnani	FT14223		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, accounting 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
					Pawan Badgujar	FT14447	Evaluating master's degree against management courses using Capital Budgeting techniques	

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Sanjoy Sircar

	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 NIFTY 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 the long run.
	Sathis Raj S	FT14163		
	Siddharth Nadarajan	FT14171		
	Deepika	FT14319	Rupee Volatility: Analysis of Nature, Causes and Required Measures	The Research problems of this study are formulated against this background and hover around analysis of the nature, causes, consequences and adequacy of required measures. The objectives of the project are the following: 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 analysis of exchange rates using standard econometric techniques.
	Moreswar	FT14439		
	Subhankar	FT14468		
	Cyrus Frenk	FT14118	Predicting Financial Distress of Companies listed in the National Stock Exchange	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 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		
	Ankit Gadura	FT14205	Analyzing the Liquidity and Future of Secondary Bond Market in India	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 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
	Kumar Abhishek	FT14232		

		6				Debasmita Som	FT14120	Financial Study of Issues related with Implementation of ERP in Distribution Company	<p>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".</p> <p>Effect of implementing ERP on the cost savings of a distribution company is the centre of this study.</p> <p>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:</p> <ul style="list-style-type: none"> • Annual Consumption • Cost of company • User Satisfaction <p>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.</p>
						Aurka Chakravarty	FT14418		
26	SHA	1			Great Lakes Institute of Management, Chennai	M.C Deepak	FT14216	Inventory Optimization of Raw Materials at Vedanta Aluminium	<p>The objective of our study is to optimize the CP.Coke inventory of Green Anode Plant at Vedanta Aluminium Limited by 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</p>
						K.Venkatraman	FT14475		
		2				Malay Dixit	FT14385	Demand Forecasting in FMCG sector	<p>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.</p> <p>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 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.</p>
		3				Neha Singhal	FT141108	Exchange rate volatility and bank performance in India	<p>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.</p>
						Tarun Saxena	FT14174		
		4				Rahul Patankar	FT141107		
						Abhishek Acharya	FT14401	Analysis and Impact of IT Services Sector on the Indian Economic Model	<p>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 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.</p>
						Venkateshwaran P	FT14493		
		5				Kunal Parekh	FT14129		
						Rohit	FT14160		
						Kaushik	FT14333	Cost Optimization of Health Insurance Policies	<p>The purpose of this study is to understand factors that help optimize costs of Oriental Health 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.</p>

		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	Would supply chain strategies of WalMart be successful in India?	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 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	Sridhar Nerur	University of Texas at Arlington	Gourab Mojumder	FT14224	Role of Information Technology across non-IT industries	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 operational efficiency, organizational performance and inter and 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 perspective of the employees.
					Srinjoy Panda	FT14270		
					G Kaushik Nadar	FT14321		
28	SRA	1		Great Lakes Institute of Management, Chennai	Prarthana	FT14247	Factors affecting customer satisfaction through different phases of purchase across industries	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 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		
		2			Arnima V	FT14210	Market Research on Repro Education's ebook launch portal	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 respondents over 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/Value – The paper pronounces the Indian consumer's behavior with respect to e books. Paper Type – Research Paper
					Deepankar T	FT14420		
					Reecha L	FT14457		
		3			Amit Kumar	FT14204		

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	Dhilip Narayan Srinivasan	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' (SERVCON). Therefore understanding these values is important for providing a better customer experience.
	Neeti Bisht	FT14344	Scope of Digitization in Education Industry	Today, tablets and e-readers are being used by student in the US and other countries 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 deep analysis on understanding the current education process in schools 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 quite useful for various players who would want to enter this field in the future. The benefits of
	Yatharth Puri	FT143109		
	Dhara Kanungo	FT14121	Role of Social Media in changing a Brand's Perception	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 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 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.
	Mona Kshirsagar	FT14242		
	Dipika Singh	FT14424		
	Mohit Bajaj	FT14239	Collaboration between marketing and logistics functions for improving customer satisfaction	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 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 customer service levels.
	Sudeep	FT14294		
	Amit	FT143102		
	Hitesh Baheti	FT144109	Feasibility for Digitization of Education	Purpose – The study aims to find out the feasibility of digitization in Indian Education sector through the introduction of tablets and e-readers. 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; importance of digital educational content and relevant ICT infrastructure for adoption of tablets.
	Namita Chahal	FT14441		
	Mohit Singh	FT14485		

			8			Kripasankar M	FT141106	Effect of reward systems in encouraging customers to write online reviews	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. The online retailing industry is growing at a phenomenal 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 complaining 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 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.	
						Roshini John	FT14259			
						Shivangi Sharma	FT14293			
			9				Shubhangi	FT14266	Factors affecting consumer buying behaviour towards Lingerie through e-tail	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 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 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.
						Sudeshna	FT14273			
						Akshat	FT142100			
			10				Varun Chaturvedi	FT14180	Effect of brand association on consumer behavior	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 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.
						Shailender Sharma	FT14262			
						Jasleen Kukreja	FT14325			
29	SUR		1		Surendra Sundararajan	Professor of Finance, Faculty of Management Studies	Aishwaria Krishnan	FT14308	Impact of Forex Market Fluctuations on Indian Industries	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 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.
						Karivaratharaaju M	FT14328			
						Vaisakh V K	FT143113			
30	SUN		1	Sunil Rai	Goa Institute of Management, Goa	Pratyush Gautam	FT14148	Impact of Cloud computing on operational efficiency and security of Banks	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 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.	
						Saugata Das Gupta	FT14164			
						Anurag Kush	FT14413			
31	TNS		1		Great Lakes Institute of Management,Chennai	Manish Hasija	FT14338	Scope of easysnap sachet in the Indian Market	Study and understand consumption of monodose sachet products by target customer groups- ketchup, sauces, honey, beauty creams, sun screen, Hand Sanitizer etc. Introduce Easynap 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.	
						Shvam Iyer	FT14373			

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Swaminathan T N

	Abhineet Sinha	FT14303	Scope of Online health consulting in urban areas of India	<p>This study aims in identifying the scope of online health consulting in urban India and the factors responsible for it. The effectiveness of these factors would be identified after the study.</p> <p>The study would be really helpful for health clubs that are 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 that in turn determine the success of online health consulting.</p> <p>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.</p>
	Shilpa	FT14390		
	Shelly Sharma	FT14194	E-Grocery in Indian metros - Desiderate or Unwanted	<p>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.</p>
	Puneet Sharma	FT14249		
	Daman Singh Malik	FT14119	Impact of Advertising and Branding in B2B marketing	<p>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 study we 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.</p>
	Dipak Senapati	FT14423		
	Aanchal Madan	FT14201	Impact of different genres of advertisement on brand recognition of mobile services	<p>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 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.</p>
	Sakshi Sharma	FT142108		
	Aishwarya Pathak	FT14103	Consumer behavior in collaborative consumption of durable goods and services: An analysis	<p>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 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 convenience, cost, consumption and trust, this study examines consumer behaviour towards collaborative consumption. Based on primary and secondary research data, this study measures the impact of the above mentioned factors on collaborative consumption.</p>
	Pavithra. R	FT14145		
	Revanth Arramreddy	FT14156		
	Rehbar Khan	FT14155	Brand building for SMEs using the efficient SCM as a differentiator	<p>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 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 – 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.</p>
	Suyash Peshkar	FT14176		
	Nachiket Sobolkar	FT141111		

		5					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.
		6					Is cost only factor responsible for a winning bid in IT 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.
		7					E-tailing in India-Capitalising the nerves of social media marketing	The research was conducted to analyze the role of social media in determining the most important factors that can be capitalised by Etailers in India to create brand awareness and win over customers. Stratified 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 referrals, ease of use of social media, response time in resolving the issues, product knowledge and reviews from experts.
35	VEN	2	Venkat R.Krishnan	Great Lakes Institute of Management,Chennai	Srikanth	FT14499	Effect of transformational leadership on follower's happiness: Role of spirituality at workplace	<p>The paper studies the relationship between the transformational leadership, 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 were positively 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.</p> <p>This study consists of finding how well spirituality of the individual and transformational leadership affect the happiness of the employee in the organization</p>
36	VEK	1	Venkatesh Bangaruswamy	Navera Consulting, Chennai	Mayank Mangla	FT14237	Are Mutual Fund Fact Sheets Useful For Investment Decision Making?	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 the mutual funds based on the investment type (large cap, 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 commonly used parameters in the factsheet might not be useful indicators for making an

					Sourabh Shrivastava	FT14269		commonly used parameters in the factsheet 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.
37	VIN	1	Vinit Thakur	Independent Consultant	Anil Simon	FT14480	Prioritization of effectiveness of mobility platform variables	With mobile applications becoming more popular each and every day, enterprises are migrating 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 corporates this study identifies different variables and the extent to which they affect the implementation of a mobility platform. The survey results were first screened for internal validity (Cronbach 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.
					Abhishek Achuthan	FT143110		
					Rahul B	FT144110		
		2			Sudepta Panda	FT14393	Emergence of MOOCs and its scope in Indian Educational System	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 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 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.
					Debashish Biswal	FT143107		
		3			Abhishek Kumar	FT144111		
					Somya Garg	FT14172	An analysis of success and failure factors for ERP systems	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 or 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 Implementations significantly impact the implementation.
		4			Pratik Jain	FT14487		
					Ishu	FT14397	How are companies dealing with the "New Normal"	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 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 and its associated benefits.
		5			Nikhil	FT14486		
					Suvra	FT14471	Managing Multi-Vendor Outsourcing(MVO) in IT	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 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		
38	VIO	1	Vinod Kumar Srivastava	Knowledge Foundation , Mumbai	Praveen Kumar K	FT14352	Role of Supplementary in English Daily	The study is focused on assessing the impact that the supplementary has when it comes to the buying decisions of a newspaper daily. Off late the supplementary has become an integral part of newspapers. In the era 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 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

39	VIS	1	Viswanathan,P.K	Great Lakes Institute of Management,Chennai	ShivShankar Gurumoorthy	FT14195	Analyzing Asset Liability Management using Canonical Correlation	<p>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.</p> <p>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.</p>
					Swati Koul	FT14274		
					Shriram Prabhu V	FT14371		
		2			Indeever Gupta	FT14229	Evaluating and understanding the relation between systematic risk and stock return	<p>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 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.</p> <p>Keywords: Systematic Risk, Beta, Stock Return, CAPM</p>
					Harjot Singh	FT14323		
					Pulkit Mehrotra	FT14389		
		3			Abhishek Rathi	FT14402	Key Drivers of Digital Marketing Communication for designing successful Strategy	<p>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 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.</p>
					Purnima Kochar	FT14452		
		4			Megha Gupta	FT14340	Packaging Design and its impact on consumer buying behavior	<p>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' results, while some non-confirming surprising ones that we would be describing in the further sections.</p>
					Ruchismita Sahu	FT144100		
		5			Harish Rajagopalan	FT14227	Improving the predictive accuracy of credit risk default	<p>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 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 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</p>
					Aditya Varma	FT14433		
					Gaurav Khandelwal	FT14484		

