

Abstract PGDM 2012_2014

S.No	ID	Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No.DM (14)	Topic of study
Top 3 Studies							
3	BAL	1	Bala V. Balachandran	Great Lakes Institute of Management	Nirav Kamani	DM14130	Risk assessment framework to estimate effect of non financial risks on WACC
					Om Joshi	DM14133	
					Saheel Joshi	DM14141	
<p>Abstract : When we consider Cost of Capital while evaluating a company or a project in that case we majorly consider only the impact of financial risks on the company. This research intends to develop a non-financial risk assessment framework, which would be used to analyse the effects of non-financial risk on the Cost of Capital. The framework developed will allow small and medium scale companies to incorporate the major non-financial risks that it faces and quantify them in the form of a discount factor. Depending upon the severity of risks and frequency of occurrence, the framework will determine a factor "Zeta"(discount factor) which then will be incorporated into the cost of capital equation. Thus the framework would help to estimate cost of capital in a more efficient manner.</p>							
4	BHA	4	Bharadwaj .S	Great Lakes Institute of Management	Sudeep Saini	DM14150	Enhancing health consciousness among Indian consumers.
					Karthik Bhandary	DM14228	
					Rashika Binani	DM14241	
<p>Abstract : Health food marketers commonly assume that health and nutrition (HNR) claims in advertising communication/product packaging is the most effective way to stimulate consumption. Purpose of this study is to explore various kinds of advertising messages and claims other than HNR that can effectively be used by health food manufacturers to enhance intent to purchase and credibility and bring about attitude change among young Indian consumers towards the growing category of healthier snacks. Four studies demonstrated that communications based on that fear, taste and health claims with hedonic attributes (hedonic claims) are more influential than those based on nutrition facts, health and functional claims respectively.</p>							
20	TAP	3	Tapan K. Panda	Great Lakes Institute of Management	Arnav Talwar	DM14210	Impact of Brand Extension on Brand Equity - Application of CBBE model
					Deepak Mendiratta	DM14213	
					Inder Deep Singh	DM14220	
<p>Abstract : Brand extension is strategy of using a successful brand name for introducing a new product (Kotler, 1991). In this paper, we will study FMCG brand Nestle to find the impact of Business Extension of Nestle both vertical brand extension and horizontal brand extension on overall Brand Equity. It also focuses on the role of Brand Extension in moderating or mediating the Brand Equity level and impact of Brand Extension on Brand Awareness, Brand Image and Brand Association and Brand Loyalty. We will initially try to define the reasons towards Brand Extension. And try to find the relationship between brand extension and brand equity, brand awareness, brand loyalty and brand image through Keller's Customer-Based Brand Equity (CBBE) model</p>							
Remaining studies							
1	AMI	1	Amit Parakh	IIM Ahmedabad	Aishwarya. R	DM14102	Price-earnings multiple and stock market performance
<p>Abstract : Price-earnings multiple (PE) is one of the most commonly used barometers for market valuation. This paper shall try to evaluate the reliability of PE as a metric for investment decisions in the context of the Indian Markets. In the process, the paper will also bring out the reasons for PE being the reliable or the not so reliable metric. Also, the relevance of historical PE as an indicator of future trends shall be evaluated</p>							
2	ARJ	1	Arjun Chakraverti	Indusage	Kadambari Chakravarthi	DM14226	Effects of gender family buying behaviour
					Khushali Patel	DM14330	
<p>Abstract : Family is where most people learn about product categories, how to consume it. Hence, understanding family buying behaviour is very important. With the increasing number of nuclear - empowered families in India, there has been a paradigm shift in the decision making process. The shift is from a 'single person decision making' to 'family decision making', the man of the house is no more the sole decision maker, decisions with regard to the family unit are joint decisions and various aspects of these joint decisions are influenced by the gender</p>							
		2			Anand K V	DM14105	Deciphering the future of reading - A debutant author's perspective
					Ranjana T N	DM14240	
<p>Abstract : The way we read, the way the books are and their publishing have undergone a paradigm shift from what it was years back. Paper books have given way to digital books, with a large number of them concisely contained in a hand-held that weighs less than 1/5th of a kilogram. While a large number of publishing houses are paying due attention to printing both paper and digital books, authors, too at this stage are taking it up as a motto to cater to both ends of the pyramid. The way the reader accepts the form of books, the openness to a debutant author's book and the possibilities of an author self-publishing are questions put to thought. The study had encompassed various parameters of the future of reading and encapsulated the results concisely.</p>							
4	BHA	1	Bharadwaj .S	Great Lakes Institute of Management	Amit Shukla	DM14104	Effect of different sales promotion on consumer.
					Ankit Kohli	DM14119	
					Gautam Malhotra	DM14205	
<p>Abstract : Sales promotion has become an important tool for marketing and its importance has been increasing manifold over the years. One of the primary purposes of a sales promotion is to elicit a direct impact on the purchase behaviour of the consumers. Firms have to look into the relationship between attitude and behaviour of their consumers. Sales promotions are highly effective in exposing consumers to products for the first time and can serve as key promotional components in the early stages of new product presentation.</p>							
		2			Milu Jacob	DM14125	Consumers' Impulse Resisting Strategies
					Pooja Ravi Shankar	DM14135	
					Sindhuja Dhanraj	DM14147	
<p>Abstract : The rise in online shopping is enabling marketers to reach out to millions through web portals. The easy access to Internet and mobile shopping applications is nowadays making it easier for consumers to buy impulsively. Hence attention is paid in understanding the tremendous potential that e-atmospherics have in facilitating impulse behaviour. A number of studies have been done in understanding the technology cues that influences impulse buying on the internet. The previously studied antecedents that drive impulse behaviour are mostly emotional. The paper addresses this gap and this study predicts the cognitive forces that can also impact impulse behaviour.</p>							
		3			N Santosh Krishnan	DM14143	Impact of Culture on Advertisement Effectiveness
					Shantanu Kumar	DM14144	
					Shubham Goyal	DM14146	
<p>Abstract : Advertisement has always been the noteworthy part of the marketing communication mix. The reason of such significance is the communication of benefits and functionality to the customers of a product or service. Needless to say, that when products and predominantly services, have to be customised according to the outlook of the targeted customers; the advertisements communicating them have to also adhere to such conformity. In the same context, the effectiveness of advertisement can be gauged by the fact that how well the targeted potential customers perceived the idea and are willing to spend their money on it. Also, it is quite clear that perception of an individual comes from his background, his outlook - his culture. Culture is important as it plays a substantial role in impacting the linkages between people and also their value systems.</p>							
		5			Harshita Preetam	DM14217	Factors explaining brand switching in Services
					Manoj Devaraj	DM14235	
					Ramyaa Ramesh	DM14266	
<p>Abstract : Service industry is a quality driven industry. The cost of acquiring new customers is more than the cost of retaining the existing customers in this particular industry. This shows that customer retention is an important yet cryptic task that lies in the hands of marketers. Brand switching usually occurs when customers are dissatisfied, or when they seek variety. But the sector specific factor study is still in a nascent stage. Literature study has shown that consumers with high OSL are generally more risk taking and would indulge in brand switching behavior. They have been proved to be more quality conscious and price conscious. Our study focuses on probing the actual factors which explain why some customers switch brands in services. The types of services our study involves are knowledge based, information based, consumer involvement based and experience based. For this we would study education, banking, healthcare and retail services respectively.</p>							
5	EAS	1	Easwar Krishna Iyer	Great Lakes Institute of Management	Neha Gupta	DM14129	Study of Cost Effectiveness in Big Data Analytics using Cloud Computing
					Sachin Sood	DM14140	
<p>Abstract : Big data is the new anthem in every organization and is set to revolutionize the way each industry works. As we step ahead to revolutionize our decision making process, Big Data is the way to go about it. According to a study, companies today are using 1000 times more data than they did a decade ago. Data is the new oil fuelling economic growth. In our empirical search we would like to define the cost effectiveness quotient of it. As Big data is present in abundance, the most critical part and differentiator would come where this Big data is processed into knowledge and useful information. Initially data costs use to be sky-high, but now with the advent of Cloud Computing (storing data on remote servers that could be on contractual basis); it is set to increase the analytics being employed in each industry and give boost to the innovations which would now be based on loads of data and not on transactional data as before.</p>							

	EAS	2			Deepak Raj	DM14214	Factor Analysis Study of Convergence of Buyer and Seller Space in e-Commerce
					Kanika Saxena	DM14227	
					Sach Sehgal	DM14244	
<p>Abstract : The classic Kotlerian marketing mix of the right Product being available at the right Price in the right Place with the right Promotion is going through a paradigm shift. Each of the 4Ps of Kotler is undergoing a metamorphosis today. This paper focusses on Place, the 3rd P of Kotler. The study aims at arming the e-commerce seller with information on the transitional buying behaviour of the Indian e-buyer in the context of established product categories. Insights are also derived on consumer's purchase drivers and hygiene factors that are expected from an e-portal. The paper concludes with the psychographic segmentation of the current Indian e-buyer. The vendor market could do well to integrate all this information to ensure higher finger-falls and thereby higher revenues.</p>							
	EAS	3			Shiven Saluja	DM14248	Cloud computing and its effect on Marketing Mix decisions
					Naman Sreen	DM14265	
<p>Abstract : The purpose of the study is to analyze which of the 4 marketing elements affect the intention to buy for consumers that purchase online. The sample size was contained to students that are undergoing their post graduate programs and are in the age group of 20-35 years. A qualitative research by means of a focus group was conducted to find the factors that affect their buying behaviour. A structured questionnaire was then circulated among the relevant target audience. The sample size for this study was 132 and the data so collected was run through a Multiple Linear Regression (MLR) to find out which factor has the most impact on the intention to buy of consumers.</p>							
6	ELA	1	Elankumaran	Great Lakes Institute of Management	Anand Nambiar	DM14202	Cognitive Human Behavior
					Rishabh Joshi	DM14243	
<p>Abstract : Success of an organization depends on its employees and their performances. Poor performance is detrimental to the company's success. Employee job performance can be affected by internal and external factors. In this project, we have done a study on how factors like Personality and Anxiety affect Job Performance of an employee in an Organization. For this research, we conducted surveys for 3 parameters; personality, anxiety and job performance using various evaluating tools. We performed correlation and regression analysis on the data collected to find the relationship between the variables. Our study reveals that Personality has a positive effect on the job performance of an employee compared to anxiety. Hence personality of an individual plays a significant role in determining his/her performance in carrying out the assigned job.</p>							
7	GEO	1	George.S	XLRI	Ananya Das	DM14107	Role of Emotional Intelligence in Level 5 Leadership
					Nirupa Sureshkumar	DM14131	
					Shruti Venugopalan	DM14145	
<p>Abstract : In this study, the team ascertains the relevance of the role of Emotional Intelligence (EI) in Level 5 Leadership specifically in the various industrial sectors The study establishes Emotional Intelligence as the independent variable and Level 5 leadership as the dependent variable. It determines how various levels of Emotional Intelligence influences the quality of leadership. As the study uses questionnaire method that required people to fill few questions on each of Emotional Intelligence and Leadership, the team was in a position to understand their thoughts about each of the two variables and how and where they see themselves. The study involved a sample of 100 individuals above the age of 22 working in different sectors at different positions. It provided an insight as to if the individual has the qualities to make an effective leader or is already one. This being the case, the analysis would help organizations in taking steps that would be required if it is found that the people are not on the right track of leadership.</p>							
8	ISF	1	Irudayaraj I S F	XLRI	Jyoti Ramakrishnan	DM14121	A Study on inferiority complex and Indians - The role of self esteem in Academic performance
<p>Abstract : This study focuses on the importance of self-esteem and its relation with performance. However inferiority complex is a feeling in which one feels inferior to others in some way in the fields of psychology and psychoanalysis. An inferiority complex is the lack of self-worth, indeed being low on self-esteem a doubt and uncertainty, and feeling of not measuring up to society's standards.. The above term was coined to indicate a lack of covert self-esteem. It could be explained as an abnormal or pathological state which owing to the tendency of the complex to draw unrelated ideas into itself, leads the individual to depreciate himself and to become unduly sensitive.</p>							
		2			Abhina Mudgal	DM14267	Social Intelligence of Managers in the cosmetic and luxury good industry
<p>Abstract : The purpose of the study is to test the effect social intelligence has on a manager's effectiveness. Edward Thorndike was the first one to define social intelligence as the ability to understand and manage men and women, boys and girls and to act wisely in human relationships. Social intelligence revolves around people interacting with each other in a harmonious way so that they cooperate with each other. Thus Social Intelligence is referred to as "the ability in an individual to get along with other people". While managers effectiveness basically revolves around managing different company resources and at the same time managing the companies goals. This study is to see whether it makes any difference to the work environment of to the rate of achieving goals if the manager is more approachable and friendly with his co-workers and team.</p>							
9	JOH	1	John K C	Great Lakes Institute of Management	Anand Madhavan Sivasdas	DM14106	Challenges and Recommendation for Small and Medium Scale Enterprises in Tamil Nadu
					Jayaprasad S	DM14120	
					Nittish V	DM14132	
<p>Abstract : The objective of our research is to evaluate the recent developments in the Indian automotive Industry through a compare and contrast study of the recent OEMs vs. the mature OEMs and the resultant effect on the Tier—1 Tier—2 suppliers. A qualitative analysis of the SMEs based on the above categorization will enable us in arriving at a possible list of recommendations for improving their competitiveness and hence their performance. The Indian automotive industry is in a transformation phase and immediate effect of these changes is on the auto-component and parts suppliers who are predominantly small and medium scale industries. The transformation results from developments mainly in the last 2 years and no established research articles could be found which explains this industry revolution. Therefore a hypothesis formulation may not be feasible as the interacting variables are not exactly defined and quite large in number.</p>							
		2			Varun Talwar	DM14156	Challenges Faced by 1st Generation Start-ups in India
					Vikram Falor	DM14157	
<p>Abstract : With globalization and advancements in the technology occurring at a fast pace, it becomes imperative for the organizations to constantly improve themselves in order to sustain and improve their position in the market. More than moving up the ladder, Sustainability is an even harder job to pursue. With so many players entering the market giving the present players a tough competition, what is that key tool that shall drive a company in this battle of "Survival of the Fittest"? Disruptive Innovation seems to be the answers. This Empirical Study looks at Disruptive Innovation and its greater need of emergence in the organizations, with a more focus towards Emerging Economies. The paper throws light on how companies around the world, especially in emerging markets like India, are moving up in the value chain by catering to the under-served segment and in return, expanding their bottom-line. Various examples have been quoted across domains to give a clear understanding on how Disruptive innovation works and its importance in the time to come.</p>							
10	LAL	1	Lalitha Maheswaran	Independent consultant and trainer	Anosh Doodhmal	DM14109	A study of customer loyalty and the image of the fine-dine restaurant
<p>Abstract : The specific objectives of the study are to derive the different factors contributing to the image of the fine dining restaurant and how customer loyalty is related to it. A descriptive research design covering varied demographics was administered for this study and a closed-ended questionnaire were given to 220 customers who had dined at a particular fine dining restaurant in various cities and towns in India. Multivariate analysis were used in the study to examine the impact of the image of a restaurant on the customer's satisfaction. Analysis of variance (ANOVA) was performed to identify any significant difference between different demographic groups of people and their satisfaction levels with the restaurant and its impact on customer loyalty.</p>							
11	MAN	1	Manaswee Samal	Praxis business school & XIMB	Aditya Krishna Popuri	DM14101	Effect of Investor Confidence and Macro Economic Policies on Stock Returns
					Earle Prithvi Raj	DM14116	
					Esham Agarwal	DM14117	
<p>Abstract : Through this study we try to investigate how the stock returns get affected by the investor confidence and the various macroeconomic variables. We have studied the data from the period 1999-2012. We have taken WPI inflation data, Dollar-rupee exchange rate, 24 carats one ounce gold prices and Brent crude oil prices for macro-economic variables. We have taken BSE-500 index value for stock prices. We have taken call and put options for investor confidence. We had performed regression model and found that (1) Macro-economic variables influence the stock prices. (2) Gold Prices have inverse relationship with stock prices. (3) Crude oil prices have positive relationship with stock prices. (4) Investor confidence has positive relation with stock prices.</p>							
	MAN	2			Akhil Dhingra	DM14103	Effect of Accounting Reforms on Financial Health of Public Sector Units
					Mrinalini Sri Dosapati	DM14127	
					Sankuru Anil Kumar	DM14203	
<p>Abstract : The Accounting reforms are expansion of accounting rules that will dominate the financial measures for both Individual economic entities and national economies. The accounting standards are not always same. Any accounting standard may significantly affect any number of a company's day-to-day operations and may even impact the reported profitability of the business itself. This empirical research helps us to find out the various changes of the recent accounting standards on Ind AS. As we are studying both IFRS and Ind AS, it will give the major difference between the IFRS and Ind AS. We have selected few Public sector units for our research. It will help us to find out the financial health performance of the companies before and after the change of the accounting standards.</p>							
	MAN	3			Ipsita Dharashree Mohanty	DM14222	Strategy for Investing into Aero-Space Industry
					Nimisha Jain	DM14239	
					Surojeet Mukherjee	DM14252	
<p>Abstract : The transportation sector in any country plays an important role in the growth and development of an economy. According to the Indian Aerospace Industry report India is termed ninth in terms of passenger traffic and is the ninth largest aviation industry in the market. Over the past 10 years it has been growing at a constant rate of 14.2% in terms of domestic passengers and 7.8% in terms of air cargo (in CAGR). In modern free market systems, the market structure of a particular industry is classified based upon its competitive makeup. All market structures will fall into one of the following four categories: pure competition, monopolistic competition, oligopoly, or pure monopoly. Based upon the competitive makeup of the airline industry, it is considered an oligopoly as it is a market dominated by a few large suppliers and the degree of market concentration is high.</p>							
12	MAG	1	Mangalam Srinivasan	Great Lakes Institute of Management	Jivitesh Patra	DM14224	Embedding Corporate Discipline through Good Corporate Governance in India

					Tulsi Choudhury	DM14256	
<p>Abstract : The essence of corporate governance practices in the new millennium is constructed to mean something beyond the formal demonstrations and exhibitions of accountability and trust. The present study aims to investigate the compliance of corporate governance principles through the reporting practices of the Indian corporate, as recommended by SEBI, in its Clause 49 of the listing agreement. The study will cover a period of 5 years starting from 2007 to 2012. The results indicate that almost all companies are developing capabilities in identifying and translating the opportunities into reality, infusing the public with a vision sparking dynamism and entrepreneurship, creating a system of succession, combining stability with flexibility and continuity to become robust engines and responsible corporations.</p>							
13	NAV	1	Naveen Das	ISB Hyderabad	Ankit Jain	DM14108	How Loreal can improve its marketing communication for shampoo in rural areas and ways to improve it
					Ankit Roy	DM14206	
<p>Abstract : The research will be based on "Effectiveness of Marketing Communication in Rural Areas and ways to improve it". In today's world, companies are experiencing innumerable hurdles in penetrating the minds of rural consumers and making them aware to the existence of their brands. Our aim is to devise a model of an effective marketing communication for the rural market, which will help companies create brand awareness among the rural consumers.</p>							
		2			Chirag Dagar	DM14113	Enhancing Farm Productivity: Technology & Non-Technology Enablers
					Priyank Kapoor	DM14136	
<p>Abstract : The study seeks to explicate the role and impact of technology and non-technology factors on the agro supply chain. RFID under the technology factors and Cross Docking under the non technology factors have been assessed in relation to the hypothesis that subsequent employment of these techniques leads to minimization of transportation wastage and better demand forecasting. By considering the success and failure of Walmart and ITC E-Choupal respectively, it brings out the various critical success factors. Also, through an in-depth analysis of the current state of agro supply chain in India; the study highlights the intrinsic and extrinsic challenges hindering its effective functioning. By employing a fusion of case studies, expert opinions and secondary sources, recommendations for an efficient agro supply chain have been identified.</p>							
		3			Divya Mehrotra	DM14114	Evolution of social media marketing in India: Case of movies industry
					Himanshu Varandani	DM14218	
<p>Abstract : Social media marketing is the new platform for marketers to launch their product, advertise and promote it. In the movie industry it has attracted special attention. Social media marketing has moved on from the stereotypes of banner ads and is the new communication channel. This web 2.0 format is based on engagement depending upon the celebrity activity and eWOM rather than paid exposure. Engagement occurs when the shareholders of social media-the directors, actors along with viewers-share ideas, discuss with friends, and publish rather than just view an advertisement. However, the question arises if this engagement can be quantified and measured. This study focuses on measuring the engagement on social media campaigns of movies and its success or failure.</p>							
		4			Karthick S	DM14123	Issues and Challenges in Indian Retail Supply Chain Management
					Vijay Krishnan A	DM14257	
<p>Abstract : Our study mainly focuses on the Indian Retail Sector which is just booming and in which problems have started to arise. The result of our Empirical Study will be useful to a retail Organization that is to be set up in India. The result of our study will cover the following – a) Impact of Increasing Product Variety on Inventory Records. b) Interrelation between Inventory Records, Shelf Stock-outs and loss of sales. c) Impact of Technology Integration on Inventory Record Maintenance</p>							
		5			Parul Srivastava	DM14134	Consumer behaviour while purchasing toothpaste in India
					Sanjay Gajja	DM14142	
					Tanmay Srivastava	DM14255	
<p>Abstract : Today the success of any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behavior of the consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. As per the ideas given by the researchers, there are two factors influencing the consumers such as intrinsic and extrinsic factors. It is difficult to classify consumers by conventional demographic factors and unless their thought process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively.</p>							
		6			Tejas Nahar	DM14155	Role of Subliminal Messaging in Promotion
					Vikas Sharma	DM14159	
<p>Abstract : Subliminal marketing as a tool is still largely debated over its effectiveness and ethical implications. There is no straitjacket mechanism which has been developed to introduce subliminal stimuli to the audience. There is lack of a full-bodied scientific framework which can explain how subliminal messages bypass the otherwise active conscious self of the consumer and activate a latent desire. What has really hindered the development of a model is the variance in the absolute threshold levels of the audience and the operant environment. Through this paper we attempt to understand the precise application of subliminal advertising and its relevance in product & service promotion.</p>							
		7			Insha Rahman	DM14221	Penetration of retail sales of Airtel pre paid cards vs vodafone prepaid cards
<p>Abstract : This research is conducted to find out whether there is any difference between Bnarti Airtel and its competitor Vodafone in their market performance owing to parameters like its marketing and advertisement strategies, promotional effects on consumers and what triggers consumers to choose one over the other. This study will enable both these leading brands and the up-coming followers to understand consumer's perception of their brand and what drives purchase intent to buying behavior. With the advancement of technology and lower switching barriers for consumers, it is imperative to find out what drives switching behavior, what inculcates brand trust, what are the ideal conditions that can be provided to stop market share from depleting or to gain better market share.</p>							
14	RAM	1	Ramanujam P B	Great Lakes Institute of Management	Srinivassan Rajan	DM14148	Sports as a Business model
					S.V.Ramaswamy	DM14166	
<p>Abstract : Sports has recently become one of the most taken up ventures in the phenomenon. Usually sports was only governed by their respective regulatory authority and was played as a source of entertainment. Recently, Sports has been being followed as a business and using the entertainment media as channel to promote the business and make it profitable. This study aims at deriving an optimum business model which would support Sports in the field of Business and help sports being integrated as a part of their organization. Here a thorough case based analysis of the business houses who have succeeded in sports venture (CHENNAI SUPERKINGS IPL ; MANCHESTER UNITED FOOTBALL CLUB)are taken up to help in deriving the successful business model.</p>							
		2			Tarun Ajwani	DM14154	Decision of companies to go from private to public and public to private
					Sundeep Babbar	DM14261	
<p>Abstract : Stock markets are a very important source of equity funding. In the past a number of companies have chosen to take this route to raise capital – however this decision is strategic in nature and could have profound impacts and consequences in the long run. Funding and Investor base – An important motivation for a company to go public could be the access of fresh funding resources enabling the company to realize its growth potential due to reduced cost of capital Exit Options to VC/ PE Funds – A listing generally increases the liquidity of the previously illiquid stock held by investors such VC's and PE Funds. Through this empirical study and analysis of cases of companies who went public and on companies who went from private to public we would analyze the reasons of them doing so and thus we can provide companies with useful insights through which they can make informed business decisions that can lead to the creation of value.</p>							
		3			Deepak Bedi	DM14212	Failures of Public Issues: Pre and Post
					Reha Aggarwal	DM14242	
<p>Abstract : An Initial Public Offer (IPO) is the first sale of the shares of a company to the public and the listing of these shares on a stock exchange. Through an IPO, a company raises capital to build its business and can have greater access to funds. However, there are a few companies that fizzle during the initial years of going public, significantly underperforming both in profits and share price. A public issue fails on account of various reasons in its pre and post issue stage. There are certain financial, strategic and operational risks too that are associated with the failure of IPO post its issue. In this paper, we have studied and analyzed the reasons for failure of IPOs of Indian and Global companies on various parameters.</p>							
		4			Dishank Wadhwa	DM14216	What it means to be Recession prepared ?
					Shilpa Kevlani	DM14247	
<p>Abstract : Recession as a natural phenomenon is the outcome of a business cycle, which is bound to happen in the operating span of the cycle. In Economics, recession is referred to as a business cycle contraction, a general slowdown in economic activity. Now, the recession can be economic recession, industry recession or demand side recession. Here, in this empirical study, we aim to study how recession affects the companies. The world economy has faced 18 (minors included) recessions since the Great Depression. In this study, we are mainly concentrating to the Global Recession of 2008 and the subsequent periods of recovery. The economic growth rate which had been around 9% in 2006-07, went down from 6.7% in 2008 to 5.3% in 2012.</p>							
		5			Juhi Saini	DM14225	Export Financing Structure of Emerging and Globalising India
					Mohit Kokil	DM14237	
<p>Abstract : This empirical study focuses on the export financing structure in India. Through the research, we will be analysing the role of institutions, EXIM Bank and RBI policies towards influencing the export financing structure of India. We know that, India is globalising, Current account deficit is increasing and exporting is becoming important for Indian economy. The focus of the research would be to study the financial constraints as the determinants of trade patterns. Trade finance is one of the oldest means of financing exports. Financial constraints hinder trade and can cause one way or zero trade. This research paper intends to show that all possible trade patterns (two-way, one-way, and no trade) within the same industry can be explained by imperfect capital markets within a unique framework. These have important policy implications for countries suffering from relatively poor financial systems. Firms are more likely to export when countries have healthier financial markets in terms of having relatively more easily accessible loans.</p>							
		6			Maitri Patel	DM14251	Factors Affecting Organisation for Global fund raising
					Surbhi Khanna	DM14260	
<p>Abstract : An organisation raises funds for different purposes depending on the time periods ranging from very short to fairly long duration. The total amount of financial needs of any organisation depends upon the nature and size of the business. Organisations are actively seeking the opportunity to globalise and for that raise fund from abroad. The scope of raising funds depends on the sources from which funds may be available, which can be done either through debt market or equity market. In debt market it can be done through external commercial borrowing (ECB) or foreign currency convertible bonds (FCCB) while in equity market through American Depositary Receipt (ADR) or Global depositary Receipt (GDR).</p>							

15	RAK	1	Rakesh Singh	Durgadevi Saraf Institute of Management Studies, Mumbai	Avinash Kumar Jha Anuj Shrivastava	DM14111 DM14209	The Financial Sub-Prime Crisis and the Policy Responses
<p>Abstract : The paper is a detail analysis on the financial sub-prime crisis of 2008, it dives deeper than the problems like 1) Information Asymmetry, 2) Adverse Selection and 3) Moral Hazard; to trace other quantitative indicators: High and Persistent CAD, Hyperinflation, High Fiscal Deficit, Sharp Exchange Rate Depreciation, Excessive hoarding of dollar, High stock market boom, Excessive Government Spending (non Capital Forming), Risky "Financial innovation", Credit Rating Agencies failure etc. The paper narrows all this down to the findings that portrays the overall impact, using various statistical data in terms of monetary excesses, leading to the bust. As a solution for the said problem of arising financial crises it suggests "Common International Currency"; a supranational currency in the long term.</p>							
		2			Alekhyia Gayathri Sakimalla Keerthi Kalyana Sundaram	DM14162 DM14230	Supply Chain Integration and its Challenges in rural markets
<p>Abstract : Today, the key competition is not between companies but between supply chains of companies. The companies are looking at tapping the 75% rural population. However, reaching them is a issue as there is lack of infrastructure and distribution networks. The objective of our empirical was to study the challenges being faced by organizations in integrating supply chain with rural markets. The following topics are covered as a part of our empirical. Understood the role of supply chain in promotion and distribution strategies of the firms by analyzing the IT systems placed in the organizations. Analyzed how positively supply chain is related to the cash flows of the firms. We followed the method of collecting primary data through questionnaire. After a thorough literature review, a set of hypothesis had evolved. The results imply that for organizations, IT integrations practices along with functional practices are important for a holistic growth.</p>							
		3			Mannem Anudeep Reddy Namita Verma	DM14234 DM14238	Major operational obstacles in provision of micro health insurance in rural India
<p>Abstract : Micro insurance, as explained in the simplest way, is the insurance for the poor provided at very low cost. This paper focuses on the major obstacles on the tough road towards provision of micro health insurance in rural India. Mainly, it talks about the hindrances in the path of the customers to exploit this insurance scheme to its full potential. The paper will also shed light on the current scenario of health insurance in the rural parts of India and also the areas the insurance providers and government agencies should focus on. The limitations of this empirical research are that the sample taken may not be a good representation of the population since the study has been done in only a few villages around Mahabalipuram, Tamil Nadu. It will also elucidate the future areas in which one could do research for effective implementation of micro health insurance throughout the nation.</p>							
16	SAN	1	Sanjoy Sircar	Great Lakes Institute of Management	Aditi Goyal Ankur Baj	DM14208 DM14264	Is it better to invest in Conglomerate or an Un-diversified Business ?
<p>Abstract : While the GDP of OECD economies registered a growth of only 2%, the emerging economies grew by 6.5% in 2011. Even though short term is challenging, the long term is promising for these economies. Another fact is that while the western economies were contracting from 2008- 20011, the global economy still grew by \$ 9 Trillion, of which 2/3rd came from emerging markets and half of that China alone. Hence, the economic balance of power is thus shifting east. It is thus safe to conclude that emerging markets have become the prime driver of global growth and also an exciting destination from investors' point of view. However, there are understated risk associated with the investments made in these economies and the firms' operating there.</p>							
		2			Samiksha Kamra	DM14245	Effect of Optimal Capital Structure on Value/Profitability of firm
<p>Abstract : Finding an optimal capital structure is one of the most difficult decisions which top management of the firm takes every time they need to borrow capital. Capital structure is related to a ratio of debt to equity which a firm maintains for sustainability of its operation. It has a major impact on the corporate performance and in turn, on the value of the firm. The study tries to analyze how far the capital structure of a firm affects the profitability of corporate firms in India. For this purpose, a hypothesized relationship is established for three different companies taken from three different industries, namely Manufacturing, IT and FMCG, which measures as to how far the capital structure decisions affect the business revenues and what the interrelationship between capital structure and profitability essentially is, keeping in mind the inter-industry differences.</p>							
		3			Sriram Srinivasan	DM14250	Understanding Interest rate fundamentals and Banking System Stability in Emerging Markets
<p>Abstract : Emerging markets or emerging economies are nations with social or business activity in the process of rapid growth and industrialization. Emerging market economies have been growing at an annual rate nearly 11% over the past 10 years, compared to only 5% in developed markets. This growth has resulted in a transformed global economy, new business and industry, and expanded financial markets. Nowhere has this trend been more apparent than in BRIC nations – Brazil, Russia, India and China – four powerhouses whose combined Gross Domestic Product (GDP) could surpass that of the G7 nations by 2032. Emerging markets include the fastest-growing economies and represent about 70% of the world's population. Many of these countries are experiencing rapid industrialization, urbanization and increased global trade.</p>							
17	SRI	1	Sriram.S	Great Lakes Institute of Management	Bobby Jacob Philip Pulkit Kohli	DM14112 DM14137	Women Empowerment & Entrepreneurship – The Rise of the Third Billion
<p>Abstract : Women today are the rising factor which can significantly impact the global economy. Their several roles in society make them extremely powerful and influential. Yet, this rising Third Billion has not received sufficient attention in many countries, to enable and empower them, thus preventing them from reaching their full potential. Through this report, we have endeavored to evaluate the present state of women empowerment and entrepreneurship, mainly by interpreting the role and importance of women in terms of economic development and growth, to understand the need to encourage their rise and growth in the world, to be aware of their related issues and concerns and to finally suggest key steps to pave the way to empower women entrepreneurs even further.</p>							
18	SUJ	1	Suj Chandrasekhar	Strategic insight incorporation (USA)	Bhavesh Kuchhadiya Stuti Maheshwari Abhiraj Singh Shaktawat	DM14149 DM14165 DM14263	Empirical evaluation of the effects of Health based positioning of FMCG products
<p>Abstract : This study measures the significance of various health based positioning measures adopted by FMCG companies to position their products on the intention to purchase of the customer. The study uses the technique of meta-analysis to analyze the secondary data collected from a wide range of existing studies done in this particular field. The factors for which the significance on intention to purchase is measured here are nutritional information, advertisement claim type and disclosure condition. Through the study it has been found out that these three factors are moderately significant in increasing the intention to purchase of the customers. They are not highly significant i.e. they do not have a sharp impact but definitely the health based positioning done using these measures works in the favour of the FMCG companies.</p>							
		2			Dron Malhotra Garima Bharadwaj	DM14115 DM14118	Role of Subliminal Messaging in Promotion
<p>Abstract : This empirical research paper focuses on the concept of Product Placement, which takes root in a much larger framework of subliminal promotion. Product placement refers to the covert/apparent placement of branded goods in an entertainment plot (movie or TV series) in an audio, visual or an audio visual format. Various research papers from different journals have been studied for filtering the dependent and independent variables. It covers aspects of demographics in the likeness of the studies which have been conducted, for instance a research conducted which gave the result that female gender, are more sensitive to the communication involving ethically charged products, that leads them to be less tolerant than males towards product placement of such products eg. Cigarettes, alcohol, etc.</p>							
19	SWA	1	Swaminathan. T.N	Great Lakes Institute of Management	Anupam Sabat Maddula Mahendra Avinash	DM14110 DM14233	Successfully Branding a Private Label in the Garment Industry
<p>Abstract : Branding is one of the most intriguing and currently considered the most important marketing strategy used for the purpose of winning over competition; its efficacy is not in doubt. Apparel sector in particular has a great opportunity with the alignment of Indian economy to globalize markets. The foray of private labels in apparel retail is very pronounced, having the second highest presence in the organised retail sector. Apparel retailers have popularized their private labels which have attracted shoppers and thus have increased the loyalty to a store rather than any particular garment brand. Private label brands have become an important contributor to retail differentiation and basis for building store patronage.</p>							
		2			Surekha R Swetha Subhaschandran	DM14151 DM14254	Gustation and Vision: Influence on Differential Effect in Purchase Behavior of Chocolates
<p>Abstract : Sensory branding is a booming marketing strategy that incorporates analytical techniques to link the use of sensory stimuli in order to develop strong brands that are more memorable for customers. When making purchase decisions, consumers base their judgments not only on inherent product features, but also on intrinsic cues such as taste and on extrinsic cues such as brand. Our study focuses on the effect of taste and visual packaging of chocolates on consumer preference in purchase. Data was collected through questionnaires and analysed using regression techniques. Hence this study will be viable to the Confectionery Industry to increase sales by concentrating on Sensory Branding practices.</p>							
20	TAP	1	Tapan K. Panda	Great Lakes Institute of Management	Mridula D. Mallya Rachna Menon	DM14126 DM14160	Effects of advertising on the bottom of the pyramid
<p>Abstract : The purpose of the study was to analyze the factors that affect the intention to buy of the consumers at the bottom of the pyramid. The sample size was contained to the area of and around Mahabalipuram in Tamil Nadu. The data was collected from people above 18 years of age of all professions. Through a focus group, the four variables that were found to have the most impact on these consumers were sales promotions, advertising, local influence and relevance of the product. It was found that relevance had the most impact on the buying behaviour of the consumers. The study showed that the advertising targeted at these consumers should use well known celebrities and the message should clearly state the uses of the product.</p>							
		2			Ankita Pandey	DM14207	Customer Relationship Management in Financial Services
<p>Abstract : In Introduction, a in depth discussion will be made as why I have chosen the topic and the particular Industry, what is the Importance of customer relationship management in these particular industries and what happens when no customer relationship is involved in an industry. Moreover the study may also show that what are the factors that boost or decline the customer relationship of these industries. A literature survey, or literature review, has to be done to show that what the literature in the field has to say about the subject. Either way, the goal is to show that I have read and understood the positions of other academics who have studied the problem/issue that I am studying and include that in my project.</p>							
		4			Lakshya Chawla	DM14232	Taste, preferences, mindset & spending habits of foreign bag packers visiting India

<p>Abstract : This study was primarily conducted to understand the preferences and attitude of the backpackers visiting India. The study mainly studies the factors that drive their intent to visit India and the factors that form their attitude towards India. There are many factors that drive their intent to visit the country and form and attitude towards it like safety needs, their price sensitive nature, their typology, social media, their information seeking attitude, etc. India being a culturally diverse country with a rich history has managed to attract a lot of backpackers over the past few year. Places with rich heritage like jodhpur, Udaipur, Jaisalmer, Humpy, Auroville, Mahabalipuram, Khajurao, etc. have managed to attract a huge number of backpackers from all over the world like Russia, Romania, Mexico, Australia, Austria, USA, Austria, Portugal, Spain, UK, etc.</p>							
		5			Sharvani Jha Surya Murali	DM14246 DM14253	Pester Power : Children's Attitude, Perception and Persuasion on Parents Purchase Behaviour
<p>Abstract : Children have a great influence over the purchasing decisions of parents. Be it for chocolates and treats, cereals or cars, children make their parents listen to their opinions before purchasing. Children have various tactics for influencing parents. This research will tests the products that has the greatest effect on parents. Also, through our research we are trying to find the relative effectiveness of different influence strategies for different products and services in varying settings. As a second component to our research we are finding if mothers have biasness towards the products they purchase for their children due to social pressures.</p>							
21	VEE	1	Veeravalli.R.S	Great Lakes Institute of Management	Susan Cheeran Chandy Sushama Vasudevan	DM14152 DM14153	Psychological Dynamics of Hierarchy
<p>Abstract : The purpose of the study is to understand the factors that affect the behaviour of an employee within the organizational hierarchy. The sample population was 100, consisting of respondents with work experience, and between 20-60 years of age. The data collected was both qualitative and quantitative in nature; qualitative-focus group and open ended questionnaire, quantitative-survey. The results proved to be statistically significant, with a Cronbach Alpha of 0.787, and an R-square value of .160, since the R-square value is less than .50, it is a good model fit. Findings prove that Power as a causal factor is more important than the other causal factors, resulting in Authority being the construct that has more impact than Order, on the organizational hierarchy</p>							
		2			Meena Leelakrishnan Surbhi Sinha	DM14161 DM14163	Rigid labour laws causes unrest in the shop floor
<p>Abstract : It is often perceived that unrest in the shop floor is only because of the stringent labor laws. However, this is not necessarily the case. The unrest is caused by a variety of other factors like unions, legal factors like factories act, the policies and the work climate. Apart from these, the labor commission also plays a vital role in indirectly affecting the productivity of the organization. The internal factors are more responsible for the unrest compared to the external factors. This has been analyzed using a sample of 100 workers in the manufacturing industries in India. The study was conducted on the shop floor workers. Also, some qualitative data was collected from the industry experts.</p>							
		3			Mukund Chandran Anirudh Vijay Arjun Tiku	DM14128 DM14204 DM14262	Business Revival And Turnaround - How To Make A Falling Business Profitable?
<p>Abstract : This study attempt identify and measure the impact of turnaround strategies on the company's financial performance, based on 3 broad areas: Operational Turnaround, (2) Financial Turnaround, and (3) Structural Turnaround Secondary data of various Indian as well as Foreign enterprises that have implemented atleast 1 out the 3 strategies and procedures have been identified for this study. Their impact will be measured by changes in two financial indicators Revenues and Profits, using a tool called 'B.R.A.T Delta' (Dependent Variable). The formula for this delta is different for both indicators. This is done in order to factor in the effect of a negative profit i.e. losses of the enterprise.</p>							
		4			Priyank Patel	DM14164	Challenges faced by Indian family businesses and their survival when generations change
<p>Abstract : Family businesses are the lifeline of India's economy and it is the most prevalent form of business organization. Almost 90% of Indian businesses are family-owned. Studies of this sector attract an unusually diverse group of researchers and practitioners. Family business literature reveals that most of the recent studies generally discuss succession issues, and they lack a firm empirical basis. The importance of this study is acknowledged by the fact that it describes an empirical succession experience in a traditional family controlled business. The lack of succession planning has been identified as one of the most important reasons why many first-generation family firms do not survive their founders. The primary goal of the study is to delineate the factors behind the succession process by investigating selection, training and entry mode of successors as well as the involvement of family members in the succession process. Data from the predecessors of 75 FOBs in India reveals a number of insightful findings regarding major characteristics of the FOB succession process including the views of predecessors on the succession process, successor selection criteria and the post-succession period.</p>							
22	VEN	1	Venkat R. Krishnan	Great Lakes Institute of Management	Runzhun Gangrade	DM14139	Environment and Follower's Innovation: Role of Transformational Leader
<p>Abstract : This paper reports an empirical study that looked at the relationship between environment and follower's innovation and role of transformational leadership. It was hypothesized that physical environment & transformational leadership is positively related to followers' innovation and also relationship between transformational leadership and follower's innovation is mediated by physical environment. The data was collected online which composed of leaders and followers who are currently working as managers, supervisors and subordinates. Results show that physical environment is significantly positively related to the followers' innovation and also physical environment plays mediating role between transformational leadership and follower's innovation. The study has a good scope for the organization that has vision of growing with the help of its internal organizational physical setting and leadership involvement.</p>							
		2			Jeetesh S Irudayraj	DM14223	Transformational Leadership and Employee Engagement: Role of Organizational Culture.
<p>Abstract : This empirical study aims at studying the positive relationship between Transformational Leadership and Employee Engagement. It introduces organizational culture as a mediating variable in the relationship between transformational leadership and organization culture. This mediating variable involves several cultural values that are followed in the organization. A leader adjusts and adapts to the environment in which he is working and accordingly chooses a method to engage his/her employees. The data was collected from 105 managers/employees. (Manufacturing, Banking and IT) On the data sent, Cronbach alpha (0.98) was calculated, showing consistency and reliability of the data. The method used in this study is forward regression was calculated in order to fulfill the hypothesis of the study.</p>							
		3			Shouvik Bhattacharjee	DM14249	Effect of Karma- Yoga on mindfulness
<p>Abstract : Karma-Yoga and mindfulness are two concepts which have very good applications in modern day management practice. Both of them are important for people to realize their true potential as these traits are also important components of leadership. Two scales measuring Karma-Yoga and mindfulness were tested on ninety-eight respondents from across different organizations in India to find out the relation between these two traits. A regression analysis was done between individual facets of Karma-Yoga like significance of work, successful work, detachment from work and setting an example with individual facets of mindfulness like ability to observe, describe, act with awareness, be non-judgmental and to not react inappropriately. All of them had significant correlations. It was thus found that Karma-Yoga and mindfulness are related to each other.</p>							