

ABSTRACT PGDM 2013_2015

Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No.DM (15)	Topic of study
Top three Studies					
1	Anuradha.M.V	Great Lakes Institute of Management	Lakshmi RS	15231	Impact of Pro social behaviour on Employee Engagement
			Seerat Ghuman	15251	
<p>Abstract : Employee engagement has emerged as one of the key focus areas of organizations in recent times as it engages, motivates and leads to retention of employees. Pro social behaviour, though not a new concept has not been explored much within the India context, especially with reference to employee engagement. The aim of this paper was to study and analyze the relationship between pro social behaviour, employee engagement and turnover intentions. The sample consists of participants from Manufacturing and IT industry. Primary data was collected and analyzed using Mediation analysis. The managerial and research implications of the final results have also been discussed.</p>					
5	Bobby Srinivasan	Great Lakes Institute of Management	Rohit Kumar Goel	15142	Key Drivers of Effective Delivery in Online Sector
			Shubham Jain	15154	
			Dharmik Gopani	15215	
<p>Abstract : The online retail industry is colossal, covering an incredible range of products and services. It is a booming sector with maximum growth rate. Yet only a little research has been done in the area. It is very important to identify the determinants of the sector which ensures the growth of the sector. The objective of this study is to identify the drivers associated with overall satisfaction for the online consumers. This research has been done using various regression models to determine the quality dimensions of e-services and how they are related to the overall customer satisfaction. The major factors identified by the study are right order delivery, payment flexibility, product condition, easy return services, quick delivery and order delivery timings which influence customers and hence their choice of e-retailer.</p>					
1	Tapan K. Panda	Great Lakes Institute of Management	Sakshi Sharma	15248	Variety Seeking Behaviour of Indian Women in Fashion Clothing
<p>Abstract : Variety seeking behaviour refers to a state where the customers understand perceivable differences between different brands and products resulting in low customer loyalty. Fashion clothing is one segment in India where such behaviour is very common across women of all demographic segments. Based on various factors, women tend to switch between custom made garments, boutiques & retail stores; shops from flea markets to high end stores; styles from contemporary to classics; dressing patterns from traditional to western etc. In this study, various factors have been found out that influence VSB in Indian women. The methodology is the classical research way by going through existing literature, finding gaps, creating new constructs, qualitative & quantitative parameters & statistical analysis to draw conclusions</p>					
Remining studies					
1	Anthony Paulraj	University of Denmark,Denmark	Amal Jose	15105	Implementation of Lean Principles in Financial System
			Pradepta Mohan	15136	
			Shekhar Shukla	15252	
<p>Abstract : In order to remain competitive, organizations belonging to all sectors need to adapt to continuous changes. These changes might be with respect to technology, customer demands, market fluctuations et al. One of the most important factors which are directly proportional to the success of an organization is the level of customer satisfaction. Providing customer value is of utmost importance to organizations in order to survive in this age of intense competition.Processes in a financial system are often complex, redundant and time consuming, leading to customer dissatisfaction. Taking the case of banking sector, there are many processes which lead to operational inefficiencies. Elimination of these inefficiencies will lead to a better customer satisfaction level. Lean processes help in achieving this objective. Lean makes processes more timely, accurate and efficient with lower risk. The core idea is to maximize customer value while minimizing waste.</p>					
2			Priyanka Patel	15138	Inventory Optimization in muti chain retailing
			Soundarya J	15254	
<p>Abstract : Indian retail industry is one of the fastest growing industries with the market size of US\$500 billion and is estimated to contribute close to 15% of the GDP. The concept of retailing has undergone drastic changes, it started with small stores that sold all the necessary items, then came the concept of super markets where the customer experience was valued. Online retailing then was seen as the most remunerative business. Growth in retail business meant setting up of new stores across the country and establishing a brand's presence. Multi-chain retailing is one such concept that the retailers are looking at as a means to grow. The focus will be on studying how inventory is managed in physical as well as online stores and how this can be modified for multi-channel retailers.</p>					
3			Akanksha Rawat	15102	Role of Inventory management for improvement of Customer Service
			Shri Suprajha	15153	
<p>Abstract : Managing inventory has become a special issue when selling because holding goods in non-domestic markets is virtually a necessity if customer service levels are to be maintained. Inventory management is of great importance especially for managers who must decide how much to hold and how to administer the rest of the logistics system more creatively in order to ensure the customer service does not suffer as a result of lower inventory levels. That's the reason why inventory management requires a particular attention or the support of the entire company's management levels in order to meet customer's satisfaction. Hence we intend to measure the influence of inventory management on customer satisfaction and its effect through our empirical project.</p>					
1	Bharadhwaj .S	Great Lakes Institute of Management	Jai Shankar M J	15225	Impact of Speculation on Player Pricing in IPL
			Pankaj Vitthal	15237	
			Siddharth Mehta	15253	
<p>Abstract : For reasons unknown a player fetches an unbelievable high price as compared to his base rate. For example, Ravindra Jadeja was not well known at the time of auctions but he was still sold for \$ 2,000,000. Such a high price for a player who did not have much international experience was something unthinkable. A lot of factors can be taken into consideration for such prices. A player like M. S. Dhoni has an extreme fan following. So even if he under performs in a few games his price will not be that affected. A player injures himself just before the auction, he will not fetch much. Let us say that a player scores three consecutive centuries in a series which finished just before the auction starts. His price will rise. When we look at recent performances we not only look into the individual player performances in IPL 2014, but also how the players are performing in the other T20 tournaments (KFC Big Bash, local T20 events) ODIs and First Class Cricket</p>					
2			S.H.Shrawan Kumar	15145	Key factors affecting the intention to use solar energy technologies
			Sidhant Mahajan	15156	
			Manoj Bonu	15214	
<p>Abstract : Over the century natural resources have been the key factor that dominates all the developments in human society. Especially in the last three decades, the consumption of natural resources has increased massively whether in developed or developing countries. Estimates suggest that the storage of fossil oil and natural gas would be completely used up within this century (Hsiang-Yung Feng 2012). Even the storage of coal is dropped down to another 170 years. Besides, fossil energy accelerates the production of carbon dioxide and indirectly causes the rise of temperature on the surface of earth as well as the continuance of global warming. Over the recent years the average growing rate of solar power batteries has reached 35.8% and the growing of solar power generation system has also reached more than 30% (Lin, 2004). The annual output value of solar power batteries was 1.3 billion US dollars and analysts predicted it the reach 4.23 billion US dollars in 2010 and 48.85 billion US dollars in 2020.</p>					
1	Bobby Srinivasan	Great Lakes Institute of Management	Ankit Vora	15108	Forecasting Foreign exchange rates using Artificial Neural networks
			Kaushal Chandak	15124	

			V.S Krishna	15165	
<p>Abstract : In today's world of globalization, the value of exchange rate is of immense importance. Having the slightest idea about the approximate value of exchange rate a day before can be useful for businessman to create strategy and thus plan for investments. In our empirical study we would be using Artificial Neural Network model for predicting the value of exchange rate. ANN has been recognized widely in various fields as an important forecasting tool.</p>					
2			Jaskirat Ghura	15122	Macroeconomic Factors and Stock market
			Mudita Bhandari	15130	
			Ravi Jyoti	15140	
<p>Abstract : Many industry researchers, analysts and practitioners have attempted to predict the relationship between macroeconomic variables and stock market movement in the past. They have conducted research to examine the effect of macroeconomic variables on the stock price. Results of all the research have provided different conclusions depending on the methodologies and tests used. Here, we have discussed some previous research works/papers and their respective conclusions that relate to our analysis.</p>					
3			Lakshay Nangia	15126	Impact of change in US interest rates on Indian currency
			Rohita Jain	15143	
			Shubham Sanghal	15155	
<p>Abstract : We've recently seen how Indian rupee slumped to 68.825 in the August 2013. Apart from the factors directly related to our economy i.e. high current account deficit, falling economic growth, low foreign reserves etc, one of the main reasons attributable for this downfall of Indian Rupee was decision made by United States to cut down on Quantitative easing. Also, with improvement in the productivity of labor market and outstanding performance of US equities has made US citizens more confident more about their investments in their home county and these people have started withdrawing money from India. The inflow of foreign money was a major reason for a stupendous performance of our stock market and currency. Currently, our foreign reserves are \$292 billion out of which FII's investment is around \$176 billion. Clearly, FII's forms the most important part of our capital markets and they start withdrawing money, demand for Indian Rupee goes down and its value depreciates in the market.</p>					
4			Naitik Barot	15232	Study on impact of FII on Indian stock market
<p>Abstract : In a Globalised competitive world the economic development of a country depends on the foreign capital inflow that comes to the country. India being one of the emerging markets can benefit from the FII that flow into the country. India opened its market for FII in 1992 to invest in the Indian domestic financial market. FII invest in either form of equity or institution. Foreign investors can invest through International institutional investor registered with the Securities and Exchange Board of India which works as regulator of market</p>					
1	Easwar Krishna Iyer	Great Lakes Institute of Management	Arvind Jayaraman	15112	Evaluating the Impact of Geo-fencing Driven Mobile Marketing using AIDA Framework
			Giridharan V	15117	
			Niranjani Mohan	15234	
<p>Abstract : This research paper studies and analyses the impact of mobile advertisements on mobile users in four metropolitan cities of India. The integration of multiple marketing channels has become easier than ever before due to revolutionary advancement in mobile technology. Mobile Marketing involves reaching customers and prospects when they're using the internet away from the traditional home/office desktop environment. The increased usage of smartphones, tablets and similar mobile devices has made mobile marketing a must for many online businesses. This paper attempts to study and analyze consumer responses to mobile advertisements using primary research techniques with occasion, gender, age, time, lifestyle and income as control variables. This was done by conducting a survey to understand the level of influence of mobile and sensor based marketing on a heterogeneous sample of consumers using business Intelligence framework for comparing the consumers' response for location specific, people centered and context relevant advertisements. Using this framework, we analyze the consumer behavior the seller intends to trigger and the way the consumer actually responds. We intend to do this, by identifying the various players and the ways in which mobile marketing is currently done. This research also proposes ways to enhance the effectiveness of various advertising techniques used for mobile marketing by analyzing the primary research results. Based on the findings from secondary research, we identified the list of variables, drivers and attributes that were used to define a set of testable hypotheses</p>					
2			Poojan Vasudev	15239	Internet of things: A comparison of user, vendor and literature perspectives
			Pradosh H S	15240	
			Rishab Jain	15246	
<p>Abstract : Technology is slowly changing the way the world views common appliances. Utilization of that technology is the key. With smart appliances the product can be communicated to be used before the user is physically present in the premises. There are also vendors who provide services in this domain. They have the technology which makes this possible. There is adequate literature survey on this topic.</p>					
3			Rukmani. S	15144	Factors influencing the purchase of Marketing-as-a-services software
			Ridhima Arora	15245	
<p>Abstract : This study was principally conducted to deduce the primary factors that drive the purchase of the Marketing as a Service software by the companies. Primary data with a sample size of 100 was congregated from employees of the companies of various sectors like IT, Manufacturing etc in order to obtain a realistic outlook. The study primarily concentrates on dimensions that are involved which include lead quality, prospect activity tracking, lead nurturing, e-mail marketing, social media engagement, non-availability of skilled resources, campaign management, content management, personalization, functional gaps, ROI, reporting, contact list segmentation, adoption of technology and cost factor. Various statistical tools like factor analysis and regression were applied on the data set to construe the major drivers of purchase behaviour. The study reveals that lead nurturing, campaign management, content management, personalization, functional gap in the organization (sales and marketing), ROI, reporting, contact list segmentation, adoption of technology and cost factor are the factors that influence the purchase of marketing</p>					
4			Rashmi	15139	Comparison of 3& 4 wheeler buyer propensity for enabling new product launch
<p>Abstract : This study is for understanding buyer propensity of 3 wheeler and 4 wheeler <1 tonne commercial vehicle customers, including owner drivers and hirer drivers, and captive segment comprising of traders and distributors. The study delves into product usage, economics of operations, areas of satisfaction and dissatisfaction on the product, company warranty policy, and service support. Also, it identifies the customers' needs and expectations, his buying criteria with reasons for section and rejection.</p>					
5			Kirtana S	15228	Integrated Healthcare in Cloud: A comparison of patient, doctor and literature perspectives
			Namrata Venkatesan	15233	
			Rohit Rakshit	15247	
<p>Abstract : Storage of medical data of patients is a major concern for doctors. With specialist doctors requiring data pertaining to their field and other allied areas at some times and general physicians requiring all healthcare data, it becomes cumbersome to keep track and make sure everything is in place during each visit. Patients also find it difficult to locate and bring all relevant reports while visiting respective doctors. They may often even lack the required expertise or knowledge to do so. This may result in delay, lack of vital information, wastage of doctor's time and patients having to repeat tests. Moreover, keeping track of one's medical information in a systematic manner from time to time is advisable. Cloud computing is the one stop solution for all these problems. This paper discusses and gets doctors' views on adoption of cloud computing as a data storage mechanism and what they consider to be the factors that affect this decision.</p>					
1	John K C	Great Lakes Institute of Management	Ashwin Kumar	15210	Study Of Market Potential of Franchisee Stores
			Vivek Yeggapan	15266	
			Lakshmikshatriya	15268	

Abstract : The study is being conducted to determine the market potential for various franchisee stores. This is going to be carried out through questionnaire survey and direct interview. Statistical test are going to be used for analysis and interpretation of data. Suitable charts will be drawn based on the research analysis. This analysis will also include facts and enquires of various kinds. The following study can also be used in designing strategy for developing a franchisee store. This study will also cover the current state of affairs of the franchisee business. The goal is also to find how entrepreneur can become successful by taking up the franchisee business. To support the above said statements the following situations are going to be analyzed and evaluated

1	Manaswee Samal	Praxis business school & XIMB	Ashish Raika	15113	Financials: Gimmicks or Fairplay?
			Ishan Shekhar	15120	
			Arpit Agrawal	15208	

Abstract : Studies so far that explored the relationship between corporate governance and performance of a firm have found a positive relation between the two i.e. effectively governed company's exhibit better financial performance. In the present study, we try to test the relationship between corporate governance and the probability of a fraud in a company by constructing a corporate governance index composed of internal and external corporate governance factors. Using various Data Analysis techniques, we conclude that there is an inverse relationship between corporate governance based on the various governance factors and the probability of the firm going fraud.

1	Purba .H.Rao	Great Lakes Institute of Management	Tarini	15163	Leverage Social media information to find leads for credit cards and mortgages
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Abstract : The credit card industry is a multi-billion dollar industry. Credit card is one of the most significant sources of consumer credit. In recent decades, the increasing competitions in the credit card industry and enhanced regulations of interest rate caps have led to wide variations of products offered by credit card companies to their customers. Every year, a typical credit card company makes a huge number of credit offers, both to attract new customers and to encourage existing customers to increase their borrowings. However, the offers made are very random and thus a very few customers convert.

1	Sandeep Budhiraja		Piyush Arora	15135	Does associating with European Football Clubs help brands increase their Brand Equity in India
			Gundeep Singh	15220	
			Rachit Bhatnagar	15244	

Abstract : In the last 15 years football and especially European football clubs and leagues have been gaining on popularity in Asia Pacific, which was hitherto not a football crazy continent. With its exponential reach to every territory in the world, more and more brands are associating themselves with football clubs to increase their brand equity. This trend has been seen more so in companies targeting the Asian audience. This started in Korea, Japan and now has spread to countries like Malaysia, Indonesia, Thailand, Singapore & India. This has also led an opportunity for brands to market themselves by associating themselves with various football clubs across the European continent. Our objective is to study whether associating with these clubs has helped Indian brands increase their Brand Equity.

2			Nidhi Agarwal	15132	Digital Marketing is changing lives, but has it increased my brand equity?
			Avinash Ayyagari	15211	
			Suhasini Jain	15256	

Abstract : Digital media is an ever-growing source of entertainment, news, shopping and social interaction. Consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. They are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers that are tailored to their needs and preferences. There are countless success stories executed in the West, which demonstrate the kind and level of customer engagement achievable by brands across segments.

1	Sanjoy Sircar	Great Lakes Institute of Management	Chembak	15115	Return on Disinvestment
			Sandra	15148	
			Sejal	15149	

Abstract : The study aims to study the effect of disinvestment on Public Sector Enterprises (PSEs). While disinvestment is considered a strategic move by organizations, the financial and operational performance does not always improve. Many times it is observed that many of the divestments are undertaken on a small scale. Divestments undertaken on such a small scale do not make much of a difference. They do not lead to significant autonomy. Thus our study will try to analyze the post and pre divestment financial situation of the PSUs. Also we will take into account the effect of divestment on the other stakeholders. Sample PSEs were taken and secondary data from the years prior and post disinvestment were extracted to study the trends on account of disinvestment.

2			Saloni Lakhotia	15249	Integration of Equity Markets in Emerging Economies and Its Impact on India
			Sasank Tippavarjula	15260	

Abstract : The project deals with understanding if the benefits of global diversification exist or if the markets are completely integrated and subject to systematic risk. This would help us to identify if investment opportunities exist for the investors due to segmentation between the markets. The time period of the study is eleven years, i.e. April 2003 – March 2014 divided in 2 time periods: pre and post 2008. The sample includes 12 developed countries, 13 emerging markets and 2 global equity indexes to check the systematic risk and correlation through CAPM and correlation coefficients of their monthly returns.

3			Harini Sundararaman	15118	Investment behavior of VC/PE in India- Pre & Post 2008
			Adarsh P	15204	
			Balakunthalam	15267	

Abstract : The financial crisis of 2008 has had an impact on every aspect of business. The purpose of this paper is to understand the impact of the Great Economic Recession (GER) on Venture Capital and Private Equity firms in India. VC/PE firms are in the business of building businesses and entrepreneurs look to them for more than just financial support, thereby making this an important industry to foster growth and innovation in India. This paper seeks to understand the dynamics in this industry from both- investors and entrepreneurs- points of view. It seeks to bring out the relationship between the economic cycles and the VC-PE activity in India and whether there has been a significant impact.

4			D S Ambareesh	15116	Analysis of performance of mutual funds in emerging economies
			Koushik sekar	15229	

Abstract : The project focuses on the performances of the mutual funds in the BRICS economies. These economies, which were touted, to be the next big countries have attracted a lot of investors, a large percentage of them being mutual funds. What we plan to do in our study is to do a comparative study of the mutual funds in these economies, a brief study on how the mutual fund industry is in the country and some of the key factors which led a particular mutual fund to be at the top and/ or the reasons for the performance of the mutual fund industry as a whole. The data for all of these will be collected for over ten years from the top 5 mutual funds of each of these countries and the performances will be compares across the countries

5			Surbhi Goel	15160	Studying the Characteristics of Portfolios and factors influencing them
			Vishal Gupta	15166	
			Falak Dhawan	15216	

Abstract : Portfolio returns can be calculated through various methodologies such as a time-weighted and money-weighted returns. However, the overall return must be compared to the required benchmarks as well as the risk of the portfolio. Asset prices are believed to be reacting sensitively to the economic news and external factors. It is believed by the modern economists that the prices of assets react to a whole lot of macroeconomic indicators including the growth in GDP, the inflation rate prevailing in the economy, the trade deficit, currency crisis etc. The degree of impact of these factors on various portfolios is different

6			Babji Narayanasetti	15114	Study of financial performance of merged entity after mergers and acquisitions
			Harsh K Pandya	15119	
			Swathikrishna Vinay	15258	

Abstract : Mergers and Acquisitions (M&A) are a key strategy to realize cost savings and growth opportunities. A mergers and acquisition occurs when two companies decided to combine their assets and liability into the one entity or when one company purchase other. Reaping the benefits of a merger or acquisition is a notoriously tricky business. Outcomes are uncertain, previously unknown or unimportant facts suddenly emerge as critical, and there are many moving parts to control. On top of all this, the business must continue to serve clients, run operations and execute in the face of major, often disruptive, integration activity

7			Aditi Dhar	15205	Relation between external factors and stock prices across emerging and developed economies
			Anupam Anand	15207	
			Himanshu Dixit	15222	

Abstract : The following study assessed the volatility of the Indian stock market in relation to macroeconomic variables - CPI, IIP, Bank Rate, Exchange Rate, Federal Reserve Interest Rate, and Gold and Crude price. The data for the study is collected using secondary research from various sources like World Bank, case studies, and experimental research. The data collected is analysed using Descriptive Statistic analysis, inferential statistical analysis, Granger causality test etc. On analysis it is verified that out of all the macroeconomic variables only three are seen to affect the stock prices to a large extent, these are: CPI, exchange rate and crude oil prices. But on running the tests over longer periods it is discovered that other factors also affect the stock prices to some extent especially gold price. Hence, it can be concluded that while investing in stocks the investor should take into consideration all the relevant factors.

1	Shanthi K S	Great Lakes Institute of Management,Chennai	Apoorv Saxena	15109	Evaluating India's Inflation Causes---Structural or Monetary?
			Abhineet Gaur	15203	
			Prateek Sharma	15241	

Abstract : This research was performed out in the context of financial crisis characterized by a devastating inflationary shock in India in recent years, it uses data in chronological order (1992-2012) to study the level to which tickling in Supply of Money (M2), in Real GDP(output), in the Exchange rate and Lending rate(interest rate) affects the inflation. The study comprises of the aggregated data set of twenty years compiled using RBI datasets on their web site. By incorporating multivariate and non linear model, this paper quantifies the ever changing significance of changes in real GDP, in money supply, in interest rate and exchange rate on Inflation. It is clearly observed and discovered that an increase in money supply(M2) has a significant positive influence on rate of Inflation. In contrast, Real GDP(output) have a negative influence on Inflation

1	Sriram. D	Great Lakes Institute of Management,Chennai	Aman Khanna	15106	Assessing the factors that enable customers to engage in brand communities and its significance
			Tanvi Valecha	15162	
			Priyadharshini D	15243	

Abstract : Today's customers are harder to win and keep. To meet this challenge, companies are focused on fostering customer engagement by creating deep connections with customers. This paper focuses on the dynamics of "customer engagement" in real and online brand community groups and the resulting consumer response. The term "customer engagement" is a relatively new term coined in 2005 and provides insight into consumer behavior in complex, interactive and/or co-creative environments. Customer engagement refers to the psychological state of mind where the consumers are in the wrap of positive emotions either towards the brand product or service. Our research is a combination of qualitative and quantitative market research methods. The method selected for qualitative research is netnography, while quantitative research is through a survey.

2			Allen Rajesh Sanders	15206	The Implications of consumer Trust across Brick-an-Mortar and Online retail channels
			Malhar D. Lakdawala	15129	
			Harsh Agarwal	15221	

Abstract : The diversity among the consumers in the marketplace is ever on the rise hence this has prompted retailers to develop various strategies to synchronize various channels to service the customer. In this research there are two main sections which are focused upon channel interactivity influences trust which in-turn influences behavioral loyalty towards the channel. The effects of the online channel on the brick and motor segment.

3			Akul	15104	Understanding the cause of online inactive users,using discriminant analysis & counter strategies
			Pranjal	15137	
			Rishi	15141	

Abstract : With the internet becoming part of modern day India and a projected user base of 225 million by the end of year, there exists a whole lot of new opportunities for the companies to go online with their business and reach the customer base that was completely untouched by them previously. The aspirations of Tier-3 and Tier-4 towns are fuelling its growth. The customer's purchasing pattern is changing so is their demands. They demand not only physical goods through the e-retail website, they make their payments online and even find their matrimonial matches online. The purpose of this study is to understand the purchase decision drivers for a customer shopping online. The primary research methodology used for the data collection will include online surveys and phone interviews.

4			Shivendra Singh	15152	Role of social media marketing in effective brand communication.
			Sarvagya Nayak	15250	
			Vaibhav Agnihotri	15262	

Abstract : Despite the explosive growth of social media in the past decade or so, researchers and managers have a limited understanding of the effects of the social media content on the brand perception and purchase intention of customers. The objective of our study was to measure the effects of information shared on social media platforms – whether user generated or firm generated, on the purchase intention of customers. We investigated 103 social media users across India through a standardized online survey. To validate our proposed model, we performed hypothesis testing using linear regression. The results showed that discount promotions through social media, user engagement through comments and user testimonials have a positive effect on purchase intention of consumers. The findings also indicated that the proposed model was invariant across social media platforms like Facebook, Twitter and YouTube.

5			Itisha Sharma	15121	Model to predict the performance of Hindi Movies at box-office
			Madhur Bhatia	15128	
			Vishvender Singh	15167	

Abstract : Each year, thousands of movies are released around the world with different casts and crew and within several genres several films compete to generate interest among movie goers and make money in the process. Mathematicians and Statisticians around the world have attempted to build models that correctly predict the performance of movies at the box office by including several kinds of factors in their research. While some have tried to predict the fate of movies by taking into account their casts and crew, some have relied on using more general factors such as country growth rate and current inflation in the region.

1	Swaminathan. T.N	Great Lakes Institute of Management	Konetisetty Nitya Kalyan	15125	Cross-cultural comparison of fast-food restaurant selection criteria between Indian students of different regions and ethnicity
			Ishan Ghai	15224	
			Sumitabh Saha	15257	
<p>Abstract : The topic for our empirical study is 'Cross-cultural comparison of fast-food restaurant selection criteria between Indian students of different regions and ethnicity'. Hence, we have to find out the most important factors affecting the selection of fast-food restaurant, which are the independent variables for our study, by students. For this, first we did research on the literature that is available and what study has been done in this area or related areas. After this, we were able to come up with the independent variables and the dependent variable for our study. Then we went on to formulate the hypotheses based on the variables we considered. Using these variables, we were able to come up with the questionnaire. The questionnaire will be related to the factors that are considered to be the selection criteria to select fast-food restaurants and these factors are nothing but the independent variables that we have considered for our study</p>					
2			Sheikh Shadab	15150	Cross- cultural comparison of restaurant selection criteria between domestic and foreign tourist in mahabalipuram
			Shivam Rastogi	15151	
			Soochna Sahu	15158	
<p>Abstract : The intent of this research is to identify and compare the factors affecting restaurant selection criteria in Mahabalipuram. For the sake of this research, a self administrated survey has been conducted on 121 domestic and foreign tourists visiting the restaurants of Mahabalipuram. The study used statistical analysis for data analysis and hypothesis testing. The findings of the study revealed the significant impact of aura of the restaurant, hospitality, food price and overall experience on restaurant selection. The study depicted that there is a significant impact of country of origin too. As study identified, restaurants should primarily focus on providing a better dining experience to the customers at a better price.</p>					
1	Vaidy Jayaraman	Great Lakes Institute of Management	Sandeep Parida	15147	To describe a statistical approach to assess different factors affecting the efficiency of online retail supply chain
			Panchanan Mishra	15236	
<p>Abstract : The \$ 320 billion Indian retail industry provides a huge business opportunity for many national and international players. The Indian retail industry size is expected to be of \$ 1000 billion by 2020. However, the size of the organized retail sector is very less compared to that of the unorganized Indian retail sector. This in fact makes the Indian retail industry very competitive. The emergence of online retail in India has made the role of supply chain even more important as product tracking and timely delivery have become competitive advantage for many e-retailers. As of mid- 2014, India's internet user base is about 250.2 million</p>					
1	Veeravalli.R.S	Great Lakes Institute of Management	Arshiya Das	15110	Performance Management – Effect of gender biases in performance appraisals
			Swati Narayan	15161	
<p>Abstract : Organizations today are rapidly opening up to the concept of workforce diversity, especially gender diversity. With large numbers of women and men entering the workforce and assuming roles of subordinates as well as managers, the traditional balances have tipped. It is now important that organizations advocate and also practice equality in the workplace, specifically in one of the most scrutinized and contentious areas – Performance Management & performance appraisals. This research, through the survey methodology, has explored the aspects of organizational justice and perceived fairness in organizational performance management processes and has encapsulated the results concisely</p>					
2			Akash	15103	Factors affecting e-retail supply-chain in India and its impact on warehousing industry
			Nishanth. A	15133	
			Keerthi	15227	
<p>Abstract : In India, online retail is still at a nascent stage and has been growing exponentially during the past 3 to 4 years. An annual growth rate of 83% is expected from 2013 to 2015. In order to facilitate such growth, a strong back end supply chain is required. Although the developed countries like US had strong distribution and warehousing networks in place well before this online retail phenomena had taken place, developing countries like India are found to be lacking in such aspects.</p>					
3			Arvind V	15111	Drivers of Sustainable Supply Chain Management during the 2012 Olympics
			Simanta Baruah	15157	
			Aatish Rajeshirke	15201	
<p>Abstract : The London Olympic games 2012 has been hailed as one of the most sustainable global sports event. Around 205 nations participated in the main Olympic Games and 147 nations in the Paralympics games. When we factor in the 9 million odd spectators, this ultra-mega event is unparalleled in scale by any other event in the history of time. This study talks about what factors go into making an ultra-mega event of this scale sustainable and whether they can be formalized into a model for sustainable event management that works for an event of any scale. Ever since major consumer brands in the west faced flak for poor working conditions in their supply chain back in the '90s, going sustainable has become the fashionable thing to do. With time, it sustainability has gone from a tool to deflect negative stakeholder attention to a viable way for long term profitability. It is now seen as a sign of strong corporate responsibility. Sustainability in</p>					
4			Nishanth M V	15235	Training Practices in the IT Industry: An assessment and review
			Prathyusha Raviprolu	15242	
<p>Abstract : The IT/ITES industry is one of the most dynamic sectors in India. Being a globalized sector, it faces major challenges due to the changing global environments. With such volatile conditions, it is important that the companies that functioning within the industry work with high efficiency so that it can compete with the counterparts across the globe. The industry takes in a large number of graduates from across different streams of education and turns them into IT professionals. With recruits coming from different academic background, training becomes an integral factor. Currently, the industry is facing issues over quality and efficiency of the workforce. Rather than customized training programs, the current system involves a common structured training for all new recruits. This may result in reduced effectiveness of the system</p>					
6			M S Rajbharath	15127	Optimization of Warehousing and Outbound Logistics in rural retail market for FMCG
			Naresh Kumar M O	15131	
			Balaji Prasath M	15213	
<p>Abstract : Indian retail market is estimated to be more than 500 billion USD and expected to grow to 866 billion USD by 2015. Nearly 68% of the population resides in rural India. Therefore Indian rural markets offer a sea of opportunity for the retail sector. Rural market currently accounts for 55% of private retail consumption. With organized retail servicing only around 4% of the population with majority being in urban areas. Thus the potential for rural market for FMCG products is very high.</p>					
7			Abhishek.M.Prasad	15101	Supply Chain constraints for Walmart in India
			R.S.Pavithra	15134	
			Gaurav Dutta	15219	
<p>Abstract : Given that "Make in India" is the agenda of the new government a study has been conducted to identify factors which would affect investments for big international players in the retail sector. The sample size is 111 consisting of employees working with retail chains in India and management students of different age group We got our questionnaire filled and performed correlation and logistics regression on the collected data. Information Management is significant and affects the profitability the most. Through the finding of this paper we conclude that megastores have to have a strong information system in order succeed in India.</p>					
1	Venkatesh Bangaruswamy	Navera Consulting, Chennai	Abhay Malhotra	15202	Are diversified mutual fund managers selecting the right benchmark index?
			Kala Akshay Jain	15226	

Abstract : A diversified fund or an all-cap fund as they call it is a mutual fund that invests in equity securities without regard to whether a company is characterized as a small cap, medium cap or large cap. In the case of these funds, the portfolio manager has complete freedom to invest in companies of any size. This flexibility provided to the fund manager often results in steadier returns and lower volatility.

2			Ayush Bhalla	15212	Effectiveness of beta-neutral strategies in the Indian context
			Isha Gulati	15223	

Abstract : An investment strategy or portfolio is considered beta - neutral if it seeks to avoid some form of market risk entirely. In order to evaluate market -neutrality, it is necessary to specify the risk being avoided. It is a strategy to take out volatility from the market. It brings the comfort of making profit from virtually any market condition: bullish, bearish or sideways. Investment decision is not governed by price of a stock but by factor price i.e. price co-relation of two or more stocks.

1	Viswanath.P.K	Great Lakes Institute of Management	Harshitha	15217	Customer Behavior in Spa Industry using data Analytics
			Ganesh Kumar B	15218	
			Krishnan	15230	

Abstract : This study was principally conducted to deduce the primary facets that drive the overall customer satisfaction in a spa. Primary data with a sample size of 107, was congregated from various spas in Chennai through direct interaction with the customers and employees in order to obtain a realistic outlook. The study primarily concentrates on four dimensions that are involved in serving a customer who visits a spa which include quality of service, quality of spa products, variety of services offered and service accuracy. Various statistical tools like regression, gap and cluster analysis were applied on the data set to construe the major drivers of satisfaction. The study reveals that customers give maximum importance to facilities in the spa (32.3%) and least importance to ambience (21.7%).

2			Sriram	15159	Measurement of Customer satisfaction in retail industry using data analytics
			Phanikiran	15238	
			Varuna Mittal	15263	

Abstract : This study was principally conducted to deduce the primary facets that drive the overall customer satisfaction in a single brand apparel retail store. Primary data with a sample size of 105, was congregated from various apparel outlets in Chennai through direct interaction with the customers and employees in order to obtain a realistic outlook. The study primarily concentrates on four dimensions that are involved in serving a customer who visits an apparel store, which include reliability of service, assurance given by the store, tangibility of services in the store and empathy shown by employees.