

S.No	ID	Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No.DM (16)	Topic of study
Top Three Studies							
1	ARJ	1	Arjun Chakerverti	Indusage	Nitish Nighawan	16232	Factors determining customer preference of channel for purchasing next gen ICE devices
					Raghu Vamsi	16236	
					Shubham Agarwal	16245	
<p>Abstract : In recent times, the tremendous growth in the E-commerce industry is changing the dynamics of the retail industry in India. A continuously increasing percentage of the population is adoption the e-commerce platform to make their purchases. This research paper gives an insight into to what extent do people prefer to purchase online. It identifies which variables (like price, convenience, etc.) drive a consumer to choose the online channel of purchase rather than going to the traditional brick and mortar store. We have taken a sample size of 104 and defined our customer on the basis of age group of 18-40, both male and female, income, etc. The research data received from these customers was analysed by different methods like Logistic Regression, Factor Analysis and Discriminant Analysis. The results of the study showed that the consumers in India are quite willing to adopt the E-retail channel of purchase, and mainly due to the lower prices and convenience factors.</p>							
	VIS	1	Viswanath.P.K	Great Lakes Institute of Management,Chennai	Astha Singh	16113	Key Attributes that drive consumer buying behavior towards midsize car segment in India
					Juhi Saxena	16220	
					Koushik Mandal	16224	
<p>Abstract : Automobile industry has witnessed substantially high growth in the last decade. Cars once considered as a luxury have now become a necessity. Use of cars today has become an integral part of the middle class and hence the car manufacturers target this segment. As a sequel to the advent of globalisation and liberalisation of Economy, today consumers have more choices available to decide than ever before when it comes to buying a car. Human mind is complex when it comes to decision-making. Each individual forms perceptions based on the experiences he or she has gone through in the buying process and this is true in the highly competitive consumer motorcar market. Knowing the buying behaviour in terms of how people use the car helps the marketers position their brand better which in turn would improve significantly the business performance that is multidimensional in nature. Consumers always look up to value for money, which is a derivative of the key attributes associated with buying a car.</p>							
	RAJ	1	Rajan C.R	Great Lakes Institute of Management,Chennai	Jayasree Soora	16120	Strategic analysis of channel distribution in retail &E-commerce
					Sankeerthana K	16140	
					Charith Kumar K	16212	
<p>Abstract : This study is to analyze the purchase intent of the customers when a product is available in Omni channels. The independent variables are price, product code, view of store inventory online, item availability, location based promotions, product reviews, customer self-service, order status visibility. The dependent variable is the purchase intent. The method followed for the quantitative analysis is Survey because the study requires the customers' opinion who shop in online/retail store) on Omni channel shopping.</p>							
Remaining Studies							
	ARJ	2	Arjun Chakerverti	Indusage	Sudarshan Raghunathan	15255	EMR Systems for Government Healthcare Organizations
					Bhargav Ram Vellanki	16114	
					Vignesh S V	16155	
<p>Abstract : One of the most pressing challenges faced by the government healthcare industry today is the immense difficulty in finding reliable, secure as well as cost-effective ways which will help in the exchange of medical information. Payers as well as providers need extremely versatile platforms which will help to facilitate enterprise-wide sharing of information. Clinicians and doctors require accurate information which will help them to provide quality healthcare services to patients and administrators need integrated information for all facets of their business operations. Both sides of the organization should be able to access the required information form research and development systems, claims systems, practice management systems, financial systems as well as several others. Externally, all these organizations must facilitate effective sharing of claims data, pharmaceutical data, patient records, lab reports as well as diagnostic information among third party entities, while at the same time, taking the necessary steps to comply with the emerging standards which have been put in place in order to implement effective formatting, processing as well as storage of electronic health records.</p>							

2	ANT	1	Anthony Paulraj	University of Denmark,Denmark	Himanshu Shekhar	16118	Feasibility of Omni Channel Retailing in India
					Rishi Kumar D	16136	
					Sindhoora S	16146	
<p>Abstract : The aim of our empirical study is to see how feasible Omni channel retailing will be in India. This study is geared to find out how receptive retailers and customers will be to Omni channel retailing if it is introduced in India. Currently in the Indian retail sector, there is a lot of close competition and the way to get a bigger chunk of the market may just require a shift to be made from traditional multi- channel to the more integrated Omni channel. The usefulness of this study will be in what it uncovers regarding the attitude of shoppers and sellers. If there are any gaps present in the current scenario which appear to hinder the acceptance of Omni channel, these will be identified. Possible ways to bridge these gaps can be formulated from the results of our study. We have done this study by surveying retailers and consumers. Covering retailers and their customers to vast extent has helped us to identify the key factors which any Omni Channel retailer must look into.</p>							
		2			Aditya R	16102	Optimizing Sourcing Strategies in Re-Manufacturing: A Lean Perspective
					Janani G	16218	
					Sriram N	16248	
<p>Abstract : The organized sector in India has just begun accepting the practices of re-manufacturing in the recent decade. Though the ideologies are well accepted and established in the western world, India still struggles to master the art of optimized sourcing procedures Re-manufacturing is an art of giving a new lease of life to the discarded products. In addition to reducing the e-waste, the technique also reduces the cost incurred in procuring the raw materials from scratch. Currently, re-manufacturing in India is being practiced in very few sectors. The major problem faced in its implementation, is the management of the complex reverse logistics and its unforeseen quality shortfalls, thereby increasing lead time and decreasing the sales. Another common problem faced is the fear of affecting the domestic small scale manufacturers</p>							
		3			Adarsh K A	16101	Improving supply chain management through demand analytics
					Rajesh Kumar M	16133	
					Priscilla Evangeline Soundararaj	16234	
<p>Abstract : The issue that is addressed through this study is to measure the purchase intent of customers in e-retailing and the supply chain factors affecting the same. The sample is heterogeneous with age group ranging from youngsters to middle aged people who would be interested in online shopping. The data for this study is collected using the survey method. Factor analysis and linear regression are used to find that purchase intent is influenced by user interface, offers, availability & tracking, and delivery. These factors are all statistically significant and has we can say that in order to ensure that purchase intent increases, one must focus on improving these four supply chain factors</p>							
		4			Akshaya M S	16205	Supply Chain and Warehousing Optimization for e-Retailers in India
					Divya P	16216	
					Vignesh Ravi	16253	
<p>Abstract : Indian retail industry is ranked 20th position among the top 30 developing countries. It is likely to touch Rs.47 trillion by 2016-17, which is expanding at a rate of 15% compounded annually. Due to the economic growth, more people are coming into the consuming classes and organized retail lures and by this year it is said that 300 million shoppers are likely to use organized retail chains frequently. When it comes to the Indian customers, they are young, tech savvy, ready to experiment and in the same time brand loyal. Supply chain is the backbone behind efficiently handling such an exponential growth in this industry. Any product/service based industry is primarily dependent on the supply chain management. Organized retailing has grown enormously and this has also led to the introduction of Omni-channel sales in various industries, that is, selling through physical stores, online catalogues and combination of ordering online and collecting from nearest stores.</p>							
		5			Sruthi V Ramanan	16150	Need for Existing supply chain model to adapt to Omni-channel fulfilment
					Vijay Nagabushan	16156	
					Samuel Davidson J	16238	
<p>Abstract : Omni Channel is a multi-channel approach to supply chain management in order to enhance the product delivery system of retail and wholesale products by improving various factors involved in the SCM process. Omni-Channel is not just confined to Business-to-Customer products, but can also be implemented seamlessly in Business-to-Business products. The development of the whole sale distributors from the traditional fulfilment multichannel approach to Omni Channel fulfilment. The changeover is mainly to meet the growing demand of customers to get their products delivered on the same day or the following day itself. This trend has also forced the e-retailers to seek the help of the whole sale distributors.</p>							

		6			Kolli Naga Mounika	16122	Impact of Just in Time with technological insights in manufacturing
					Lakshmi Sruthi P	16123	
					Aravind Rao Sirigada	16209	
<p>Abstract : In fast growing and competitive markets today, the focus is on reducing cost as the control over prices is reducing gradually in this buyer driven world. Just in time (JIT) is operations management strategy which provides edge in cost reduction without compromising on the quality and service time. JIT techniques helps in reducing cost by reducing inventory, handling costs and various carrying costs. JIT process relies on concepts such as Kanban, Kaizen, Quality Control, and Lean Manufacturing to achieve its objectives. This research focuses on the technological transformations required for a traditional manufacturer to follow JIT thereby gaining competitive edge in the current market scenario. The study provides benefits of JIT techniques and impact on the operational performance. The study also looks into how information technology compliments JIT through Information Systems in managing inventory, production and logistics.</p>							
	BOB	1	Bobby Srinivasan	Great Lakes Institute of Management, Chennai	Akshat Jain	16203	Forex Hedging Strategies by Indian Non-Financial Firms
					Jagadeswar Reddy K	16223	
					Vishnupriya Ikkurthi	16256	
<p>Abstract : Forex hedging is the strategy adopted by the corporates dealing in multiple currencies to protect themselves against the risk associated with sudden or unanticipated changes in exchange rate. Hedging is done with the help of different types of derivative instruments. Derivatives are meant to facilitate the hedging of price risks of inventory holdings or a financial/commercial transaction over a certain period. Following the growing instability in the financial markets, the financial derivatives gained importance after 1983 when the Chicago Board Options Exchange decided to create an option on an index of stocks. In recent years, the market for financial derivatives has grown with inclusion of different available instruments. Also, in the recent years complexity and turnover of the derivatives has increased. Financial derivatives have provided innovative ways to comprehend, measure, and manage risks. Most common examples of vanilla form of derivatives are Futures, Options, Forward contracts and Swaps. Options and Futures derivatives are traded actively on many exchanges all around the globe.</p>							
		2			Nishanth Chordia A	16129	Can Balance Sheet recession happen to India?
					Krithi Gugan	16226	
					Vishnu Prabha S	16255	
<p>Abstract : A balance sheet recession is a type of economic recession that occurs when high levels of private sector debt cause individuals or companies to collectively focus on saving (i.e., paying down debt) rather than spending or investing, causing economic growth to slow or decline. In this project the factors that affect or cause the balance sheet recession are analyzed. Balance sheet recession can get into a vicious cycle when not controlled. There are two hypotheses which will be considered in this empirical study. The new term called Debt variable is introduced. This Debt variable denotes the amount of debt in the economy in terms of the consumer debt and the corporate debt. The null hypothesis is that "The debt variable has no effect on the balance sheet recession." which has to be negated. The alternate hypothesis is that "The debt variable does affect the balance sheet recession"</p>							
		3			Ferzaad Mohammed	16117	Does commodity price changes leads to global deflation?
					Marimuthu	16124	
					Pankaj Kumar Garg	16130	
<p>Abstract : It is good to know how the prices of the commodities that we use in our day today life affect the rate of deflation. Deflation is defined as the decrease in price level of the goods and service. After the Global Financial Crisis or 2008 Financial Crisis the world is recovering slowly. In order to boost up the economy most of the country has zero interest rate. But in India the situation is very different. It has an inflation rate close to 10% but now the inflation is reduced due to government policy, what the country should remember is that the whole world economy is going for a deflation and deflation is worse than the inflation. This decrease in the interest rate will hold good for a short period but when it is considered as a long term benefit this may not be the best solution since we are just postponing the crisis to the future instead of solving it. In a due course of time we will be meeting a great financial crisis soon in the future.</p>							
		4			Anmol Caul	16109	Study the impact of FII flows to gain advantage in the market
					Kritika Verma	16227	
					Saethak Mohanty	16240	
<p>Abstract : The study tries to see if Foreign Institutional Investment has any bearing on the market which we have defined as CNX Nifty. We also want to see if this relationship is strong and quantifiable. If there exists a relationship between them, then we plan on building a trading strategy using different statistical tools and technical analysis on the FII data. We will then backtest our strategy on historical data to see the returns and profitability of the same and compare its returns against the returns of the "Buy and Hold Strategy". The period of study will be 15 years, which will encompass both a bull and a bear market. If the strategy turns out to be profitable, giving returns higher than the risk free rate of return, then we could create a fund which can trade on the strategy giving us abnormal profit.</p>							

		5			Subramanian K	16121	To devise a tool for Inflation targeting using various learning techniques
					Shweta Prabhakar	16145	
					Srinandan G	16148	
<p>Abstract : Our study mainly focusses on determining, identifying and studying the relative importance of the main behavioural aspects of an individual investor or broker that are influential in his decision-making process while building his investment portfolio. We also intend to study the impact of such behavioural parameters on his portfolio management and the performance of his portfolio. In an efficient ideal market, investors would be rational, unbiased and consistent. They would make investment decisions without any hint of emotion or passion. Their choices would be based on a single goal of maximizing their expected utility. Traditional finance theory assumes investor to be fully rational who evaluates all possible choices before making an investment decision. They make decisions consistent with expected utility theory and hold well diversified portfolios. However the portfolio selection process is not just analytical. It is human too. Feeling of loss, pride and regret often override rationality. Behavioural theory depicts different picture, it states that an investor cannot be rational all the time.</p>							
		6			Shefali Bhatia	16142	Is it a good time to invest in emerging markets?
					Srishti Kumar	16149	
					Adithya.V	16154	
<p>Abstract : Many foreign investors have realized that in order to maximize their wealth they need to move towards growing opportunities in the emerging and developing markets. To obtain higher yields assuming the extra risk is inevitable, as the risk of liquidity or volatility of exchange rates in these markets, is significantly higher as compared to the developed markets. In recent times though the growth in emerging economies has slowed down, but the high returns have still managed to sustain. This transition has resulted in massive capital inflows into these emerging horizons. Countries like China have managed to show positive growth at a time when others had a negative economic growth. Financial experts have predicted that the emerging economies would contribute 70% of world growth over the years. Also privatization in the emerging economies has a significant indirect effect on local stock market development through the resolution of political risk. It has been suggested that changes in political risk in general tend to have a strong effect on local stock market development and excess returns in emerging economies, suggesting that political risk is a priced factor.</p>							
		7			Anirudh	16105	Impact of crude oil prices on stock market
					Radhika	16235	
					Anand	16259	
<p>Abstract : The focus of the study is to identify the factors that impact the price of crude oil and establish a relationship between falling crude oil prices and stock market. Given the apparent importance of oil prices, it is important to find the relation between oil prices and other asset classes, such as equities, to better understand the link between oil prices and the economy. In the current economic scenario, the prices of crude oil have reduce drastically from \$115 a barrel to below \$70. The main reason for this decline is low demand globally, due to weak economic activity and increased productivity.</p>							
		8			Vishnu Raj V	16157	Building a portfolio with Manageable Risk
					Rupa Ghosh	16139	
					Deepak Prakash	16213	
<p>Abstract : Many people who want to invest are not investing in any stocks. The reason which scares them from doing it is the level of risk. The risk return appetite with a level of risk and for different risks will be considered during this study. Historical data of beta value available will be used for doing the study. Given a level of risk, investors may like to have a portfolio in High price stocks, Moderate price stocks and low-level stocks. The objective of this study is to understand how to build a portfolio with risk management. The aim is to understand how beta value affects the buying behavior, all other macro-economic factors like sentiments, global economy, and uncertainty being neutral. If these are constant, beta value can be used to understand the investment pattern. The influence of beta value on investors includes the selection of sectors, Selection of value of stock, the volatility of stocks etc.</p>							
	BHA	1	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Ankit Singh	16107	The effect of Sales Promotion on Brand Loyalty in Services
					Mitali Malpani	16125	
					Rajat Vij	16132	
<p>Abstract : In the present era, Sales Promotions is considered as a tool that undermines a brand, but still companies spend a large portion of their budget on sales promotions to speed up sales and steal the customers from the competitors. Our research helps to resolve this inconsistency and study the effect of sales promotion on brand loyalty in service industry. The study used an experiment and a survey to study the effect in services with search, experience and credence property. We used fictitious brand and promotions for the experiment and survey. Our study results indicate the effect of promotion including both monetary and non-monetary on the brand loyalty. The paper clearly shows under the effect of promotion, consumer forgot their loyalty and switch to another brand.</p>							

		2			Rishi Reejhsinghani	16137	Retail Vs E-tail: How can Retail Fight Back?
					Shalini Tripathy	16141	
					Shruti Balabhadra	16144	
<p>Abstract : The growth of e-commerce sector in India & across the world has posed a considerable threat to the brick & mortar shops which are soon lagging behind in product variety, appeal plus their non-accessibility to the less prominent Tier 2 & Tier 3 cities, & is a problem that the retail giants can no more afford to avoid. Also in terms showcasing product value, capturing demand uncertainty & providing information content has proved to be a mammoth task structure that the offline stores need to undertake. Once successful; stores like Blockbuster, Circuit city have shut down & some stores like Zales & even Tiffany are finding it difficult to keep pace with the growing E-tail industry which further exemplifies the fact that similar models in India could be posed with threat of closing away</p>							
		3			Esha Agarwal	16116	An Analysis of Merchandising in IPL
					Arumugam.B	16211	
					Shakti Pratap Solanki	16241	
<p>Abstract : This study focusses on ways to improve merchandising in the Indian Premier League which is still in its nascent stage. The merchandise sales in IPL is very feeble compared to other major leagues in the world such as EPL, NBA, etc. Thus, the focus was on identifying the factors which affect the purchase intent of these IPL teams. A survey was conducted among various age groups to identify the most important factors that the teams would need to work on to improve their merchandise sales. From the survey, factor analysis and regression analysis was done to gather the impact of these variables on the purchase intent. Beyond all of this, an experiment was also conducted to identify how many viewers were ready to buy their team's merchandise along with tickets. Three scenarios were imagined and based on people's responses, ways to exploit and improve merchandise sales have been suggested.</p>							
		4			Mobashshir Arshad Ansari	16230	Showrooming: A Preliminary Empirical Analysis
					Shashank Saurav	16242	
					Sweta Ramdas	16249	
<p>Abstract : The purpose of this research is to understand the various reasons why customers do showrooming. While reviewing literature on the subjects of online shopping, we understood several aspects of a consumer's behaviour in the field. Price and discounts offered by retailers online is the major factor driving a customer to participate in the act of showrooming. However, if an offline retailer wishes to attract and retain customers in the brick and mortar store, there are certain other aspects which can be looked at. From our research we have concluded that factors like presence of sales persons in a store, ambience of the place, loyalty programs offered, reviews on products on ecommerce websites can have a significant effect on customers. Offline retailers can leverage on these strengths while ecommerce companies are battling it out in a price war.</p>							
	EAS	1	Easwar Krishna Iyer	Great Lakes Institute of Management, Chennai	Ankita Gupta	16208	How does Social Media affect Branding (using sentiment analysis)?
					Avani Sahu	16210	
					Malvika Gupt	16228	
<p>Abstract : Social media plays an important role in how consumers discover, research, and share information about brands and products. In fact 60 percent of consumers researching products through multiple online sources learned about a specific brand or retailer through social networking sites. Active social media users are more likely to read product reviews online, and 3 out of 5 create their own reviews of products and services. Women are more likely than men to tell others about products that they like (81% of females vs. 72% of males). Overall, consumer-generated reviews and product ratings are the most preferred sources of product information among social media users.</p>							
		2			Neeraj H Menon	16128	Hierarchization of variables which enhances customer satisfaction and those which trigger dissatisfaction in E- Commerce
					Sidhant Mahajan	16162	
					Shibani Naidu	16243	
<p>Abstract : Electronic commerce has become one of the essential characteristics in the Internet era. According to UCLA Center for Communication Policy (2001), online shopping has become the third most popular Internet activity, immediately following e-mail using/instant messaging and web browsing. It has now been adopted all over the world including India. As the number of transactions through e-Commerce has been rising, it is important to study the various factors which drive the satisfaction or dissatisfaction of the customer. For any business, the key to success is repeat business from the same customers. It is the same in the Web environment.</p>							
		3			Ankil Sanghvi	16106	Factors affecting the adaptation of digital marketing in organizations
					Anurag Anand	16110	

					Sanjana Narasimhan	16158	
<p>Abstract : Take a gander at basically any shopper industry and you'll perceive how changes in computerized innovation are in a general sense adjusting the way that buyers draw in with brands some time recently, amid, and after a buy. Purchasers today hope to search, examination, request input, assess, and push the "purchase" catch at their own particular pace, and at the time and put—and by means of the stage—of their picking. Customers likewise keep on drawing in with brands online after a buy and to impart encounters to each other. Quite a bit of this shopper trip is past the immediate control of organizations, and showcasing associations are sprinting just to keep pace. The uplifting news for head showcasing officers (CMOs) is that advanced promoting can offer nitty gritty information on and investigation of purchaser conduct, and in addition exact results around an advertising program's viability, with a level of subtle element and exactness that past eras of CMOs could scarcely understand. The test is that these new advances and purchaser practices are raising the necessities for what will succeed in the business sector.</p>							
	JAY	1	Jayraj Rau		Ajay Chandar	16103	An online branding framework for individuals and companies
					Shorya Umang Jain	16143	
					Prateek Sharma	16160	
<p>Abstract : The purpose of this study is to understand how digital marketing can be leveraged to help brands inspire a sense of ownership, belonging and loyalty in their current and potential audiences. The number of Internet users in India has exceeded 300 million (out of a population of 1.25 billion), and has so far achieved a year-on-year growth rate of 32%. (IMRB-IMAI, Internet In India 2014). Of these users, 50 million have mobile data plans and 10% of them access the internet only on their mobile phones. This has also brought a lot of users aboard social media – Facebook and YouTube have a combined Indian membership of 105 million members. These impressive figures notwithstanding, the Internet penetration rate in India stands at a mere 20%, offering much potential for growth.</p>							
	MAN	1	Manaswee Samal	Praxis business school & XIMB	Ashutosh Anand	16112	Impact of Macroeconomic variables on stock prices
					Akshat Agrawal	16202	
					Ali Zeeshan	16206	
<p>Abstract : The study of the capital market of a country in terms of a wide range of macro-economic and financial variables has been the area under discussion of many researches during the last two decades. With the surge in the integration of the “Global” economy, the financial markets of each country are gaining increased attention of policymakers and citizens alike. The capital markets play a central role in a country’s aggregate economy. After the government has adopted the liberalization and globalization policies in 1991, the stock markets have seen increased flow of funds and has undergone tremendous amount of change. A stock market usually provides corporate, who are in dire need of finance, an option to go public and sell the shares of their companies to the general public.</p>							
	SAJ	1	Sanjoy Sircar	Great Lakes Institute of Management, Chennai	Megha Shah	16229	Effect of Macroeconomic factors and Crude oil prices on Indian Stock Market
					Prem Tej	16250	
					Vinay S V	16254	
<p>Abstract : The study investigates the impact of the five macroeconomic variables namely, industrial production index, wholesale price index, foreign exchange reserve, 91-days Treasury bill interest rates and exchange rate along with 2 commodities, namely international gold and WTI crude oil prices on Indian stock market index (NSE Nifty). Monthly data of all the seven input variables over the period 2010:04–2015:03 have been used for analysis. To find the long-run equilibrium relationship between macroeconomic variables, gold, crude oil and stock market index Johansen’s co integration test and Vector Error correction Model have been used. The analysis shows that macroeconomic variables, crude oil price, gold price and the stock market index are co-integrated which implies the existence of long-run equilibrium relationship between them. It is found from the study the stock market index is positively related to index of industrial production, foreign exchange reserve and inflation and is negatively related to exchange rate, short term interest rate, crude oil and gold price. It is also observed that the impact of macroeconomic variables and commodity prices on Indian stock market is prevailing in the long-run than in the short-run.</p>							
		2			Vandhana	16153	Impact of adopting International Financial Reporting Standards on the Indian Corporate
					Keshav Chander	16222	
					Soundarya Abirami.A	16246	
<p>Abstract : This Research was carried out in order to quantify the impact of the adoption of Ind-AS (a modified version of IFRS) in India. Since none of the corporate have changed to Ind-AS reporting till date, a survey technique was adopted for the study. The respondents included around 70 professionals from various Industries with work experience ranging from 1-30 years. Regression results indicated that only few standards such as Fair Value reporting, Amortization were expected to be beneficial for the firm over the others. In addition to this, analysis of the Financial Statements of TCS and WIPRO reported under GAAP and IFRS indicated that these factors did affect the Profitability ratios and Earnings of the firm.</p>							
		3			Aman Gupta	16207	Analysing and evaluating the performance of different type of mutual funds

					Sai Kireeti	16237	
					Santosh Dhulipala	16239	
<p>Abstract : There are hundreds of mutual fund schemes offered by various asset management companies and it is often very difficult to differentiate between the various funds and choose one to invest in. It is crucial to understand what drives the performance of mutual funds and how to evaluate them. The fund's selective ability, market timing and the ability to generate returns higher than the market portfolio indicates the performance of the fund. The performance is best measured by alpha which is the excess return generated over the expected rate of return. This is high when the fund manager tweaks his portfolio with respect to the benchmark depending on his strategy and style of investment. This along with selective ability and market timing of the mutual fund scheme will lead to alpha.</p>							
	SRI	1	Sriram. D	Great Lakes Institute of Management, Chennai	Akshay Chauhan	16204	Determinants of customer experience in enhancing loyalty of customers towards e-commerce websites
					Jitendra Bherulal Jain	16219	
					Shivam Shukla	16244	
<p>Abstract : There are very few research papers which studies about the loyalty in online marketplace sector. This study investigates the factors of customer experience which helps in enhancing the loyalty of customers towards an e-commerce website. According to the model used for testing, customer experience is a function of the website design, incentives offered by the company, product ranges, post sales services and e-serve qual. E serve qual is defined as the product of five factors of service quality Reliability, Tangibility, Assurance, Empathy and Responsiveness. This paper will help in increasing the knowledge base for the e-tailors which will help them in increasing the loyal customer base and enhanced customer experience</p>							
		2			Rashmica.R	16134	Determinants of Customer Experience in Service Industry
					Aishwarya.M	16201	
					Varun.M	16252	
<p>Abstract : Customer experience can be perceived as the internal responses the customer displays with respect to the direct or indirect contact they have with the product or service. It is the major aspect that drives customer satisfaction which happens to be the fulcrum that determines the growth of the company. Most companies work towards achieving higher levels of customer satisfaction. In the process they are deceived by the notion that just collecting data on customer satisfaction levels will ensure their existence in the competitive market. They fail to realise the vitality of the role customer experience and relationships play in driving customer satisfaction.</p>							
		3			Hiranya Garbha Deshmukh	16119	Consumer Engagement of brands on social media
					Supam Das	16151	
					Vidhit Bhatia	16159	
<p>Abstract : The success of a business is largely driven by whether its customers or target audience decides to purchase its products or not. It is well- Known that, if an organization takes steps beyond just encouraging customers to make one-off purchases and instead attempts to create engaged customers they dramatically increases business performances including sales and growth. This research focuses on the key elements one must follow or have in place in order to create engaged customers. If any particular organization has a high proportion of engaged customers it is obvious that the business will be even more successful.</p>							
		4			Akash Swami	16104	Role of Customer Experience in Customer Satisfaction & Customer Retention in Automobile Industry
					Deivanai.A	16215	
					Kartik Arora	16221	
<p>Abstract : Automobile industry is one of the key drivers in contributing to the growing economy of the country and contributes 22% of the country's manufacturing GDP. The sector recorded a growth of 13.56% in 2007 which amounted to USD 2.76 billion. The industry expanded 15% of its car production, 10% of commercial vehicles, 26% of three wheelers and 7% of two wheelers during the year 2006. [Indian Automobile Industry – Business Knowledge Resource Online]. With the expansion of the middle class and younger population base, increased demand in the rising income, growing technology, changing lifestyles, increased purchasing power along with the strong macro fundamentals have attracted many automobile manufacturers to the Indian industry. Well established financial markets, stable government policies, large pool of skilled man power, cash inflows has enhanced competition among the auto companies. These also have resulted in multiple options available for the Indian consumers at competitive costs.</p>							
		5			Divya.R	16115	Impact of digital marketing on customer engagment and purchahse intentions
					Raghav.R	16131	
					Srimathi.R	16247	

Abstract : Monitoring Customer engagement will study the relationship i.e. participation and connection the customer shares with the organization. A customer's experience could be both bad and good. Thereby how each such purchase experience affects the final purchase and eventually the relationship the customer holds with the organization. The dependent variable which is to be measured is customer engagement. The independent variables would be previous purchase, knowledge of the brand, good or bad experiences of the customer

	SWA	1	Swaminathan. T.N	Great Lakes Institute of Management, Chennai	Somya Goyal	16147	Drivers of Consumer Attitudes and Preferences to compare Indian and Foreign Brands in Hair Care
					Harleen Kaur	16217	
					Monica Banerjee	16231	

Abstract : The idea comes from the two ironical stances that India is currently facing. On one hand the current government asks its citizens to promote the 'Sell Made in India' Campaign, which is in turn being cannibalized by the 'Make in India' campaign which promotes the establishment of manufacturing hubs of foreign investments. This study would aim to analyze the mindset of the consumers in the Indian market to find out, in a scenario of ceteris paribus, what factors lead to a shift in consumer acceptance for a foreign or an Indian brand with respect to the Fast-moving Consumer Goods Sector.

		2			Deepthi Sarvabhotla	16214	Consumer preferences and attitudes towards buying ready-to-eat QSR foods during travel
					Krishna Teja	16225	
					Anurag Reddy.V	16251	

Abstract : The purpose of this study is to estimate the parameters that influence the preferences and attitudes of travellers towards QSR foods. For the study, a mall survey was done with a sample size of 142 across demographic parameter such as age, gender and income levels. The results were analysed for each independent variable and results were found to be significant at 95% and 99% levels. This report ends with recommendations to business entities planning to start the food delivery services as delineated above, based on the consumer insights gained through this study.

	VIN	1	Vinit Thakur	Independent Consultant	Apoorva Singhal	16111	Effect of Enterprise Resource Planning Implementation on Projects and Operations Management
					Ravi Agarwal	16135	
					Pranjal Kothawade	16233	

Abstract : In the era of mass customization, it is very difficult for organizations to keep track of all the individual requirements and activity progress. ERP (Enterprise Resource Planning) offers the organization one stop solution for all the business needs from inventory to accounting and employees and suppliers. In this report we have established the effect of ERP implementation on cost and time savings in FIAT India Automobiles Pvt. Ltd. considering two business activities of procurement and payment cycles. And it is proved with calculations that ERP improves efficiency. Also this report gives the reader the broader view about how to approach the aftermaths of any system's implementation and provides the scope for further research in other verticals like inventory management, warehousing, etc.