

ABSTRACT EMPRICIAL STUDY PGDM 2015_2017

Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No.DM (17)	Topic of study
Top 3 Studies					
2	Sriram. D	Great Lakes Institute of Management, Chennai	Jeevan Jyothi K	17115	Analysis of the concept 'Flow' in Omni-channel environment
			Neha Rao	17127	
<p>Abstract : Flow is the mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity. In essence, flow is characterized by complete absorption in what one does. It is believed that shoppers also get into this state of Flow during the shopping experience which is driven by various factors across different store formats. The creation of a "servicescape" or retail environment involves large amounts of investment in terms of selecting appropriate physical infrastructure (size, location); design themes; selection, training and deployment of right people to serve customers and branding elements. . Similarly, in terms of designing a website, layout of the site, ease of navigation, presentation and providing information about the products are important decision enablers.</p>					
3	Sriram. D	Great Lakes Institute of Management, Chennai	Vaishnavie	17133	Comparison of Customer Flow Experience in Physical Stores for High and Low Involvement Products
			Priyam Gupta	17233	
			Revati Monia	17238	
<p>Abstract : Flow has been established as one of the critical determinants for customer experience online. It is defined as that state of consciousness where people get involved in an activity so deeply that nothing else seems to matter and they start to lose track of time. The objective of this paper is to extend the flow model to physical stores and determine whether this flow experience will improve the overall customer experience leading to final purchase intention. Also, a suitable comparison for the same has been done for the low involvement and the high involvement products.</p>					
1	Anthony Paulraj	University of Denmark, Denmark	Anju Jose	17205	Optimizing Supply chain for Cash on Delivery system in an e-commerce company
			Nadesakumar R	17224	
			Sreejith Viswanath	17246	
<p>Abstract : The study is an analysis of performance of Cash on Delivery system for an e-commerce company. We measure various variables that affect the performance of Cash on Delivery system and derive a relationship between all these variables and the performance indicators like cost, customer satisfaction, and lead time. We propose to find out what the enablers of performance are, the inhibitors to performance, and the factors responsible in cost reduction in the whole supply chain. Cash on Delivery is generally a loss to the company because the company bears the logistics cost for the product. In case of return of products, the company stands to bear twice the cost (delivery to customer and then back to the retailer). We propose to find a relationship between these inhibitors to performance and return of products by customers. This might help minimize number of returns thus a resultant reduction in costs</p>					
7	Bharadhvaj .S	Great Lakes Institute of Management, Chennai	Ankur Mittal	17161	Effect of Surge Pricing: An Empirical Analysis
			Swati Koley	17255	
			Vineet Goyal	17259	
<p>Abstract : This paper aims to explore the method by which surge pricing can be implemented such that it has higher perceived ethicality together with increased acceptance and hence it will be accepted by the people with positive affect. The research study was conducted in two parts. First was the qualitative data collection by using personal interviews to determine consumers outlook towards surge pricing. Secondly, an innovative new method that can increase acceptance of surge pricing is proposed and then tested against already established surge practise. This new method was tested by means of four structured vignettes which presented different case to different sample and by means of one comparison survey directly comparing two methods. Cab services were used to test consumer behaviour towards surge price for two different methods and going further consumer's perceived ethicality and their confidence in their decision was also measured against these two methods.</p>					
Remaining Studies					
1	Amit Parakh		Nancy Rastogi	17123	Using Hedging for Portfolio Diversification
			Shubham Singhal	17146	
			Bhavana Reddy	17162	
<p>Abstract : A hedge is an investment to reduce the risk of adverse price movements in an asset. While hedging is the practice of attempting to reduce risk. The goal of most hedge funds is to maximize return on investment. Hedge funds are alternative investments using variety funds that may use a number of different strategies in order to earn active return, or alpha, for their investors. Our empirical revolves around hedging, use of various strategies that will maximize gains and at the same time act as a cushion against risk</p>					
2			Bhoir Jatin	17105	A study of supply chain in online & offline stores
			Navitesh Batra	17226	
			Richa Mundhra	17240	
<p>Abstract: The study tries to recognize that, how consumer measure channels for their purchasing. With growing technology and internet penetration online stores is the next boom. We want to understand the consumer perception for the internet shopping and traditional shopping and what are the reasons related to supply chain that affect these channels. With increase in competition the buyers are expecting more and more from the service providers and due to which retailers must focus on some areas so as to stay up with the competition. The study finds that what the various attributes are by having a qualitative discussion so as to find what are the main things today's consumers look at before buying.</p>					
3			Gargi Chatterjee	17111	Analyzing the factors influencing the performance of reverse logistics
			Mounika Mekala	17121	
			Navya Garimella	17126	
<p>Abstract : Our study is mainly about analyzing the factors influencing the performance of reverse logistics. Traditionally, businesses have concentrated on improving the forward supply chain for their products (e.g., manufacturer-wholesaler-retailer). Most of the companies don't lay much emphasis on Reverse Logistics. However, as the business environment becomes more competitive, it becomes increasingly important for them to concentrate on optimizing the backward loop, as well. Though studies has shown the fact Reverse Logistics can result into immense cost saving and process effectiveness but there has been some reluctance implementing the process, whereas it is an essential supply chain capability in today's global market place and has been identified as a key process within supply chain management.</p>					
4			Navneet Pande	17125	How cloud computing will Impact on Small and Medium Enterprises
			Rohith Babu	17139	
			Vishnu V Unni	17159	
<p>Abstract : Cloud Computing is changing the way business is being done. Very few in today's world will doubt the fact that cloud computing is here to stay. Cloud computing provides a relatively easy solution to do business without actually investing heavily or owning a lot of infrastructure. Cloud clients can access the data with the help of a mobile application, web browser, client terminal, emulator etc. Many analysts are sure of the thought that cloud computing will be a potential technologies that impacts business significantly in the next decade. It is a fact that cloud computing is beneficial to large corporates. Cloud computing can be used in different sectors or fields to improvise the whole setting of doing business. These fields include education, health, analysis, customer relationship, consulting, manufacturing and a lot more.</p>					
5			Arpit Garg	17165	Performance Analysis of Optimization models of Reverse Logistics chain in e-commerce
			Ashwin Gopinath	17210	
<p>Abstract : In a world of finite resources and disposal capacities, recovery of used products and materials is key to supporting a growing population at an increasing level of consumption. As waste reduction is becoming a major concern in industrialized countries a concept of material cycles is gradually replacing a 'one way' perception of economy. Increasingly, customers expect companies to minimize the environmental impact of their products and processes. Moreover, legislation extending producers' responsibility has become an important element of public environmental policy. Several countries have introduced environmental legislation charging manufacturers with responsibility for the whole lifecycle of their products. Takeback and recovery obligations have been enacted or are underway for a number of product categories including electronic equipment in the European Union and in Japan, cars in the European Union and in Taiwan, and packaging material in Germany.</p>					
6			Gautham R	17112	Implementation of Information Technology in Indian Healthcare Industry: Comparison with Global standards
			Sahana	17120	

		Sai Vishnu M	17244		
<p>Abstract : Information Technology (IT) is touching human lives across domains and healthcare is not an exception. IT in healthcare deals with the processes happening both at the customer facing end and in the background. Some of these save cost, while only some actually improve the service quality. This paper explores the effect of different faces of Healthcare IT (HIT) systems on service quality. It is found that the clarity of data, ease of use and privacy of data are significant factors in improving the service quality while the availability of HIT systems is considered a basic necessity</p>					
7		Rijul Dewan	17136	Green Supply Chain Management in manufacturing Industries	
		Nikhil Thakur	17227		
		Veda Samhita Pudi	17258		
<p>Abstract : The impact of Green Supply Chain Management (GSCM) has been researched in various sectors like automobile, electrical, manufacturing, IT, Chemical, etc. However, there were very few researches done on GSCM practices and its impacts in India. Our aim was to establish the relationship between GSCM practices in manufacturing industries and its impact on the industry efficiency. We tried to analyze its impact depending on various parameters (variables) like cost effectiveness, eco design and operational performance. The analysis was done based on the dependent variables like green manufacturing, green procurement and green logistics.</p>					
1	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Nankee Narula	17124	Study on the actions taken by the e-retailers for increasing payment through credit cards
			Satwik Arora	17141	
			Sumit Gupta	17250	
<p>Abstract : The purpose of this literature review is to explore the challenges faced by the e-retailers in boosting the credit cards sales. The big players are facing issues in delivery, personalization, cyber security and payment gateways, thereby reducing the conversion rates. The major factors influencing the decision to make online purchases is convenience and time. From the findings, the bricks and mortar are now planning to go online seeing the benefits of the asset light ventures as there is less amount of investment in the infrastructure. The dark side is that these companies are running into losses and finding optimal solutions to increase their revenues online. Thus, our report proposes a solution for the same.</p>					
2			Surbhi Srivastva	17150	How and why should offline retail stores enter into e-retailing market?
			Swarna Rohitha	17151	
			Ritika Kharola	17241	
<p>Abstract : The topic here addresses the current market scenario where offline retailers face stiff competition from the growing presence of online retailers. In order to keep up with the shifting trends, it is but of utmost importance that the offline retailers view online presence has a value add rather than a hindrance in their business. This empirical study aims to analyse the factors that are essential and that would help traditional retailers to ride the wave of e-commerce bubble.</p>					
3			Darshan Tipnis	17214	Ready to eat market in India : Exploring consumer behaviour
			Janak Punjabi	17218	
			Kalyani Shah	17219	
<p>Abstract : RTE food products have been in Indian markets for over a decade. In the 2000s, technology helped prolong the shelf life of these products. Yet, RTE remains majorly an export business. Top five players control almost 50% of the market share. And three new players account for 35% of the production. Advertisements about these products are rarely seen and domestic sales are limited to tier 1 cities. The Indian economy has been growing at a fast pace in the last few years. We are witnessing rapid urbanization, rising income levels, and hectic work life schedules. Work force from tier 2 and tier 3 cities is flowing into tier 1 cities. A large population of the young work force is living away from home.</p>					
4			Sucheta Bhattacharya	17148	The impact of E-Banking channels on customer satisfaction in Indian banks
			Indrajeet Upadhyay	17163	
			Rekha A.K	17237	
<p>Abstract : This study presents what impact electronic banking has on customer satisfaction levels across different banks in India. The responses was collected by conducting a survey in form a questionnaire . The 142 participants of the survey includes 74 Females and 68 males varying from 18 to 55+ years of age and belonging 22 different banks. The descriptive analysis shows that ATM is the most used e-banking channel among the respondents. . It can be concluded from this study that there is a very high scope of penetration of different e-banking services in India. The results of the study through a linear regression implied that customer satisfaction depends significantly on Bundles and Addons, Sense of Security, Ease of Access Continuous Innovation and Customer service</p>					
5			Keerthi Tharigonda	17118	Adoption of Wearables in the field of healthcare and fitness
			Prashanthi.R	17132	
			Tara Vinyasa Nandipati	17256	
<p>Abstract : The awareness towards health has been very drastically increasing with time. People have become more health and diet conscious. The lifestyle of people is shifting to adopt to health care technologies rather than just depending on the health care consultants. The most popularly used health care devices are the smart bands, mobile tracker, glasses and watches. There have been the occurrences of new wearable devices as electronics or computers that can be worn on the body when inserted into items of clothing and accessories</p>					
6			Dinesh Gajendran	17107	Does the selling of exclusive products on online stores draw customers to purchase other products?
			Varun Kumar D	17156	
			Vishal Gopal	17158	
<p>Abstract : Exclusive product selling on e-commerce websites has seen a significant level of growth in India. The objectives of the study are to determine a consumer's personality traits - such as their need for cognition, need for uniqueness, etc. with respect to their attitude towards purchase of exclusive products. To find out the effect that the purchase of exclusive products creates on the customer, towards the sale of other products on the e-commerce site. Experiment and Survey methodologies were employed, depending on the hypotheses that were tested. Research was carried out on a sample size of 120 individuals, with separate questionnaires for test and control groups. The sample set had a set of individuals who were adept at purchasing online, with the age ranging predominantly between 20 and 30</p>					
1	Bobby Srinivasan	Great Lakes Institute of Management,Chennai	Mayank Mehta	17223	Oil windfall -Its impact on economies and financial markets
			Srishti Sharma	17247	
			Vishaka Sabay	17260	
<p>Abstract : The steep decrease of oil prices has sparked interest on the condition of oil dependent economies and oil producing companies. A number of puzzling questions arose such as the apparent demand and supply gap between oil production and consumption which is pushing the price down faced by stiff competition from shale oil, sands of Alberta and more renewable sources such electric cars. These changes have lead to a significant amount of research which offered new insights about the dependence of economies and companies. This thesis therefore undertakes an extensive review. It takes into account the fundamentals of crude oil prices, gives overview of oil shocks and connection of oil prices and stock markets.</p>					
2			Gaurav Garg	17216	Prediction of movement of currency in response to commodity prices
			Pooja Singh	17230	
			Sunaina Beckaya	17252	
<p>Abstract : Competitive devaluation is a series of sudden currency depreciations that nations may resort to gain an edge in international export markets. Currency devaluation can also have a positive impact on a nation's trade deficit because it makes imports more expensive. This forces domestic consumers to look for local alternatives to imported products, which provides a boost to domestic industry. This combination of export-led growth and increased domestic demand usually contributes to higher employment and faster economic growth.</p>					
3			Venkata Keerthi Sagar Chada	17140	Effects of oil prices fluctuations on various indices
			Shreyas R Krishna	17145	
			Maddali Sachin	17222	
<p>Abstract: Throughout modern history, oil has played a prominent role in shaping the economic and political developments of industrialized economies. The 1991 international crisis in the Persian Gulf is a further testimony to the importance of oil. Not surprisingly, a large literature is devoted to the study of energy and its effects on macro-economic variables such as economic stability, economic growth, and international debt. For example, Hamilton (1983) concludes that increases in oil prices are responsible for declines in real GNP.</p>					
4			Aman	17103	Effect of China on Global Economy
			Bijjam Yaswanth	17106	
			Kalp	17116	
<p>Abstract : China's GDP reached 11 trillion dollars which is 18% of the global Gross Domestic Production. China has evolved as a major manufacturing hub for many industries. China became the destination for the foreign investments which were in constant search of profits. It became a powerhouse of exporting because of low production cost. This inorganic growth which is dependent on the other countries' demand was soon set up on a roller coaster ride. The global slowdown has hit the demand for production and hence the growth of China. Currency devaluation deemed to be the only solution to China. In this empirical study we observed the implications of China's economy on global markets by performing regression analysis on various financial and economic variables.</p>					

1	Easwar Krishna Iyer	Great Lakes Institute of Management, Chennai	Virat Bhaskar Kanchi Harbhajanka	17157 17220	Identifying customer preference for IPL viewership; Differences vs communalities
<p>Abstract : The Indian Premier League is a Twenty20 cricket championship league created by the Board of Control for Cricket in India (BCCI). This game is very much in sync with the famous EPL or the NBA, which is held in U.S. The game was introduced in 2008 and since then it has become an instant success. This year is going to see its 9th consecutive season, which is sufficient to tell about its success. Since its advent, IPL has very well received by people. IPL converged the two very popular streams of entertainment in India. The Bollywood and The Cricketers. With IPL came a very brand new form of competitive marketing in the arena. Due to its importance and success in the region IPL is very important to be studied.</p>					
2			Dipesh Lalwani Nishant Chahra Nikhita Ratra	17108 17128 17228	Does Affiliate Marketing Compromise on Brand Image to garner Market Share
<p>Abstract : Affiliate Marketing is a multibillion dollar industry and one of the most expanding and upcoming in online marketing. The aim of this empirical is to evaluate the effect and implications of affiliate marketing to increase the market share on a company's brand image of its product or services. The study of affiliate marketing is to bring out its implications in the consumer behavior in the short run as well as in the long run in any industry in Indian market. Internet advertising has gained its prominence in recent years with surging growth rate of online media penetration because of its greater possibilities of directly targeting a much greater population, even at the global level. Affiliate marketing refers to an association between the merchants and the publishers in order to increase the market share of the merchants</p>					
3			Sumegha Chittlangia Tanmay Maheshwari Yash Raj	17149 17152 17160	Analysis of the inhibitor landscape of freemium apps
<p>Abstract : The rapidly growing market pie for products stretching from the smallest tangible object to the largest intangible source code has seen different transitions. The direct markets changed to e-markets and are further shifting towards m-markets. Our study is based on the mobile applications market on different platform based app-stores. The business model called shareware has been into existence since 1980s when a limited version of a program was rolled out in a floppy disk to create the demand for the paid version with more features and attributes.</p>					
4			Durga lakshmy subramoniam Rohith das Shanthipriya N	17109 17138 17144	Drivers of Brand loyalty in E-Commerce: Is it the market places or the brands?
<p>Abstract : The purpose of this study is to find out whether online shoppers are more product brand loyal or e-retailer loyal. This phenomena in the modern retail world is called consumer promiscuity. This study has different variables, price range of the product, age of the consumer, Experience of the consumer in using the internet for product search and analysis, Years of experience in shopping online, Gender of the shopper. The results show that price is a major reason that causes customers to switch website. Younger consumers are less brand conscious and are more retailer loyal. Experienced shoppers are more retailer loyal. As mentioned in other studies on the same topic, men are brand loyal while women are retailer loyal.</p>					
5			Abhilasha Bhadra Rituraj Pandey Tanvi Kapoor	17101 17137 17153	Marketing implication of user generated contents : Research synthesis and new directions
<p>Abstract : The presence of online networking and social media has denoted a significant development in the way both business enterprises and government agencies impart and draw in with their demographic markets. Online networking has basically changed our communication patterns and conduct through the Internet, along these lines making a new medium in which we expand and consume data. This paper will uncover and describe how online social networking can help the tourism industry leverage on User-Generated Content (UGC) produced by online networking services to deliberately position tourism based products and services. This paper concentrates on the role of online user generated content and its connection to the hospitality and tourism industry</p>					
1	Manaswee Samal	Great Lakes Institute of Management, Chennai	Naren Rajeev Kumar Priya R J Surekha R	17225 17234 17253	A Financial Model to help in valuation of start-ups
<p>Abstract : The need for development of start-up valuation model has emerged from the few shared characteristics which all Start-ups are assumed to have. They are: No History, Small or no revenues, Operating Losses, Dependence on Private Equity, survival in the industry, illiquid Investments. These characteristics are the major bottlenecks for the Investors. Through this research, we aim to identify the most significant variables that will have significant effect in valuing a start-up. By considering them, we seek to make better financial transactions like Deals, mergers and acquisitions, more importantly better investment decisions for both start-ups as well as venture capitalists.</p>					
1	Monika Mittal	Great Lakes Institute of Management, Chennai	Saurabh Singh Hiranya Garbha Deshmukh	17142 16119	Empirical Investigation into perceived use, perceived ease of use, intrusiveness and privacy of wearable IOT devices for healthcare industry
<p>Abstract : The world is witnessing a new era of Internet of Things (also known as IOT). It refers to the networked interconnection of everyday objects that are equipped with intelligence. It will make use of embedded systems by integrating every object for interaction. This thing would lead to the network of devices communicating with human beings and other devices [1]. The next wave in the era of computing will be away from the realm of the traditional desktop. With the advent of IOT, the objects surrounding us would be on the network in one form or another. Through Radio Frequency Identification Detection (RFID) and sensor network technologies would help in meeting this new challenge</p>					
1	Sanjoy Sircar	Great Lakes Institute of Management, Chennai	Rahul Sharma Sugandh Ratan Swapnil Kumar	17236 17248 17254	Financial Crisis – 2008: Analysis, Impact, Future
<p>Abstract : The bursting of the U.S Housing Bubble unleashed a hell all over the world economies and hence became a reason for the most memorable financial meltdown and the biggest stock market collapses. Stock markets are good indicators of the health of a nation and the volatility tells about the position of the companies. It is basically driven by the performance of that particular business house and investor confidence. Since we are in single economy called world today, a happening at one corner of the world affects all. And such is what happened during the 2008 meltdown. The bursting of housing bubble in U.S. affected all economies. The GDP rate of US economy fell rock bottom to 2% during the crisis, while RBI revised the growth rates of India to 7.5% (target rate) after the crisis for the coming few years.</p>					
2			Anand Singhania Parantap Bakshi Pavan Ramesh	17104 17130 17229	Determinants of Capital Structure: Indian Perspective
<p>Abstract : This study contains the market data for 25 companies spread across four sectors namely Textiles, Automobile, Construction and Oil sector. There has been a lot of research on the capital structure choices of developed countries. This study was done to get an Indian perspective and to know the factors that drive the capital structure choices in India. From the research conducted, we find that leverage decreases with increase in liquidity, profitability, volatility and size of the company. But, leverage increases with increase in promoter shareholding. This is study was done to document the features of Indian listed companies in terms of capital structure rather than testing which theory is better (Pecking Order or Trade-off theory).</p>					
3			Nishi Priya Varun Bansal	17129 17155	Evaluating the Validation of Capital Asset Pricing Model in Emerging Markets
<p>Abstract: This study focuses on empirical testing of Capital Asset Pricing Model (CAPM) in the emerging market. CAPM was developed to estimate the required return or the expected return. This model explains the relationship between the return of any asset and the risk component involved with that return. In this study, we will check the validation of this model. We have considered Indian Market as it is one of the most important emerging market. As emerging markets are volatile in nature so investors want to have a fair idea of risk and return. CAPM is a common model that they use in calculation of expected return as it provides an equilibrium relationship between risk and return, which helps in identifying the under-priced and overpriced assets therefore we want to check if the model holds true for the emerging markets</p>					
4			Subhajit Mukherjee Abhijit Ghosh Ayush Patel	17147 17201 17212	Are Historically Calculated Betas Really Worth It
<p>Abstract : We calculated betas of 15 listed companies spread over three sectors i.e IT, OIL & GAS and Banking using daily, weekly and monthly returns of each day. When compared with market available betas we found that there is a significant difference in our method and readily available betas. We came to conclusion that when the CAPM formula was introduced jointly by Treynor, Sharpe, Lintner and Mossin building over the works of Markowitz, the main assumption was that the expected return of the market should cover not only returns of stock exchanges but also of commodities, derivatives, real estate and even the market where goods are sold second hand</p>					

5			Arushi Anand	17208	Analysing correlation between spot & current prices of commodities- Gold, copper & crude oil
			Ashutosh Kuamr Singh	17209	
			Ria Kishore Dalwani	17239	
<p>Abstract : The study being conducted by our group pertains to analyzing the relation between movements in prices of globally traded commodities and the level to which they are traded. Also the relationships between spot prices and current prices of these commodities would be looked into. Finding a concrete correlation or even trends in relation would be beneficial for analysts working in the field of making decisions based on price movements of these commodities. The study would be a useful guide for investment bankers, portfolio managers and commodity traders alike. To minimize risk and maximize return, it is vital to understand and make sense of these relations. Price movements can be volatile in global markets; thus trading and investment in these commodities could be highly risky</p>					
1	Shankar.R.L	Great Lakes Institute of Management,Chennai	Lakshmi K Nair	17221	Relationship between oil price and Indian financial markets
			Rohan C	17242	
			Suganthan S	17249	
<p>Abstract : Oil plays an important role in the world economics. In this paper we will investigate the relationship of Crude oil prices with that of the Indian Stock Market. This paper proposes and estimates a structural vector autoregression model to investigate the dynamic relationship between these variables. For further investigation of the causal effect between the two variables, i.e. which variable causes the other, we have worked with Granger Causality Model. A positive shock to oil prices tends to depress emerging market stock prices in the short run. The model also captures stylized facts regarding movements in oil prices. A positive oil production shock lowers oil prices while a positive shock to real economic activity increases oil prices.</p>					
2			Tripti Singh	17154	Global Crisis and equity market contagion
			Bhatotiya J P	17217	
			Sahil Prakash Scott	17243	
<p>Abstract: The worst financial crisis since the Great Depression, 1935, was witnessed by the world in 2008-2009, when large financial institutions collapsed and stock markets crashed worldwide. This contributed to the recession around the world and also the European Sovereign debt crisis. The crisis resulted from the bursting of US house bubble leading to the collapse of banks like Lehman Brothers, Bear Sterns along with failure of key businesses. It was also called as the subprime crisis because it came into existence due to overvaluation of bundled subprime mortgages. The main aim of this research paper is to analyze the effect of global crisis on the equity market of India, closely referring to the 2008 subprime crisis</p>					
3			Eshani Roy	17110	Analysis of Indian Automotive Industry in order to enhance Investment Decisions
			Sumit Shukla	17251	
			Vaishali C	17257	
<p>Abstract : The purpose of this study is to identify the accurate indicators of profitability of a company in the automobile sector. From studies conducted earlier, Price-Earnings Ratio, Debt-Equity Ratio, Inventory Turnover Ratio, and Asset Turnover Ratio are taken as the independent variables, and Return on Equity as the dependent variable. For this research, the sample size is 20. It includes automakers and ancillary companies in the Indian automobile sector. Past 3 years' data of the companies were analysed, and it was found that the variables could be divided into 2 factors. The factor containing the variables Debt-Equity Ratio, Asset Turnover Ratio, and Inventory Ratio was significant. This indicates that these variables are the most accurate indicators of profitability of a company in the automobile sector</p>					
4			Jaya Saini	17114	The Impact of Corporate Social Responsibility (CSR) on the Overall Value of Banking Companies in India
<p>Abstract : The objective of societal welfare, responsibility of a Bank to give back to the society and the maximization of the shareholders' wealth often seems conflicting rather than complementing. The relationship between Corporate Social responsibility (CSR) and Corporate Financial performance (CFP) have been inconsistent in various regions and countries in consideration for different Banks. An extractive sample have been taken from the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE) have been taken for the Banks with the CSR rating for 2008 to examine the value relevance on the share prices of the respective Banks by controlling the other variables that impact the share value.</p>					
1	Sriram. D	Great Lakes Institute of Management,Chennai	Aparna Saxena	17206	Effects of Marketing Actions on Brand Association
			Pravin Kothari	17232	
			Raghav Lakhtakia	17235	
<p>Abstract : Marketing actions have traditionally been formulated to fulfill customer needs and benefit the organization. Marketing actions not only affects the decisions made by the consumers but it also plays a role as to how the consumer perceives the brand. Around us, we see a lot of different marketing decisions and marketing strategies being implemented. Some of these policies are explicitly visible to the consumers whereas some of them are not. These actions go a long way in deciding the customer association with the Brand. There have been studies of the long-term investor response on the marketing actions. From time to time we have noticed the brands being made impaired based on the consumer attitude towards the brand.</p>					
4			Akshay Sunil	17203	Effect of atmospherics & product placement on the final purchase decision in E-Commerce.
			Gaayarthi Dommeti	17215	
			Prithvi Ramachandran	17262	
<p>Abstract : Electronic commerce has been on the rise, e-commerce and online retail sales in the United States alone were projected to reach \$421,825.6 million by 2020. (Statista.com, 2/2016.). In India the number of internet users is expected to go up to 503 Million by 2017 (IAMAI, 2015). This poses a great opportunity to companies who are looking to set shop in India and that is why our study greatly focusses on the Indian market. In recent years, there has been a shift from brick & mortar stores to the online marketplace. This shift is happening at a rapid pace throughout the world and especially in emerging markets. As the retail store continues to evolve from a simple sales outlet to a cloud driven omnipresent storefront, the traditional marketing concepts are also evolving. The concept of product placement and the atmospherics have long been studied and have become one of the most important drivers of purchase when it comes to brick & mortar stores and now it is time for these concepts to evolve to cater to the fast growing online retail space.</p>					
5			Mukesh Prabhu	17122	Adoption of Technology
			Ravi Rao	17135	
			Ayush Verma	17211	
<p>Abstract : The use of new technologies has been dictating consumer behavior for a while now, ever more so when an individual partakes into a purchasing process that uses technology. The aim of the paper is to ascertain the attitudes across generations towards usage of new technologies in purchasing process and determine how readily consumers accept the disrupting technologies that now inundate our daily lives. The paper will briefly talk about the online entertainment giant Netflix as well. As Netflix looks to expand its base in countries like India, it will have to encounter consumers' readiness in India as there are numerous factors that come into the picture if one were to talk about the popularity of such services in India for instance, the perceived ease of use as well as usefulness. The fundamental framework used to carry out this particular research is the Technology Acceptance Model which is then modified by incorporating changes that are more applicable to the objective of the research work</p>					
6			Kunal Thakkar	17119	Factors Leading to adoption of Omni-channel Marketing in India
			Aishwarya Singh	17202	
			Prateek Murarka	17231	
<p>Abstract : The purpose of this report was to perform a detailed analysis about the adoption of an omni-channel selling strategy which involves integrating the online and offline channels for sales rather than treating them separately. With the growing penetration of internet globally, firms have improvised and adopted to a separate channel of selling and brand management. The online channel boomed during early 2000's and now is a prominent medium for firms to increase revenues. However unlike earlier when firms used to try and analyse both these channels separately, gradually firms have started adapting an integrated strategy rather than a differentiated one to the very approach being implemented. The research problem investigated in this particular study was based on the adoption of Omni Channel strategy by DELL Inc. in India.</p>					
1	Sridhar Samu	Great Lakes Institute of Management,Chennai	Amulya Gali	17204	The Emerging Influence of Social Media on Customer Preferences and Marketing Dynamics
			Sameer Sharma	17245	
<p>Abstract : Social media is having a huge effect on customer's preferences in recent times has led us to study this field of social media in depth. Our study basically comprises of the factors and reasons which leads people to join certain groups and how their group affects their preferences and liking. The study of this information flow starts from the underlying assumption of the respondent in joining a social media website, joining a group and active participation in the group involving sending and receiving of the information flow. Social media being a very large platform, our main focus will be on Facebook and WhatsApp. This will ensure that the study yields better and concrete conclusions as the field of study gets narrowed down.</p>					