

ABSTRACT EMPIRICAL STUDY PGDM 2016_2018

Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No.DM (18)	Topic of Study
1	Antony Paulraj	University of Denmark,Denmark	Anto Jeni	18110	Measurement model for supply- chain Uncertainties in Indian IT Industry
			Arunachalam R	18113	
			Pulkit Bansal	18240	
<p>Abstract : In today's world, supply chain management is a crucial factor for any business to sustain. The supply chain is one of the major elements for any business to serve the customers effectively. So it is important that every link in the supply chain is taken care of. In this volatile, uncertain, complex and ambiguous world, we never know what uncertainties lay ahead. Any errata in the supply chain can lead to delays in the business processes and operations. This is an issue that every manager is fighting with. As the business grows globally, handling global supply networks becomes even more challenging. So it is necessary to investigate the uncertainties that can disrupt or create bottlenecks in the supply chain and find ways to tackle the same. This investigation can also help us to design a flexible supply chain that can tolerate risks.</p>					
2			Vaman S Khopkar	18157	Role of reverse logistics in enhancing customer relationship in an E-commerce company
			Ashiq Peter Francis	18212	
			Nischal S Cherian	18236	
<p>Abstract : Reverse logistics deals with the flow of material from the consumer to retailer, retailer to distributor or distributor to manufacturer. It is also known as reverse supply chain. Ecommerce companies like Amazon, Flipkart, Snapdeal etc rely on reverse logistics on a great extent. When a customer acknowledges that, he has received defective or wrong item or wants to return it to the manufacturer – he requests for the same to the E-commerce company. In this manner, reverse logistics comes into action. Then the item is collected from the consumer and further process is – either the money is refunded or a new product is delivered back to the consumer.</p>					
1	Bharadhvaj S	Great Lakes Institute of Management,Chennai	Bharat S Raj	18118	Cash Back Promotions Online: An empirical analysis
			Tanya Kedia	18156	
			Kirubahar Praveen	18230	
<p>Abstract : The purpose of this research is to understand the effectiveness of cashback promotion based on the product type (Hedonic vs Utilitarian) and Brand Equity (High vs Low). It also examines which type of promotion is more effective- cashback vs discount promotion. This paper uses eight 2 x 2 x 2 factorial designs (product type: hedonic vs utilitarian and brand equity: high vs low equity brand) with established and new brands in two categories: Smart phone and Water Purifier. The study was conducted in the city of Chennai, India. It was found that Cashback promotion works best for High Equity brands that has utilitarian benefits. Discount promotions were found to be more effective for low-equity brands. E-wallet firms and e-commerce companies will be able to decide on the right type of promotions for their product portfolio. This research is among the first to investigate the effectiveness of cash-back promotions online in India.</p>					
2			Arav Manaktala	18207	Elements influencing customer online store experience: An Empirical Study
			Daniel Samson	18218	
			Dheeraj Gandhi	18219	
<p>Abstract : Growth in internet penetration rose about 40% in India in 2016. Adding to that the customer retail spending spiked to about \$750 billion during the same financial year. There has also been huge investor interest, but despite all these factors India's ecommerce industry only grew with a small growth rate of 12%. In comparison with the huge growth of 150% in 2015, it was indeed a bad year for the industry as a whole. This is mainly due to the deep discount model that most of the online merchants follow. Till now the deep discount model worked, but the average Indian shopper is inherently disloyal. As soon as the discounts stopped, a significant drop was noticed in the Gross Merchandise Volume i.e. GMV, which is one of the most famous indicators of the health of the industry. Till now, the game has been totally price focused. Our aim is to study factors which enhance the holistic online experience of the consumer. We aim to find how the e-tailers intend to replicate or substitute the whole 'touch-and-feel' experience an offline store offers. Only when these factors are known, can an online retailer command high prices from consumers and move the playing field from pricing to a complete experience.</p>					
3			Priyanka B	18138	Consumer Decision making style and purchase behavior : An empirical analysis
			Shaunak Chakraborty	18146	
			Vishnu Chittan	18259	
<p>Abstract : Consumer behaviour is a vast area in the marketing domain, which deals with the various set of thoughts, level of satisfaction and behaviour styles of a consumer during different stages of a purchase process – pre-purchase, purchase, post-purchase. It comprises of five stages – problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. This research paper is based mostly on the pre-purchase and purchase behaviour of a consumer. Consumer purchase behaviour deals with the different thought processes, consumer decision making styles and the set of deep personal choices that an individual or a group of individuals ranging from a young child to an old person, go through while purchasing a product or using a service. In this paper, we are analysing how the consumer behaviour is dependent upon the various consumer decision making styles.</p>					
4			Gautham A G	18123	Attractiveness and Viability of DIY products in India : An empirical study
			Keerthana B	18228	
			Sriramkumar Vijayan	18251	
<p>Abstract : Do-It-Yourself or DIY Products are products that can be built, modified and repaired by the end consumer without the direct aid of professionals by transforming raw and semi-raw materials and component parts. Factors like high labor costs, identity enhancements from end products and ease-of-access to technology and information have led to the rise of the DIY Products Market in developed countries, where the market sizes of DIY products have reached billions of dollars. But in developing countries like India, the penetration of this segment is in its infancy and has a huge potential due to increasing labor costs. Also, with the rise of adoption rate of smartphones and internet penetration of 34.8% and rising, the potential for this market is ever increasing. This Empirical Study aims to gauge the viability of a large-scale adoption of this segment in India and to identify and study the potential factors that would attract non-users to this segment.</p>					
1	Bobby Srinivasan	Great Lakes Institute of Management,Chennai	Reshma Maria James	18242	Predicting the volatility in gold prices using neural networks
			Vaibhav Jain	18256	
			Bibin Bose	18265	
<p>Abstract : This empirical study aims at predicting the volatility of gold prices by using neural networks with an estimate error of just 0.036. The independent variables considered for prediction are namely Crude Oil price, Silver price, Non-farm payroll, Dollar Index, CPI and Retail index of the past 10 years. The secondary data was collected from Chicago Merchantile Exchange website, US government websites for payroll and was fed to the model. The neural network model developed has 2 hidden layers with 2 neurons and the number of steps is 25. The model gave a minimal root mean square value with the test data set and the error was consistent across the predicted variables which makes the model reliable.</p>					
2			Palle Shankarananda Reddy	18135	Factors affecting oil prices and its impact on indian economy
			Poorvika Kesharwani	18137	
			Ramtej Bolisetty	18139	
<p>Abstract : In the past two years, oil prices have been on a roller coaster ride. From June, 2014 to January, 2016 the Brent crude oil price has dropped by around 74%. Again, from January 2016 to January 2017, the price has been increased by 88%. Many factors such as demand and supply, geo politics, economic growth of the nations, availability of the substitutes plays an important role in the dynamics of the price. Technological developments have led to US's record shale gas production, thus putting downward pressure on the prices and challenging OPEC's influence in this regard. These varied dynamics affecting oil prices elicited our interest to explore more on the topic. India has substantially gained from lower oil prices as we import around 80% of our crude oil demand. It helped in keeping check on our fiscal and trade deficit. Diesel prices were also deregulated. While on the other side our export of petroleum products were affected. The magnitude of the impact on different sectors has not been the similar. Thus, we plan to do an empirical study for the same.</p>					
3			Navaneetha Krishnan	18133	Analysis of long term performance of IPO's
			Naveen Thankachan	18134	

Abstract : A company going from private to public is one of the most important events in the life of the firm. The IPO provides a fresh source of capital for the company. From a buyer's perspective, the IPO provides an opportunity to get a share of the rewards in the growth of the firm. From past history, we can see that while most of the IPO's tend to be underpriced, some of them were overpriced. When a firm goes public for the first time, it makes an initial public offering consisting of two kinds of issues: the primary issue and the follow on issue. In a primary issue, the company issues shares and raises capital. In the follow on issue, the existing shareholders that are holding a large part of the firm sell a significant part of those to the public.

4			Lavanya D	18130	Analysis of pre and post merger financial performance of BSE large cap companies
			Aravind R	18208	
			Ashwin Ragavendar P	18213	

Abstract : Companies cannot build their own capabilities organically and it takes a lot of time compared to the pace of the market requirements. So, Companies use Mergers and Acquisitions as an inorganic tool to increase the competitive advantage, technological capabilities, market share, and diversification and to reap synergistic benefits. It's very crucial to understand how and if mergers and acquisitions actually create value to the firm. Value created can be either seen through financial, operational parameters or stock market prices. Our aim is to study whether this activity really helped firms achieve their goal of adding value. In India, there have been hundreds of Mergers and Acquisitions in the last 15 years. We aimed to study the Mergers and Acquisitions activity of BSE large capital companies; because it reflects the strength of the economy and it helps understand the business environment.

1	Easwar Krishnan Iyer	Great Lakes Institute of Management, Chennai	Aditya Pratim Sharma	18201	Influence of Online Review Rating on Consumer Decision Making in E-commerce
			Anmol Sharma	18262	

Abstract : With the dawn of the Internet in the recent years, technology have refined the art of connecting people across the globe. This can be seen in the form of high speed broadband, email, social media etc. It has shrunk the world and has also changed the way we search for information. With the internet at the helm, organizations big or small have left no stone unturned at exploiting this medium to sell and advertise. This led to the rise of numerous online shopping website or what we term them as "E-commerce". But they lacked the touch and feel of products and services that "Brick and mortar" companies provide. Therefore, to circumvent this, they designed a system of "Online reviews and Ratings" where customers who have previously availed the product/service express their opinions on it.

2			Shwetambara Srivastava	18151	Analyzing the Impact of Social Media as a News Delivery Platform
			Shivam Shukla	18248	

Abstract : Social Media has seen incessant growth over the past decade. Currently there are 2.46 billion unique social media users around the world and 1.9 billion use social media on phone. In Indian context too, there are around 300 million unique social media users and this number is increasing manifold. This empirical study, thus aims to analyze the underlying factors that influence online news sharing behavior on various social media platforms. The findings indicate that the type of news in terms of the news type plays a huge role in determining news sharing behavior followed by bond with family and friends on a person's social media account, opinion leadership and relevance of the news. Organizations can leverage these findings to design any content that they plan to promote via social media. It will not only fetch more first time online readers but also help in building a strong customer base who is more likely to follow and read the content related to that particular organization

3			Bommineni Jyothirmaie	18119	Analysis of key influencers that lead to brand switching in Indian telecom
			Shivani Sonthalia	18147	
			Shivalinkham M	18163	

Abstract : Indian Telecom has a history of about a century and is the second largest with 1.01 Billion subscribers (as on August 2016). BSNL-state owned telecommunication network was the first cellular network service provider in the country. Post the Liberalization, Privatization, Globalization (LPG) policies in early 2000s the telecom sector was thrown open to private and foreign players. Driven by strong adoption of data consumption on handheld devices, the total mobile services market revenue in India is expected to touch US\$ 37 billion in 2017, registering a Compound Annual Growth Rate (CAGR) of 5.2 per cent between 2014 and 2017, according to research firm IDC.

1	Manaswee Samal	Great Lakes Institute of Management, Chennai	Dipankar Maggu	18120	Impact of mergers and acquisitions on shareholders wealth
			Ganesh Krishna.K.G	18122	

Abstract : In today's globalized economy, Companies are opting for inorganic growth through mergers and acquisitions (M&A) not only to grow their operational revenues and customer base but also to improve profitability through synergy. This research is aimed at studying the pre-merger and post-merger financial ratios of the acquiring company and investigates whether the merger has made any significant impact on the financial performance of the company and shareholders wealth, both, in short term and long term. The positive impact on wealth could be due to a better earnings expectation facilitated by better use of manufacturing resources, shared channels of distribution (if it's a product company) and improved management. We will use a host of quantitative and qualitative tools and techniques to come up with the required solution. Debt, cash in reserves and mutual exchange of equity are the different types of financing options available for the acquiring company. This study further investigates the effect of the method of financing employed by the acquirer at the time of merger and acquisition on shareholder's wealth. Different hypotheses are formulated and utilized based on the available options to arrive at a conclusion

1	Monika Mittal	Great Lakes Institute of Management, Chennai	Karthik.S	18128	Evaluating effective hospital management system
			Sanjay Khan N	18144	
			Zuyyina Khan	18160	

Abstract : The purpose of this study is to analyze the effectiveness and adoption of the Radio Frequency Identification (RFID) technology in hospitals. We also analyze how this implementation helps to effectively manage the voluminous patient data present in the hospital management systems and thereby reducing time and cost significantly. Research papers on the existing RFID implemented hospital management systems were analyzed. Analysis was also made on how integrated solutions can be helpful by facilitating, automating and streamlining patient identification processes and intelligently processing and providing personalized information to doctors, health care staff and administration. These solutions cater to clinical, administrative and financial areas of a healthcare setup by providing a comprehensive, integrated, web-based hospital management system. Analysis of the adoption of RFID systems in hospital management was carried out.

1	Shankar R L	Great Lakes Institute of Management, Chennai	Akshaya S	18203	How firms finance themselves in their early stages?
			Neeraja S	18235	
			Vignesh S	18257	

Abstract : The empirical study aims at identifying and analyzing the factors that would have an impact on the next round of financing for an early stage start up firm. Indian arena of startups being a less explored area, this inquisitive study intends to throw light on which factors influence the growth of a startup, which in turn is dependent on the type, and stages of funding the firm might receive. The study would benefit the startup firms, budding entrepreneurs and investors. The ultimate success of any startup firm is interwoven with the financial support that a firm is able to garner. Hence, this study helps startup firms to identify the key success factors. It also helps investors in identifying the main elements, which they should look for before investing in a startup. Thus the study can act as a guiding light for wise investments

2			Gavarraj Dinesh Yalamarty	18220	Impact of use of derivative on performance of firm
			Jaspreet Soni	18223	
			Kunal Khera	18232	

Abstract : Using a sample of 150 nonfinancial firms across different sectors in India such as Automobile (3 wheelers, 2 wheelers and ancillary) and Pharmaceutical, we examine the effect of use of derivative on the value of the firm. We try to find the impact of use of derivatives under controlled as well as uncontrolled circumstances. Using the Tobin's Q technique as a proxy for the value of the firm, we found a negative correlation between the value of firm and use of derivatives. Then using the controlled variables such as size of the firm, net sales, dividend policy, capex etc. we have run a regression model.

1	Sanjoy Sircar	Great Lakes Institute of Management, Chennai	Amit Kumar Saha	18107	Analysing financial distress using altman Z- score model
			Aswathy.S	18214	
			Praveen Kumar	18239	

Abstract : Credit risk is the risk that refers to risk that borrower may not pay the amount owed to creditor, which may lead to credit loss. Credit risk one of the major risk that could potentially cause systematic risk in economy as a whole. Since almost certain credit loss is inevitable, there should be strong credit control so that there is no unexpected loss. The objective of this paper is to empirically test whether Altman Z-score is a good metric for analysing the credit risk of company. The Altman Z-score is the output of a credit strength test that gauges a publicly traded manufacturing company's likelihood of bankruptcy. It is based on five financial ratios that can be calculated from data found on a company's annual report. It uses profitability, leverage, liquidity, solvency and activity to predict whether a company has high degree of probability of being insolvent.

2			Mohana A	18131	Analysis of credit rating determinants of comparable corporations in a particular industry
			Shanmuga Priyanka E	18145	
			Sushma R	18166	
<p>Abstract : The credit rating agencies evaluate the intrinsic worth of the company and assign ratings to the companies accordingly. This study attempts to identify the determinant factors of credit rating in cement and steel industry. We have used a multinomial logistic regression model with a categorical dependent variable (credit rating) and six independent variables: leverage, profitability, liquidity, growth and market performance. The sample consisted of 61 firms in cement and steel industry. Results showed that leverage and performance are significant at 5% level in explaining credit rating for steel industry. Firm size, liquidity and stock performance are statistically significant at 5% level for cement industry. Our results capture to some extent the main determinants affecting the rating in a particular industry.</p>					
3			Harish S	18124	Comparative study of returns from open-ended mutual funds and exchange traded funds
			Kowshik R	18231	
			Sruthi M	18252	
<p>Abstract : ETFs or Exchange traded funds hold and track assets such as commodities, bonds or stocks similar to mutual funds. The three kind of ETFs commonly traded in India are index ETFs, commodity ETFs (e.g. Gold ETFs) and money market ETFs. They generally track the indices of the respective assets. They have lower expense ratios compared to mutual funds, as they have no entry or exit loads. They have trading flexibility as they can be traded at their net asset value (NAV) at any point of time, throughout the day. They also have more tax efficiency in comparison with mutual funds. This is because only the transacting shareholder is taxed during ETF transactions while all shareholders share the gains. However, for mutual funds all shareholders are taxed when a transaction happens. On analyzing the various categories of mutual funds, we can say that open ended mutual funds that offer daily trading options without any fixed maturity periods and an everyday realizable NAV can be compared with ETFs.</p>					
4			Ashwin Rangarajan	18114	Factors affecting the credit ratings of SME's
			Shreyans Banthia	18148	
			Melissa Alex	18233	
<p>Abstract : Small and Medium Enterprises are one of the key drivers behind India's growth story. The SME sector has a significant impact in several industries such as Manufacturing in which it consists of 45% of the total Indian Manufacturing Output and Exports Industry in which it accounts for 40% of total exports. The credit availability in this sector and its potential though, are not positively correlated. But with the expanding of premium credit rating agencies, which have started credit rating exclusively for SMEs, there is a high probability for growth of credit availability for this sector and in turn the growth of the SME sector as a whole. In this study, we aim to find factors that affect the credit rating</p>					
5			Akash U	18104	Capital structure determinants : Automobile and Oil industry
			Anureet Deb	18111	
			Sanjay Mamidishetty	18162	
<p>Abstract : There has been a boom in the automobile industry in the last 10 years. On the other hand, the Oil industry is considered to be a dying industry with little scope of growth and expansion. Both these industries need huge capital expenditure at regular time periods to be sustainable in the market. As the automobile industry is changing rapidly due to technological innovations, companies are now forced to invest for line and brand extension to sustain the competition. In case of Oil industry, the focus is on search for new refineries which require high investments. For last decade there has been significant increase in Petrol and diesel prices. As prices of crude oil increase, this results in a direct impact on the demand of automobile sales. Hence we want to study the various factors which may have significant impact on capital structure of the Automobile and Oil industry. Further we want to find the correlation between capital structure patterns across these two industries.</p>					
6			Keerthana Jayachandran	18129	Study on the validity of Capital Asset Pricing Model in Indian context
			Mounika B	18234	
			Shreeja Thirunarayanan	18249	
<p>Abstract : The empirical study aims at studying validity of the CAPM across various Industrial sectors, over varying Market conditions and for differing Ownership – Structures pertaining to the Indian Scenario. The capital asset pricing model (CAPM) is a model that describes the relationship between systematic risk and expected return for assets, particularly stocks. CAPM is widely used throughout finance for the pricing of risky securities, generating expected returns for assets given the risk of those assets and calculating costs of capital. We intend to primarily test the significance of the model on the Nifty50, from therein choose the industries to which it is most relevant. Sub-Period analysis of the chosen sectors is to be done to understand the significance of Risk- Return relationship over times. The effect of ownership structures (private and public holding) on returns is also to be evaluated.</p>					
7			Ajay Norman	18202	Performance Evaluation of Birla SunLife Mutual Fund Schemes with Peers
			Ankur Kislaya	18206	
			Pooja V	18238	
<p>Abstract : The investment preference of long-term investors has shifted from individual stocks to mutual funds. Hence, it is important to analyse how mutual funds perform as an investment product. The objective of the paper is to analyse the performance of the Birla Sun Life Mutual Funds with their respective market indices. The sample consists of 50 mutual funds of Birla Sun Life during April 2012 to March 2016. Comparing the return on the Birla Sun Life's mutual funds against: Return on corresponding benchmark indices, Risk of corresponding benchmark indices, Expense ratio of the mutual funds, Interaction effect between benchmark return and benchmark risk, Interaction effect between benchmark risk and expense ratio of the mutual funds using Polynomial Regression yields a correlation of 78.35%. In addition, comparing the risk of Birla Sun Life's mutual funds against the benchmark risk yields a correlation of 87.7%. The Sharpe and Sortino ratios are used to find if the risk-adjusted returns of the mutual funds beat their respective benchmark returns. In addition, Fund-of-Funds that earn returns higher than the benchmark returns are proposed in order to make use of the under-utilised funds</p>					
8			Amrita	18108	An analysis of the pre and the post IPO performance of companies
			Avinash	18215	
			Mahash	18264	
<p>Abstract : The purpose of this project is to analyse the performance of companies before and after they offer IPOs. In particular, this project aims to study the factors that lead to success of IPO. An "Initial Public Offering" is a means of raising capital by a company, which is done by offering equity shares in the company to the public. The companies do this in order to increase the size of their capital. However, it poses disadvantages too such as a dilution in the ownership of the shares by the existing stockholders. By doing this study, the organization which is planning to buy or invest in IPO can know how likely is that the IPO will be a success and post-performance will be good. If an organization lets us study their financials, then we can help them analyse their decision whether to go for an IPO and if yes how much of a success can they expect by doing it.</p>					
9			Sudha Swaminathan	18155	Studying relationship between capital structure and firm performance across different industries
			Vidhya Krishnan	18158	
			Tarannum Soni	18261	
<p>Abstract : How a firm finances its overall operations and growth is its capital structure. The source of funds is a choice between debt and equity. Capital structure aims at two important concerns, first is to maximize the value of the firm and the second is to minimize the overall cost of capital. A firm's capital structure can be a mixture of long-term debt, short-term debt, common equity and preferred equity. The purpose of this study is to study the relation between capital structure and firm performance. How firm performance varies with different combinations of debt and equity across different industries is the aim of this paper. Such possible relation will be analysed in this paper for different firms in manufacturing, cement, energy, pharmaceutical and airlines industries. Debt financing is the financing of the firm's projects by issuing debts in the form of short-term debt, long-term debt, loans payable, notes payable, bonds, debentures, etc. Interest on debt is a tax-deductible expense. Principal and interest payments are to be paid within a fixed period of time. There is a cost of financial distress associated with debt</p>					
1	Sriram. D	Great Lakes Institute of Management, Chennai	Gourav Bhosle	18221	Authenticity of Online Consumer Reviews: Impact on Purchasing behavior
			Sadhana. V	18243	
			Upasana.N	18255	
<p>Abstract : With the advent of social online media and increasing internet penetration, the usage and importance of Electronic word-of-mouth (eWOM) has grown significantly. Many researchers claim that reviews found online are as equally reliable as personal recommendations, hence it is very important for a company to keep track on what are the various elements have a positive or a negative effect on the nature of these reviews and how these can affect the purchase decision of the consumer. We aim to identify the variables which can lead to a positive valence on the mind of the reader and how that is correlated to their buying decision. This will help in getting a deeper understanding of how eWOMs can help a brand achieve its targets. By performing data mining, we have identified 4 major variables which are; Brand Credibility, Product involvement, Value Consciousness and Product Quality</p>					

2			Shrineel Rajput	18149	Role of Firm Initiated Customer Engagement in New Product Development
			Vijay Krishnan	18159	
			Palash Jain	18237	
			Vijayta Dhingra	18258	
<p>Abstract : In this empirical study, a study will be conducted on how customer plays an important role in any company's new product development phase. Each company is trying to provide maximum satisfaction to its customer. A Chicago based company- Threadless asks its customer to submit their ideas by designing the prototype of their choice. Customers are then asked to rate the design submitted. Then manufactures prototypes using these designs. By engaging the customers, a company may produce better products and at the same time improve its perception in market place. Companies get maximum benefit by engaging customers at the ideation stage and launch stage of the product. With internet continuously booming it becomes easier for any firm to engage the customers through their online portal. The study will measure whether customer engagement is operationally viable for all types of industries or to only some specific industries</p>					
3			Adithya N	18102	Customer Engagement from a firm's perspective in digital format
			Sri Ranjani Murthy	18154	
			Sandeep Srinivasan	18244	
<p>Abstract : The alacrity of customer engagement by various companies is evident through a lot of research work and investments into the same. The paper gives an understanding and a perspective on the role of customer engagement in e-retail. The drivers of customer engagement have been vastly analyzed from customer's perspective, whereas this paper provides a holistic view of both demand and supply side analysis. The work highlights the important drivers from both demand and supply side. The sample for this analysis was collected from users of e-retail for demand side and category team participants of firms for supply side analysis. The results elucidate the difference between the drivers of supply side and demand side. A post-survey laddering substantiated some of the assumptions and debunked the rest of the assumptions paving way for future work in those areas.</p>					
4			Nakshatra	18132	Carry-over effect of televised shows on to advertisements
			Pavithra	18136	
			Yogesh Kanna	18167	
<p>Abstract : Most advertisements target the capability of viewers to retain in memory either the content advertised or the context of the advertisement (informative advertisements and humorous advertisements respectively). They aim to capture the attention of viewers and thus, the emotional and mental status of the viewers is of utmost importance when it comes to creating the desired impact. However, when advertisements are televised, there is a huge possibility of the emotional disturbances induced by television programs to carry over to the advertisements that follow. This would adversely affect the way in which an advertisement is perceived and retained in memory in the long-run. This empirical study aims at finding the extent to which said carry-over of these subconscious stimuli affects the perception of advertisements with the help of experimental research.</p>					
5			Anirban Shaw	18205	Comparative Forms Of Video Ads In Digital Media
			Arjun Sarkar	18210	
			Subham Saboo	18253	
<p>Abstract : With the advent of fast internet technologies, a new type of ad, namely online video ads, has surfaced online. These ads have a better click through ratio and appeals to its audiences more than text and animated ads. As more people have access to high speed cost effective internet, they are able to view and respond to video ads on a regular basis. As a result, video ads are growing rapidly. This study will focus on the effectiveness of YouTube and In-Game video ads. While YouTube ads may or may not be skippable, in-game ads give no choice to the consumer but they may provide valuable items such as coins and lifelines to the gamer. Companies are spending heavily on both YouTube and In-Game ads. These ads are able to convey brand images more effectively than online static ads. This study will attempt to pin point the most effective forms of video ads online.</p>					
1	Sridhar Samu	Great Lakes Institute of Management, Chennai	Arjun Singh Brar	18211	Green Marketing, Green Advertising and the Indian Consumer : An Empirical Study
			Judith Krupa Anthony	18226	
			Arvind Narayanan K R	18263	
<p>Abstract : The purpose of this paper is to evaluate the concept of Green Advertising and to check if it can have an impact on Sales. Advertising has been studied in detail in the past, but the effects of credibility of the brand, as well as type of appeal used in the advertisement have not been studied in detail in the context of Green Advertising. This paper studies type of advertisements, types of appeals used and credibility of the brands involved, in order to determine purchase intention, trust in the advertisement, attitude towards the advertisement and brand loyalty. The product category under study was women's handbags. In order to test the hypotheses, eight print advertisements were designed, using appropriate manipulations for each of the independent variables. These advertisements were then used in an experiment, where the sample consisted of respondents who were in their youth. The sample consists of respondents from an emerging economy, from urban areas. The impact of green advertising compared to regular advertising, as well as other factors that could enhance the same is seen in this experiment.</p>					
2			Jijo George John	18224	Customer's preference of public and private banks based on financial services offered
			Reetesh Kumar Singh	18241	
			Sushan Rauniyar	18254	
<p>Abstract : Banking is one of the few services that most of us directly or indirectly engage with, like for deposits, loan etc. There are many options available, for us to choose from either private or public bank. The trade-off a customer does while choosing an option from many is a great deal. In our study selecting a private or public sector bank was dependent variable. We prepared a questionnaire of 26 questions. The data was collected from 131 respondents. We collected data from people in different strata. This study explains how different factors like serqual, perceived price affects the decision making of a common man. Results reveal that process efficiency and perceived benefits are the major factors to influence a person's decision.</p>					
1	Suresh Srinivasan	Great Lakes Institute of Management, Chennai	Ayushee Choudhari	18116	Study on Correlation between Demonetization and Usage of Plastic Money in India
			Shubham Shrivastava	18150	
			Ayushi Jain	18216	
<p>Abstract : The decision of the Indian Government and the Reserve Bank of India (RBI) to withdraw the pre-existing INR 500 and INR 1,000 currency notes beyond November 8, 2016 resulted in shortage of cash in Indian markets. The cash shortage encouraged the Non- Cash medium of payments. Digital transaction systems, online transactions, e-wallets and usage of Plastic Money (Debit Cards, Credit Cards) have seen substantial increase in demand. However, the demand has stalled at the Kirana stores and Sabzi Mandis across the country. Acting as impetus to usage of plastic money, some government initiatives like "Digital India" focusing on electronic payments is acting as a key driver in replacing the physical transactions with solutions backed by technology. The current study is aimed at identifying the correlation between demonetization and its impact on the usage pattern of Plastic money in India</p>					
2			Jonathan David	18225	Risk acceptance and monetary motivation in 'Onboard Hand Carry Air courier'.
			Saurabh Arora	18246	
			Sharon Sravya	18247	
<p>Abstract : An untapped market, where passengers transport couriers for an organization, exists. In turn, the organization incentivizes the fliers for the work done. The very first thing that would strike the mind of participants in this model will be the risk involved in carrying packages of unknown nature. Especially after the September 11 attacks, Air safety regulations have reached its peak. Any passenger caught with contraband or explosives is heavily prosecuted. The risk involved in carrying any parcels of questionable content is high. But on the other hand, money is a huge motivator for people across all fields. Risk appetite often depends on incentives they get for such an undertaking. Even though the organization doesn't intend to ship contraband, the perceived risk by fliers is quite high. In this empirical study, we aim to establish a definitive relationship between the risk appetite and monetary incentives received by Indian fliers.</p>					
3			Abhishek Bisoi	18101	Investigation of the Key Factors That Can Be Attributed to the Success of a New Product Launch in the FMCG Sector
			Samyak Jain	18143	
			Sidharth Prasad	18152	
<p>Abstract : This paper aims to investigate the key factors that can be attributed towards the success of a new product launch in the FMCG sector. Considering the intense rivalry among the companies in this particular sector, and taking into account the diversity of the products, the strategy to be adopted varies from brand to brand. With the help of three brands in three different segments of the FMCG sector, namely: Personal Care, Ayurveda or Herbal Products, Instant Food Products. We would compare and contrast the marketing strategy adopted by them while launching a new product. Eventually the paper will give a clear insight based on the marketing strategy to be adopted by means of empirical data drawn in from online and offline questionnaires, experiments based on the likability of a certain promotions and by in-depth interviews.</p>					

1	Swaminathan TNS	Great Lakes Institute of Management, Chennai	Ayushman Brahma	18117	A study on adoption of E-wallets by Indian consumers and trade post demonetisation
			Arya Sundar	18164	
			Bharath Vyas	18165	
<p>Abstract : The sudden announcement on November 08, 2016 that an Rs 500 and Rs 1000 notes would cease to be a legal tender caused a severe cash crunch. This caused significant disruption throughout the economy affecting various sectors, cash being the primary mode of transactions. This move was India's first major step towards a cashless economy. A cashless society would increase credit access and financial inclusion. Also, it is estimated that around Rs 5 lakh crore would go back to the government in the form of extinguished RBI liability, taxes and penalties. Demonetization turned out to be a windfall for firms that enabled digital payments, left with no other alternative people resorted to various digital payment methods. E-Wallet is one such payment method which gained immense popularity and became an instant hit amongst consumers and traders alike. Although, E-wallet usage statistics went through the roof, the fact that internet connectivity and mobile phone penetration hasn't covered most of the population is a reality.</p>					
2			Akanksha Sinha	18103	A study on attitudes and preferences of consumers in cashless economy
			Aman Sinha	18106	
			Soumika Das	18250	
<p>Abstract : In this research, we aim to study the attitudes and preferences of consumers towards adoption of technology in the post demonetization scenario. This move by the Government of India has had an impact on the general-public and more so on the non-urban population. This is mainly due to the high percentage of cash transactions taking place in the non-urban areas. Our intent is to study the factors affecting their behavior in a cash starved situation. The factors that affect attitude of consumers are- need, educational level, tech-savviness, societal influences, word of mouth and prior exposure towards technology. We would focus on sample in non-urban areas in and around Chennai. Thus, this research will help us determine the relationship between various factors and the resultant attitudes.</p>					
1	Viswanathan P K	Great Lakes Institute of Management, Chennai	Ishwaryah M M	18125	Modeling Operational Efficiency for Indian Banks
			Chitra V	18217	
<p>Abstract : A Data Envelopment Analysis (DEA) was performed on Indian Banks' data which constitutes of Interest Cost, Operating Cost, Loan Income, Investment Income and Non-Interest Income. The data was retrieved from Reserve Bank of India website and was derived for the years 2011 to 2016. While performing DEA, Interest Cost and Operating Cost were considered as inputs while, Loan Income, Investment Income and Non-Interest Income were considered as output variables. With DEA, we have arrived at six efficiency ratios, by which the overall operational efficiency of the banks was determined. The study was performed at inter-bank approach (considering Canara Bank, Punjab National Bank, HDFC Bank, ICICI Bank, Indian Bank and Standard Chartered Bank), inter-sector approach (considering Public, Private and Foreign Sector Banks Sectors) and the results were arrived at</p>					
2			Rohith Rameshkumar	18141	Predictive modelling for engine-out responses
			Deepika P	18161	
<p>Abstract : Fossil fuel reserves are depleting at an alarming rate in view of over exploitation. This has resulted in organizations looking up to other sources for the fuel needs. Bioethanol, biodiesel and biogas are the three important alternative fuels that are the derivative of biologic origin sources. In order to find the right alternative to conventional fuel, extensive testing is necessary. To eliminate this tedious and expensive process, predictive analytics using sophisticated models can provide the output characteristics for each biodiesel blend. This study aims to predict performance characteristics for a given range of biodiesel blends based on a series of experimental data that are based on a single cylinder, 4 strokes, variable compression ratio (VCR), and CI engine. Oil-specific parameters like density, viscosity and calorific value are the inputs and performance characteristics like brake power, brake thermal efficiency, mechanical efficiency and brake specific fuel consumption are the output variables.</p>					