ABSTRACT EMPIRICAL STUDY PGDM 2017_2019

Top 5 studies

Study No.	Guide name	Affiliation of the Guide	Student Name 1	No.DM (19)	Topic of Study
1	Sriram D	Great Lakes Institute of Management,Chennai	Nischal Cherian	18236	Drivers of premium content purchases in freemium subscription-based business models
			Rohit Hoare	19136	
			Samuel Abhishek J	19140	

Abstract : In recent times we have seen drastic changes in the way entertainment content like music, movies and television shows are consumed. Consumers no longer want to own any content, they would rather subscribe to consume the content on a time-period or consumption volume basis. The easy access to internet has given rise to the extremely disruptive online subscription-based business model. Among the subscription-based business models that most online entertainment sharing companies use, the 'freemium' model is by far the most familiar and successful. Freemium services provide content for free consumption while restricting some of their services for their 'premium members' who pay and subscribe (Kumar, 2014). The term is a combination of the words 'free' and 'premium'

Study No.	Guide name	Affiliation of the Guide	Student Name 1	No.DM (19)	Topic of Study
1	Viswanathan P K	Great Lakes Institute of Management,Chennai	Gaurvi Lal	19115	A Study on the Banking operation efficiency with respect to financial performance
			Pooja Anand	19130	
			Ruth Susan Joseph	19241	

Abstract : Understanding the banking system of the country is key to gaining an understanding of the economy. This study attempts to classify private and public sector banks according to their performance and understand the operational practices that play critical roles in their performance and profitability into various clusters. This is an attempt to classify various banks on their characteristics and thus understand the types of banks and banking practices. This classification of banks into clusters can be helpful in developing further algorithms for classification of banks. This dataset can be used as the training dataset. The study aims to collect data on various banks, find out the factors affecting the performance of these banks the correlation between these factors and classify the banks according to the analysis of the financial performance metrics and the operational characteristics

Study No.	Guide name	Affiliation of the Guide	Student Name 1	No.DM (19)	Topic of Study
1	Suresh Srinivasan	Great Lakes Institute of Management,Chennai	Mandar Deshmukh	19122	Factors influencing customer satisfactionand loyalty for Ecommerce business
			Parul Batra	19128	
			Himanshu Nagpal	19221	

Abstract : Traditionally all consumers had to rely on the Brick and Mortar stores that we find on every corner. These where driven by a complex change of Supply Chain Logistics that catered to the last mile delivery of products. Initially the common supply stations, which then transformed to General Stores, which then transformed to Generic Stores and ultimately to company outlets. Today, a healthy mix of these brick and mortar stores exist in the market which targets and serves specific groups of customers. With rising competition, we saw differentiation in terms of services and programs catering to the consumer need, which aimed at Customer Delight by surpassing the expectations of everyday Joe.

Study No.	Guide name	Affiliation of the Guide	Student Name 1	No.DM (19)	Topic of Study
2	Easwar Krishna Iyer	Great Lakes Institute of Management,Chennai	Amritha.A	19234	Validating significance of Big Data 'V' Vectors for smart city mobility implementation
			Ameer	19245	
			Subashini	19249	

Abstract : The business world is mutating from the traditional view of shareholder profit maximization to a broader view of stakeholder value maximization. A key element in this new scoping is the environmental bottom-line with the planet emerging as a global natural capital. Sustainable environmental practices will soon move out from the shadow of Corporate Social Responsibility and emerge as a key business driver and sustainer. The concept of 'Smart Cities' and their projected importance has to be viewed within this larger perspective. A city which is instrumented and interconnected, thereby making it an intelligent agglomerate of infrastructure is referred to as a 'Smart City'.

Study No.	Guide name	Affiliation of the Guide	Student Name 1	No.DM (19)	Topic of Study
1	Rajeshwari K	Great Lakes Institute of Management,Chennai	Aastha Kapoor	19102	Impact of aesthetic packaging variables of energy drinks on consumer buying behaviour

			Achyut Soni	19104	
			Rishabh Khetan	19239	

Abstract : The study focus on investigating Indian consumer's perception and buying behaviour related to packaging variable at the point of purchase. All the players have embarked on various strategies to gain market share. In order to engage customers extensively packaging act as vehicle for consumer communication and acts as nucleus in marketing mix. In this competitive market, aesthetics and functional elements such as colour, size, shape, graphics, product information and ease to use play crucial role. The data collected from Delhi, Chennai, Bangalore and Mumbai and analysed using SPSS and excel

Remining Studies

1	Anuradha.M	Great Lakes Institute of Management,Chennai	Himanshu Kadoo	19222	Study of consumer purchase intent on online platforms
			Ruksar Shaikh	19240	
			Tobruk Bhan	19252	

Abstract : Nowadays, online shopping has increased to a very great extent. People prefer shopping for their goods and services online as it is much more convenient and also there are a large number of reviews to gauge the quality of the product. One of the main problems most online retailers face and the consumers are part of is the inclination to purchase a product, so far as to even place the order in the cart, but the resistance to cross the final frontier and complete the process. There are several factors determining why the consumer does or does not buy the product. It can be based on how much the consumer trusts that particular e- commerce website. It can be based its decision depending on the price of the product, the discounts available, etc. It can be based on the type of reviews the product has and the genuineness of said reviews

1	Bharadhwaj.S	Great Lakes Institute of Management,Chennai	Sayan Patil	19141	Impact of Emotive Advertising towards Socially Responsible Behaviour
			Smitha Ashokkumar	19145	
			Saumya Sinha	19244	

Abstract : Increasing consumerism within the country requires Indians to behave in a socially responsible manner for sustainable development (Singh, 2009). Current ecological and economic upheaval demonstrates the need for individuals to rethink their consumption patterns and its impact on their social, ideological and ecological environment (Cojuharenco, Cornellisen, Karelaia, 2011). Understanding this scenario multiple organizations be it government, not for profit or corporates under the guise of corporate social responsibility have released since multiple decades advertisements that attempt to instill a positive message of socially responsible behavior. Such cause related advertising would require its structure and content to be composed in a very effective manner so as it truly motivate a positive change in the consumer behavior. The empirical specifically deals with the effect of emotional content in ads that portray a socially responsible message to the population.

2			Aayushi Jhingran	19202	Factors affecting Green purchase decision- An Empirical Analysis
			Adarsh Raj	19204	
			Anurag Anand	19213	

Abstract : People buy non-green products over green products despite knowing the fact that it's harmful for them and the environment. There are a lot of reasons behind this purchase behaviour and the companies would want to spend their resources on the factors which would encourage people to purchase green products. This study tells about the factors which the consumers consider while buying/comparing a green product with a non-green product. A survey is done with 166 respondents to understand these factors. The sample has 80 males and 86 females with the average age of the sample being 26.5 years.

1	Easwar Krishna Iyer	Great Lakes Institute of Management,Chennai	Somya Sharma	19146	Analyzing Market Acceptance of IOT in refrigeration in the Indian Retail Market
			Niharika Srirangam	19147	
			Tushar Aggarwal	19155	

refrigeration in the Indian retail sector. The factors responsible for acceptance of IoT are studied by interviewing store managers in three different locations across India. The mode of interview is a guided conversation after creating awareness about the IoT in refrigeration through a video display. The sample size considered is 30 and the number of data points achieved are 493. This paper identifies the most crucial factors that positively impact the acceptance if the technology of IoT has to be implemented. Cohen's Kappa is used for reliability analysis of data and logistic regression is used for statistical analysis. Perceived usefulness is the most important factor for IoT acceptance whereas perceived risk and cost are found to be insignificant.

3			Shuhul Bhatnagar	19144	Comparison of the effectiveness of Social Media Platforms for Advertising
			Mansi Katyal	19228	
			Utkarsh Bhatnagar	19254	

Abstract : The acceptance of the Indian users for social media and the highly unexplored domain of advertisements on social media have attracted marketers and businesses all over the world. Since the perception of these users towards such advertisements has remain unexplored, this study aims at understanding the same towards advertisements on social media platforms such as Facebook, Twitter and YouTube. First, a qualitative research was conducted through collecting primary data in response to questionnaires to focus groups. Then, quantitative research was conducted by collecting data through an online survey. For this, constructs were employed for eight belief factors that determine the effectiveness of social media advertisements on these users.

1	Rajan C R	Great Lakes Institute of Management,Chennai	Govinda Meharchandani	19125	The Impact of Counterfeit Brands on Original Brands
			Rishabh Kalra	19135	
			Prajwal A.N	19162	

Abstract : In the year 2006, the counterfeit industry accounted for $ 461 Billion in global trade which is growing year on year. Counterfeit products are fakes or unauthorized replicas of the real product. Counterfeit consumer goods are deliberately made to look genuine. These products are often produced with the intent to take advantage of the superior value of the imitated product. Today counterfeit products are in almost every industry. Some of them are even harmful to the consumers. Like auto parts and cosmetics to even pharmaceuticals. While the others are not life threatening like apparels and fashion accessories. There is a lot of research opportunity in many areas. Like finding the motivation behind the purchase of these counterfeit goods

2			Akshay Sharma	19107	Identifying effects of service quality on brand image of public and privte banks
			Arpit Tyagi	19112	
			Kopal Aggarwal	19226	

Abstract : Our study mainly focuses on studying the comparative analysis of service quality of private and public banks. As digitalisation is crafting its way very rapidly, more and more people throughout the world are relying on banking for a safe and secure financial security. This creates a huge opportunity for existing as well as new banks that want a fair deal of market share in this industry. There is a fierce competition among banks to attract more and more customers and simultaneously focus on the retention of these customers. Mindset of people changes very quickly when it comes in trusting these banking institutions. This is mainly due to a plethora of options as well as the ease to shift from one institution to another. In recent years, servicing industry has shifted their focus from product to customer. This applies for banking services too. Customers directly affect the brand image of any bank and this information flows very rapidly among people.

1	Sandeep Srivathsan	Great Lakes Institute of Management,Chennai	Laxya Joshi	19120	Impact of FDI on Indian Markets
			Garima Thakur	19218	
			Vaibhav Joshi	19256	

Abstract : FDI has played a huge role in shaping up our economy since 1991. It has saved our country from going bankrupt and is now getting investments for the country. We have studied how FDI can affect an individual or an organization or country as a whole. To study this we used Sensex Index data since the introduction of FDI and carry our research from this secondary data available from live stock exchange and simultaneously considered various internal and external factors through which FDI can impact Indian market. By doing so, we concluded that all the independent variable effect the Sensex in one way or another. Although they don't affect the Sensex individually but they certainly do affect when combined together.

2			Aditya Das	19205	Study of the factors affecting a retailer's operations
			Gaurav Pejathaya	19219	
			Vraj Patel	19261	

Abstract : The reason for undertaking this study was to get an understanding of how retailers operate and to provide suggestions on how they can improve their performance. Data was collected from a sample of 122 retail outlets across three cities by means of a survey. The data collected was checked for statistical significance and the non-significant variables were excluded. Factor analysis and regression was performed on the data and results indicated that both factors, Product Availability and Bargaining Power of Supplier are statistically significant with a significance value of .009 and .000 respectively. It is noted that the product availability positively affects sales while bargaining power of supplier negatively affects sales of the retailer.

3			Manthan Shah	19123	Optimization in Reverse Supply Chain Management
			Priyanka Gagare	19131	
			Shoumi Paul	19143	

Abstract : This study is for optimizing the cost, time, and other factors like customer convenience in reverse supply chain. The variables used to carry out the analysis are Convenience, Process Efficiency, and Customer Experience and their effect on the dependent variables, Customer Satisfaction and Purchase Intention. The analysis is carried out on surveys conducted both on customers who've returned products in retail market, as well as those who've returned products in e-commerce market. The results will show us what matters most to the customers while they return their products, as the products are transferred back to the source using reverse supply chain. The primary data was collected through survey and Reliability Analysis was carried out to find out the significance of each factor as far as the satisfaction and purchase intention goes. It is also adamant that these variables aren't the only one that'll effect the satisfaction and intent to purchase, as the Cronbach alphas aren't that high for any of the variables. Also, the customer perception varies highly in retail industry, as compared to the e-commerce platform.

1	Sanjoy Sircar	Great Lakes Institute of Management,Chennai	Pawan Asrani	19129	Macro Analysis of Bitcoin price using news feed
			Tanishq Agarwal	19153	
			Vivek Choudhary	19157	

Abstract : Bitcoin is a digital decentralized currency which uses cryptography to generate, regulate and transfer its units from one person to another. According to some existing literatures, the price formation of Bitcoin cannot be explained by traditional valuation method which are mainly dependent on cash flows, purchasing power parity etc. This research paper will answer whether news feed sentiment captures the price movement of bitcoin. Regression analysis between log returns of bitcoin prices with sentiment score is not significantly correlated. Granger causality test further revealed sentiment score is neither a lagging indicator nor a leading indicator of bitcoin price for the undertaken period. This concluded news feed fails to explain the price drop or price rise and cannot help us capture the market sentiment about bitcoin.

2			Abhishek Agarwal	19203	Application of Altman Z-score in Indian Industry
			Akshar Patel	19210	
			Chetanaya Goyal	19216	

Abstract : Over past years, various models have been utilized for prediction of bankruptcy. From simple ratio analysis to regression models and others. Among all, the Altman Z-Score is one of the widely used model for the same. A combination of various ratios is used for calculation of Z-Score. Indian economy is growing and with growth comes uncertainty. Various companies are being incorporated every year and various are going bankrupt. Thus, to understand the relevance of Altman Z-Score in Indian context, we undertook this study. A sample of five sectors was chosen and the study was carried out on the companies selected from among those sectors to conclude that prediction by Z-Score might not always hold true in such growing Indian scenario

3			Akash Lakshmanan	19105	Validation of CAPM in the context of Indian Stock market.
			Apoorva Sharma	19110	
			Shali Bhadra Jain	19246	

Abstract : Capital Asset Pricing Model (CAPM) is being validated by comparing the actual data with the predicted data. Using daily stock prices for the first 36 months of past 72 months of top 50 companies (as per market capitalization) listed in the National Stock Exchange, we computed returns with respect to their daily price fluctuations. After this we computed expected returns for the next 36 months using CAPM. We then validate CAPM by comparing actual data with computed data. We find that the Null Hypotheses is rejected and the CAPM does not hold good for predicting the future stock prices in a real world scenario.

4			Arya Sundar	18164	Study on the Effectiveness of Mergers & Acquisitions in Indian Banking sector
			Abinaya.S	19103	
			Santosh Aditya	19151	

Abstract : The main purpose of our paper is to study the effectiveness of mergers and acquisitions in the Indian banking sector post-merger by taking examples of some banks. We have compared the financials of the bidding bank pre and post-merger and the effect it had on the bidder bank's operating performance and its value creation post-merger. The performance variables we have used in this study can be used for similar comparative studies in the future. This will also help the banks to know what to look for while deciding to merge or acquire with another bank. In the recent past, there has been an increase in the number of Mergers & Acquisition activities in India. Privatisation, Deregulation, Globalisation and Financial innovation in the banking sector are the main contributors to this increase.

			Name	ID	Title
5			Satish Kumar S	19243	Impact of Block trading of Indian Equity markets
			Swetha V	19255	
			Vasanth M	19257	

Abstract : The focus on block trading can be witnessed through the decisions made by SEBI in October 2017 based on the suggestions made by the market participants. The decisions were to increase the block trade minimum order size to 10 crores instead of the current 5 crores and having two 15 minute-windows per day. It is presumed that these changes will ensure better price stabilization and confidentiality. It is to be noticed that the pricing is decided based on the Volume Weighted Average Market Price. This study converges on the impact of block trading on the Indian Volatility Index (VIX), that is, to what extent the block trade prices fluctuates the underlying index. The market data between the years 2009 and 2017 is used to analyze the relationship between market volatility and block trading.

			Name	ID	Title
6			Arjun Ramaswamy V	18112	Effect of free cash flow on profitability and investment of firms
			Harinishree M.	19117	
			Mayank Kumar	19124	

Abstract : The empirical study aims at identifying and analyzing the impact of Free Cash Flow on the investments and profitability of the company. With growing demand and increasing operational efficiency clubbed with innovation, Indian companies are investing heavily in the development of their capacity and making the companies ready for the ever-growing demand. The study is done with the prime purpose of: Understanding how companies plan their long-term investments with respect to their Free Cash Flow (FCF). This will also help in analyzing the trend of their investments year on year. With growing need for the companies to plan their investments keeping in mind their sales growth, our study will analyze the same and relation between the two.

			Name	ID	Title
7			Linu George	19121	Classification of dividend payouts trends of BSE stock
			Monojit Patari	19126	
			Vasudha Poddar	19258	

Abstract : Researching previous studies on dividend policy gives us a list factors that affects company's dividend payout. We want to know the effect of these variables on the company's long-term dividend payout trend and segregate the effects of these variables based on different dividend payout policy trends.

			Name	ID	Title
8			Neeraj Kumar	19231	Relationship between socio-economic factors and the popularity of cryptocurrency across different countries
			Rachit Kohli	19235	
			Saraswat Mukherjee	19242	

Abstract : The purpose of this paper is to test how certain socio-economic factors play a role in the volumes of cryptocurrency (Bitcoin) that are being traded in different countries. The socio-economic factors that have been chosen for the research are the internet penetration, inflation rate, GDP per capita and Literacy rate of particular countries. We used correlation and regression analysis for conducting the research. Internet penetration was found to be strongly significant factors and Inflation rate and per capita GDP to be partially significant factors affecting the volumes of cryptocurrency (Bitcoin) being traded in different countries. Literacy Rate was found to be an insignificant factor.

			Name	ID	Title
9			Anurag Kumar	19109	Study of relationship between Commodity Market Prices and Stock Market Prices in India
			Aditya Kathuria	19206	
			Shravani Sarma	19247	

Abstract : Several reports have been published in past to suggest correlation between commodity price movement and stock market. Thus, to analyse this hypothesis we carried out this research to examine the relationship of three important commodities, Gold, Crude Oil and Foreign Exchange with the stock market. Taking into consideration 5 years daily prices of gold, oil and USD rates and the index prices of Nifty and Sensex from the year 2013 to 2018 we performed regression analysis. The overall result showed that some of the commodity prices have short term bilateral effect across the stock markets while some have only unilateral effect. Overall, our findings illustrate several important implications for investors in making optimal investment decisions while forecasting changes in stock markets and helps them to maximising their returns.

			Name	ID	Title
10			Aashna Arora	19101	Measurement of volatility of stock options across industries
			Rajul A	19238	

			Shruti Bhure	19248	

Abstract : Innovation of derivatives have revolutionised the financial industry and has helped in the development of financial markets all over the world. Derivatives are a financial instrument which derives its value from the underlying asset. It includes forwards, options, futures, swaps. Futures and options are the most popular ones. The focus of this study lies on stock options based across three industries namely, Pharmaceutical, Automobile and Infrastructure. The pricing of options is determined on the basis of various factors. This objective of this study is to understand and determine the relationship between interest rates and the underlying stock price with its option price through statistical tools.

1	Shankar R L	Great Lakes Institute of Management,Chennai	Surabhi Kowthalam	19152	Effects of a marco economic announcements on Indian finanical markets
			Karan Chandrakant	19225	
			Milindraj Chauhan	19229	

Abstract : Studies describe the reaction of U.S., German and British stock, security and remote trade markets to ongoing U.S. macroeconomic news announcements. Our analysis is in light of data with high frequency futures returns for each of the markets in India. We find that news creates conditional mean bounces; thus high-recurrence stock, security and conversion scale flow are connected to basics. Our study demonstrates that equity markets respond diversely to similar news relying upon the condition of the Indian economy, with expected and unexpected news having a positive effect amid extensions and the generally expected negative effect amid retreats. We legitimize this by worldly variety in the contending "cash flow" and "discount rate" effects for equity valuation.

2			Aheli Das	19207	Analysis of information asymmetry in the market around earning announcements
			Susan Abraham	19251	
			Vinotha R K	19260	

Abstract : Earnings announcement are important financial news that provides a glimpse on how stocks will most likely be valued in the future. Stock prices tend to increase when earnings results exceed market expectations. On the other hand, lower than expected earnings results tend to lower share prices. However, many a time extensive price manipulation is observed whenever the earnings are announced. This research seeks to find out whether earnings announcements are causal to market swings by focusing on a 15-day timeframe around the event period to analyse the effect of information asymmetry using statistical techniques. It has been proven that there is difference in the variation of returns during earning announcement compared to regular trading days with 95% significance

1	Srikant .P	Great Lakes Institute of Management,Chennai	Riddhi Ghosh	19134	Impact of macro variables on stock market indices
			Samridhi Chauhan	19139	
			Surabhi Agarwal	19152	

Abstract : The study is based on finding the relationship and the effect that macroeconomic variables have on the stock market indices. There are a total of 26 macroeconomic variables and three stock market indices that we've taken into account for conducting the study. The results of the study will have direct implications on the investors who want to make an informed investment choice, based on the economic conditions that are prevalent in the country. We have collected secondary data for a period of 12 years (2005-2017) and used various statistical measures to compute the dependability and correlations.

2		Vidya Mahambare	Shaurya Singh	19142	Value Creation through Mergers and Acquisitions
			Sumith Agarwal	19150	
			Divya U.L.	19161	

Abstract : M&A is gathering pace in India with the value expected to reach $52.8 billion by 2019 according to the McKenzie report. Our major objective for this empirical research is to determine how value is created through Mergers and Acquisitions. Our research will involve the analysis of both the companies - the Acquirer and the Acquiree. Hunger for growth in market share and tapping into new markets call for M&As. M&As tend to be successful only if the company is able to attain economies of scale and is able to synergise both of the organisation cultures. There have been several instances where M&As have been successful, when the market suggested it would not work, as in the case of TATA and JLR, but when we observe the financial performance of the TATA group, we can now see that it is one of the bright spots of the group's financial performance.

3		Rajan C R	Akshaay Pareekh	19106	Factors which affect a firms Corporate Dividend Policy
			Jay Shethwala	19223	

			Jay Majithia	19224	

Abstract : A firm's dividend policy provides a lot of information to investors and others about how the company utilizes its excess earnings. The study is to uncover the relationship, if there is one, between certain variables and the dividend payout policy in the Indian context. Seven independent variables after reading through previous researches were taken with the Dividend Payout Ratio as the dependent variable. The data used was of secondary nature, i.e. taken from published sources such as annual reports. Linear Regression was performed on the data set. The adjusted R square for the analysis is 0.091 suggesting that the factors taken did not explain the dividend payout policy. The hypotheses that the given variables have a significant relationship with dividend payout policy are therefore rejected.

2	Sriram D	Great Lakes Institute of Management,Chennai	Ajay Kumar	19208	Effect of Social Media Brand Engagement on Repurchase Behaviour
			Arvind Elangovan	19215	
			Sandhya P	19127	

Abstract : With the emergence of social media there has been tremendous change in the way companies engage with their customers. There have been abstract concepts on how social media engagement would affect the way companies should engage with their customers. There are studies which highlights the different ways of engagement, where this particular study evaluates how brand engagement would lead to repurchase and about how various parameters such as affect, value delivered by the engagement, self-brand connect and self-esteem plays a role in the way companies engage

3			Godwin Daniel	19116	Study on Gamification as a Catalyst for Customer Engagement in Online Retail
			Sruthi Ravishankar	19148	
			Vivek Agarwal	19156	

Abstract : In this fast paced, competitive era, people have started opting for recreation and out-of-the-box atmospheres in all scenarios to surpass the daily routine. Brainstorming and research has exposed us to a new buzz word – "Gamification" – the process of using game like elements into business and marketing strategies. Integrating the gaming strategies into business has proven to increase engagement and loyalty in many fields. Gamification techniques have proven to increase co-creativity, product popularity, provide sense of achievement to the user and increase vigour. People love brownie points, rewards and exclusivity -this psychology has been comprehended by the industries and integrated along with their businesses. Getting on top of leader boards, earning badges and rewards have been one of the few strategies of gamification in order to increase customer retention.

4			Saarthak Chopra	19137	Effects of ewom on online food service providers.
			Divya Chandra	19217	
			Surbhi Nahata	19250	

Abstract : eWOM or electronic word of mouth is the buzz created on various online platforms due to the feedback given by the customers, post the consumption of a product or service. Online platforms could be anything from popular blogs, forums, consumer websites, social media handles etc. eWOM of a business can be either positive or negative, based upon the personal experience of the consumer. Positive eWOM would result if the product or service were able to resolve the pain point i.e. it were able to meet the expectations of the consumer. Negative eWOM could result if the vice versa happens. We intend to study the phenomena behind the eWOM of the more recent online food services. Positive eWOM will enable the service provider to further improve its quality and service. It also has the ability to influence the perception of the customer about the product/service. The effect of variables like altruism, egoism, economic incentives, customer satisfaction, perceived ease of use will be measured.

5			Jeynth Sundar	19118	Role of social media Marketing in customer engagement
			Yeramsetty Bindu Naidu	19159	
			Muthu valliammai V	19160	

Abstract : Social Media Marketing is a technique that targets social networks and applications to promote products, engage customers and spread awareness to shape up the relations between the brand and its customers. Social media marketing can be done through platforms such as Facebook, Twitter and Instagram. Customer engagement for online shopping websites is high among brands using internet based applications, where customers can communicate with each other and also with company representatives. Our study involves analysis of a product based company and a service based company to study the role of customer engagement due to brand's social media platforms. Customer engagement is measured by the interactivity, message novelty, customer perceived value and brand experience.

1	Sridhar Samu	Great Lakes Institute of Management,Chennai	Akash	19209	Do Privacy concern affects the acceptance of personalized advertisements

			Amit Behera	19211	
			Vikas Vijayvargia	19259	

Abstract : Website registration is the door between customer information and the company, but is not paid much importance. In the age of personalised marketing, information about the customers can make a huge impact over the effectiveness of the marketing campaign. The authors identify the nature of Electronic Word Of Mouth (positive or negative), presence or absence of peer pressure and the strength of privacy protection (Weak or Strong) as important factors in determining the registration intention. The theory was tested in an experiment using situational write-ups to measure the three factors impact on registrations. The result shows and interesting interaction among the factors, which has important implication for companies which want to website registrations.

2			Tushar Manchanda	19253	How effective is Social Media in raising the brand equity of retailers
			Naveen Chaudhary	19230	
			Rahul Chaudhary	19132	

Abstract : This study discusses the various attributes which can be responsible for building the Brand Equity on the Social Media platform. Brand Equity is a crucial intangible asset for the firms and with the advent of social media, consumers buying decisions are largely made on the online product reviews and hence Brand Equity can be made or destroyed using that. The present research gives important insights on the development of Brand equity based on the engagement of customers on social media. The results were carried out using Anova test with the decent value of r-sq as 35.5%. The beta coefficient for sharing of content on social media is 1.14 which shows its great significance in raising Brand Equity. Therefore sharing of content on social Media has quite intermediate role in building the Brand Equity

1	Swaminathan T N	Great Lakes Institute of Management,Chennai	Deepti Agarwal	19113	A study on drivers of purchase intent of private labels
			Kirti Khattri	19119	
			Aarushi Goyal	19201	

Abstract : Private labelling is challenging the performance of the existent brands. Our aim is to capture responses from respondents to achieve details of incentives and provocations that makes a consumer buy private labels instead of famous existent brands. There has been a tremendous rise in the private label brands in the past years. And this is the result of evolving consumer demands. Consumers are continuously looking for products that are affordable and of high quality. And retailers started investing in building up such private label brands in order to satisfy consumer needs.

2	Viswanathan P K	Great Lakes Institute of Management,Chennai	Tejaswi Alla	19154	Consumer Preference in buying High-End Mobile Phones in India
			Arpit Singhal	19214	
			Rajat Saxena	19237	

Abstract : Now-a-days, mobile phone is a necessity, is also affordable and has become a lifestyle durable. There has been a hefty demand for mobile phones in the Indian market and it has reached across demographics and regional boundaries. The research is focused on the factors which can result in consumer preference in buying high-end mobile phones. The findings from the research have revealed that features, brand personality, compatibility, and price are the factors which affect the consumer preferences. Also, the focus should be more on features and brand personality to increase consumer preference. Although, compatibility and price slightly affect the consumer preference but are factors which vary based on the choice of segments a company is willing to target.

2			Aravind Saba P	19111	Market Basket Analysis for retail revenue management
			Tejaswini P V	19233	
			Rahul R	19236	

Abstract : Market basket analysis is a method of mining association rules from the past transactional data to generate useful marketing insights that would increase the revenue. Three-year historical sales data from a leading consumer goods showroom was obtained with the help of our guide Prof P K Viswanathan. The dataset contained the bill ID, date of purchase, product details, brand details, quantity purchased, value of purchase and customer details. Bill ID and product details were used to generate association rules using apriori algorithm in R studio. Top rules were generated by setting minimum threshold for parameters like support and confidence to aid the analysis. Inferences were drawn based on the outcome of the model. Extension of these insights into marketing and promotional strategies have been discussed extensively. The applications of market basket analysis in high value product sectors like consumer durable industry is limited since number of items in each basket is minimal. Hence this model could be successfully applied and taken advantage of in other industries like FMCG retail.

3			Yash	19158	The impact of payment gateway on social media
			Ankita Khound	19212	
			Harsh Pahuja	19220	

Abstract : In the current era of digital media, there has been a huge upsurge in the shifting of people behavior from conventional shopping methods of visiting brick and mortar stores to online shopping. The sudden rise could be seen in the emergence of a large number of ecommerce website. While people have become acquainted with online shopping, there is a current trend that is observed among entrepreneurs wherein they have been looking for free platforms to market their products. With billions of customers available daily in Facebook and Instagram these places have become a common ground for sellers to meet potential buyers where many start-ups list their products and sell their products through an online transfer of money via a medium of payment backed by a bank or any virtual.