

ABSTRACT PGPM 2012_2013

S.No	Guide name	Affiliation of the Guide	Study No.	Student Name	Roll# (FT13)	Topic of study	Abstracts
BEST STUDY							
28	Venkat R Krishnan	Great Lakes Institute of Management	2	Abirami Muthia	FT13398	Servant leadership and follower's organizational commitment : Role of leader's charisma	The purpose of this study is to report the role of transformational leadership characteristics in the relationship between servant leadership and affective & normative commitment. We collected data from 105 employees of various IT firms located in India. The respondents were asked to fill their supervisor's servant leadership, transformational leadership and their own affective & normative commitment and we ensured that the respondent had worked under the supervisor for at least 6 months. The respondents held at least a graduate degree, and the mix consisted of 47% male, and 53% female and 25% of them were in the age group of - below 25 years, 74% of the employees were in the age group of 25 to 40 years and 1% with age greater than 40 years. Transformational leadership perfectly mediated the relationship between the servant leadership and follower's affective & normative commitment. We also found that servant leadership enhances the followers' affective & normative commitment, only when the transformational leadership is low. When the transformational leadership is high, the impact of servant leadership on the affective & normative commitment may not be significant. It is inferred that displaying characteristics of servant leadership would be a good start for any leader follower relationship but servant leaders need to show characteristics of transformational leadership, only then they would be able to significantly influence the followers' affective and normative commitment.
SECOND BEST STUDY							
10	Narendar Rao	Northeastern Illinois University	10	Gokhul A	FT13128	Analysis of bankruptcy prediction models and their effectiveness: An Indian perspective	Bankruptcy is a state of insolvency wherein the company or the person is not able to repay the creditors the debt amount. Bankruptcy prediction is of importance to the various stakeholders of the company as well as the society on the whole. There are various bankruptcy models used across the world. The purpose of our research is to study the suitability of major bankruptcy prediction models by applying them to companies in the Indian Manufacturing Sector that have been declared sick. As a part of the project, only companies that were reported sick in accordance with the Sick Industrial Companies Act will be studied. The research shall analyse the financial statements and market data of these companies over a 5 year period. By analysing certain aspects of the statements and by applying the various models to the companies under consideration, we shall try to determine how far back these models are able to predict that the companies would get into financial distress. The major contribution of our study will be to identify a suitable model for bankruptcy prediction in the Indian context.
				Manu Shankar	FT13145		
				Srivatsan R	FT13378		
THIRD BEST STUDY							
25	Tapan Panda	Great Lakes Institute of Management	4	Ashutosh Naik	FT13211	Effectiveness and efficiency of event sponsorship in brand building	The objective of this research is to study the various marketing strategies deployed by corporate sponsors during international sporting events and to measure their contribution towards brand building. It highlights how such sponsorships render superior results towards brand enhancement as compared to other promotional programs. Although brand equity is an intangible asset of a company, several standard methods are available in the market for brand value calculation. These models give a quantitative feel to the qualitative data obtained from surveys and experiments. The efficiency, which is the effectiveness per dollar, has been calculated using one of these methods, the <i>Interbrand method of Brand Valuation</i> . Based on factors such as sponsorship turnover, the study further examines how this model can enhance decision making processes for managers
				Chandni Gupta	FT13214		
REMAINING 154 STUDIES							
1	Alok Jain	Great Lakes Institute of Management	1	Pooja Aggarwal	FT13256	Destination Branding through Indian Cinemas	This study aims to find out the influence Brand Image and Brand Awareness on the consumer travel preference. 4 focused group followed by survey of 100 students and professionals between age group 21- 46 was conducted. Data Analysis is done using Factor Analysis, Multiple Regression and Annova and taking 5% level of significance. Brand Image comprises of Appeal, Perception and Lifestyle and Brand Awareness comprises of Interest and Influence. Appeal, Perception and Interest are positively correlated and Influence is negatively correlated to consumer travel preference. Brand Image has greater impact than Brand Awareness on Consumer travel preference. This will help in tourism industry in budget planning and formulation of effective marketing strategies to promote destinations.
			1	Khushboo Singh	FT13430		

	Alok Jain		2	Gajendra Sisodia	FT13125	Measure Brand Resonance in the E-commerce industry	Measure Brand Resonance in the E-commerce industry and suggest strategies to bridge the prevalent brand gaps. This study is aimed at measuring the brand resonance in the E-commerce industry, which basically refers to the extent to which a consumer is 'in sync' with a brand. Done with the help for four major variables in this study: Value creation/Brand building, Website design/Use of technology, Trust and Security and Customer Service, the authors conducted a combination of qualitative and quantitative research with a sample set of 120 respondents who are regular consumers of 'kwench, India's first corporate library solutions provider. A questionnaire was floated and responses were measured on a five-point likert scale, after which, a factor analysis was conducted. The results revealed that, trust & security and customer service were significant and positively influence brand resonance.
			2	Tanya Seth	FT13183		
			2	Garima Yadav	FT13220		
	Alok Jain		3	Logesh kumar	FT13235	Emotional Branding versus buying behaviour	Emotional branding engages consumers on the level of the sense and emotions. It provides the means and methodologies for connecting product to the consumer in an emotionally profound way. The study tries to bring out the relation between emotional branding and buying behaviour. The study involved both qualitative and quantitative data, reliability was found cronbach alpha. Regression on the factor, emotional branding and buying behaviour explains 54% and 59% variance of buying behaviour in chocolate which belongs to impulse category and detergent which belongs to planned buying category. This implies that Organization can use this emotional branding to increase the purchase involvement in the said categories
2	Arjun Chakerverti	Indusage	1	Manshi Gandhi	FT13144	Scope of Digital Marketing in Health Care industry	Everything we know about marketing will change." - is a statement made by Bill Nussey, president and CEO of Silverpop (an organization which provides digital marketing platforms). He also emphasized, "old-school marketing has gone as far as it can," while explaining customer experience has eclipsed products as far as purchasing decisions are concerned. B2B healthcare seems to have opened up to this idea and Epic is setting an example for the entire industry. It has taken a major leap by eschewing traditional forms of media marketing, while banking heavily on word of mouth of its customers to attract new clients
			1	Sudeshna Banerjee	FT13379		
	Arjun Chakerverti		2	Abhishek Maheshwari	FT13299	Effect on consumer buying behavior by additional safety features in passenger automobiles	The purpose of the study is to find out the consumer psychology about the advanced safety features that are available in cars. To conduct the study we took a versatile sample covering all possible age groups, income brackets and from versatile demographics to see which factors affect the consumer buying behaviour the most. Hence our primary/dependent variable was Consumer buying behaviour and we had four independent variables Demographic Versatility, Geographic terrain, Income differentiation, Average distance travelled. We postulated our hypothesis using the above mentioned variables and collected the data using surveys. The analysis was done using SPSS and the results we found using the regression analysis. On the basis of the results we found from regression analysis, we concluded the dependence and the degree of dependence of consumer buying behaviour on demographic versatility, geographic terrain, income differentiation and average distance travelled.
			2	Vinay Kumar	FT13487		
	Arjun Chakerverti		3	Guneet Singh Arneja	FT13331	Market research on Demand of Educational Tablets(e-Tablets) in India	This empirical study we conducted falls comes in the sphere of tablet computer use in a learning environment for higher secondary education. We examined various possible opportunities which can engage a tablet use in higher education. In terms of usability and design, this included the reading of a syllabus books (e-books) and video lectures of experts on their subjects, and how that can alter the method of studying today. Also, we looked into how we can market and distribute the tablet better based on the results of our study. The research model we used includes both quantitative as well as qualitative data collection methods, which involves observation, surveys, interviews, and focus groups
	Arjun Chakerverti		4	Chetna Mehra	FT13320		
			4	Abhinav Verma	FT13395	Sustainable E-tailing business models in India	The study establishes the relevance of product pricing and, owned supply chain models in e-retailing businesses. It also ascertains the importance of employees' partnership in the ownership of the e-retailing companies. According to the results, the companies who have employed an owned delivery system (supply chain model) for customers are more profitable than those who employ outsourcing courier delivery services. The results show that prices are more important than the popularity or brand of a particular online store and customers will buy more in volume even if the website is not popular provided the prices are lowest. Employee satisfaction is also found to be important to boost the profitability in the long run.
	Arjun Chakerverti		5	Viral Patel	FT13195		

			5	Lathish Venugopal	FT13435	Effectiveness of Online Advertising & Promotions: An Indian Perspective	This evidence based study hypothesized that parameters such as customer engagement and brand perception have a stated impact on online advertising and more pertinently, in the Indian context. Each parameter was further qualified in to 11 attributes using proven qualitative research techniques (FGIs* & Laddering Interviews) and a comprehensive questionnaire (63 questions) was prepared based on it. The online survey was distributed to a wide but relevant demographic and 185 responses were collected. The survey results were first screened for internal validity (Cronbach Alpha) and later put through statistical tools (Regression). The statistical results of our comprehensive study of 162 respondents showed that 9 out of the 11 attributes studied were statistically significant (t-value < 0.05), thereby confirming the hypotheses.	
	Arjun Chakerverti		6	Harsh Kanchan	FT13334	Marketing strategy for polio eradication: lessons for future child immunization intervention	With no new polio case since 10 January 2011 India is set to become a polio free nation, marking the biggest public health achievement since independence, involving an unprecedented leveraging of marketing strategies, mass media and celebrities for community mobilization. The intervention makes a strong case to capture lessons learnt during polio campaign for replicating them in other public health interventions, especially in measles vaccination since India accounts for half the global deaths due to measles. This empirical study analyzes social marketing mix of polio campaign and through a survey involving 100 respondents surveyed in Nuh and Jhansi and five hypotheses seeks to validate if marketing strategy of polio can be replicated for future child immunization interventions such as measles.	
	Arjun Chakerverti		7	Chitvan Keith	FT13120	Impact of Socially Critical Incidents on Industrialization and the Business Environment	Socially critical incidents like terrorism and communal violence have crippled many great nations, especially in terms of their economic strengths. This study explored such a case of terrorism in Punjab. The 1984 riots changed the way the world looked at a man in a turban. This study aimed to find out if it was really communal violence, which hampered the growth of the state. During the course of many qualitative interviews, it was discovered that many other factors were responsible for the lack of industry.Terrorist activities strongly came out as the most important factor hampering industrial output, employment rates and number of business establishments, which were taken as measures of industrialization.	
	Arjun Chakerverti		8	Mannat Wadehra	FT13346	Effectiveness of Pay Per Click advertising model with respect to sales	In a generation ruled by the internet highway, companies are vying for maximum visibility in the minds of consumers. The road to success is measured in “views”, the online equivalent of footfalls in a conventional business. Keeping in mind the advertising budgets, companies always look out for cost effectiveness balanced with unique advertising models.	
			8	Kalicharan Vedula	FT13382			
			8	Vikas Kumar	FT13387		Pav Per Click (PPC) is a recently developed model in online advertising, which allows companies to	
	Arjun Chakerverti		9	Suchita Gupta	FT13176	Is digital marketing more effective than conventional marketing?	The last couple of years have witnessed a gradual increase in digital marketing acceptability as compared to traditional forms of marketing. To assess this, we have evaluated various factors responsible for differentiation. The introduction gives a general overview of what digital marketing is and what are various tools marketers espouse to woo consumers. The literature review looks at what diverse researchers say about same topic under dissimilar dimensions and gives a schematic abstract outline of the research study.	
			9	Tilak Srivastava	FT13283			
			9	Vinay Tiwari	FT13390			
	Arjun Chakerverti		10	Garima Rustagi	FT13324	Customer behaviour and trends, with respect to offline and online ticketing	The purpose of the study is to analyze customer behavior and trends, with respect to offline and online ticketing. This project is basically done for the company Red Bus. We were not able to find much literature on this topic with respect to India since the idea is relatively new for Indian markets. Therefore we conducted a qualitative survey to find out the factors which are important. The respondents were segmented based upon their demographics such as age, education and work. We conducted the survey across a target segment which consisted primarily of people from	
			10	Meenakshi Rai	FT13347			
			10	Astha Agarwal	FT13415			
	Arjun Chakerverti		11	Siddharth Garg	FT13172	Marketing Variables Impeding Acceptance of Cloud Solutions	Understanding consumer behaviour is of the utmost importance when introducing a new product, especially a disruptive innovation. But cloud computing has been around for a while now. Still,	
			11	Abhishek Sharma	FT13300			

						many companies, primarily SMEs, have their doubts when adopting a cloud-based solution. This study has been conducted based on the current trends to find out some of the most important factors affecting adoption of cloud-based solutions by SMEs. Some of these factors are newer concepts, such as vendor lock-in which has started getting some attention recently. Price, security and restitution in the event of failure have also been included to see how favourably SMEs view these factors. This study aims to find whether these factors affect the consumer's intention to adopt cloud-based solutions.
	Arjun Chakerverti		12	Ankur Chaudhary	FT13307	Consumer attitude towards using mobiles for shopping FMCG products from smart posters
			12	Neha Johari	FT13447	TESCO in South Korea introduced the concept of virtual shopping by putting up smart posters across the subways and metro stations. The displays of the virtual stores are made actual of the displays in real retail stores. Smart phones scan the bar codes on each item put up on the posters which automatically lands into the online shop basket. The success of this model is dependent on understanding the concerns of customers and identifying factors that promote the intention to use virtual stores. The Study proves that Brand Association , Good shopping experience & ease of use will positively impact the consumers behavioural intention to adopt new technology & shop from Virtual Grocery stores.
3	Badri T N	Great Lakes Institute of Management	1	Andrew Stephen	FT13108	Optimization of Business Processes in Dual-Channel Supply Chain
			1	Arvind Durairaj	FT13116	Supply chain is the core business improvement effort for most companies. Supply chain optimization has emerged as the central objective to enhance profitability and increase shareholder value with cost cutting and total supply chain performance. Supply Chain decisions vary for in store retail, online only retail and brick and click retailer. This empirical study aims to optimize the business processes/decisions involving location, transportation, inventory management, pricing, and information technology for brick and click retailers. This would leverage the advantages of in store only and online only retailer in terms locations, information technology, inventory management, logistics management and pricing. In this paper we intend to (a) Manage the cost and thereby increasing profitability, (b) Increase consumer convenience and product availability, (c)
			1	Gowtham Bandi	FT13131	
	Badri T N		2	Sibi Ravichandran	FT13171	Assessment of Social Media Impact on Supply Chain Efficiency
			2	Vignesh Varadarajan	FT13188	
			2	Booppathy Sundararaj	FT13317	
	Badri T N		3	Ramachandran Srikrishnan	FT13362	Critical factors to be considered in the scaling of the Family business
			3	Vallinayagam	FT13401	
						In today's highly dynamic environment, information travels fast and social media has been an important medium of real time data. The scope of the study would be to evaluate the use of stimuli shared on social media to evaluate variables such as supplier risk, supplier value, supplier/customer relationship and information flow between the supplier and customer. Supplier risk would deal with the mitigation of supply chain disruption and supplier value would relate to the competitive advantage, the customer would gain in choosing the supplier. The relationship and information flow would measure the trust and communication levels among the supply chain partners. This research would provide an understanding of whether social media would be of any decisive benefit to organization in terms of building a resilient and flexible supply chain design and ultimately be of any incremental business value.
						In today's economic environment there are a lot of small and medium enterprises which are run as a family business. A lot of these businesses are highly unorganized and follow a traditional way of running the business. The objective of this empirical study is to analyze the strategy followed in transforming an unorganized family business into an organized enterprise. We intend to do this empirical study by analyzing the present practices followed in an unorganized traditionally run family business and its impact on enhancing the value of the business. Based on the above analysis, our study will focus on the feasibility of scaling up of a traditionally run family business by considering three key factors – Strategic Transformation, Financial Structure and Incorporation and their correlation with the value of the firm

	Badri T N		4	Amit Kumar Singh	FT13404	Managing the 3 P's of Operations in BFSI	Banking and Financial Services Industry is very important and crucial to any economy. This industry in some way is a reflection of the health of an economy. It performs a lot of important functions in the economy and is detrimental to economic growth of any country. Operations management in BFSI is very important as it has the responsibility of ensuring that the customers get the services as per the SLA. Customer experience is an important metric that is used to measure the success of the organization. The three variables that are very important for customer satisfaction are people, process and projects. The study has been able to successfully fit a model for customer satisfaction based on these variables.
4	Bala V. Balachandran	Great Lakes Institute of Management	1	PrashantMishra	FT13155	A Comparative Study of Performance of Public and Private Banks of India	This paper consolidates the summarized financial statements of the main banks operating in India during the financial year ending March-11, both in the public and the private sector. The key indicators profitability and growth prospects of the two types of institutions are analyzed through Return on Equity decomposition and the use of other financial ratios. On elaborate study, there are many differences between public and private institutions that have emerged. Specially, public sector institutions saw greater profitability and cost control; they were more capitalized in absolute terms and were relatively less dependant on income earned through interest. While Private sector institutions generated comparatively higher revenues, relatively they were more capitalized in and were provisioned more against loan losses, holding a higher proportion of liquid assets.
			1	Jyoti Kumar Rastogi	FT13229		
	Bala V. Balachandran		2	Amit Nakra	FT13105	Fish for Niche	The aim of the Empirical & Live Research project is to determine an approach to introduce a new product in a "niche" market. The authors intend to enter the market with a unique product "organic fish" in the food industry catering to the elite. The aim of the project is to determine a market entry strategy. Through the project the authors intend to identify the market size, determine the positioning of the product in the appropriate market, find out the various channels of distribution, analyse the various pricing strategies available, and financial analysis. The project would also include an overview of the government regulations, Industry and project risk analysis and an operational framework of the technologically advanced organic farm.
			2	Gagandeep Singh Uppal	FT13219		
	Bala V. Balachandran		3	U S Manikant	FT13438	Value at Risk: Is it at its declining stage	Value at Risk (VaR) is a widely used risk measure of the risk of loss on a specific portfolio of financial assets. Through this empirical study, we seek to observe, analyze and figure out the various factors which lead to deviations from the predicted outcomes of the VaR models. Based on these factors, we will try to establish the sustainability of the existing VaR models in current economic circumstances. We will collect data from outputs of various VaR Models, techniques like back testing and historical data available in public domain. This study will try to establish further understanding of VAR models and their overall implications in gauging risk in financial markets. Keywords: Value at Risk, volatility, Back Testing, financial assets, portfolio.
			3	Sandeep Kumar R	FT13470		
			3	Shantanu Mishra	FT13474		
5	Bharadhwaj .S	Great Lakes Institute of Management	1	Ankit Singh	FT13409	How does the online medium affect consumers' offline behaviour?	With a lot of research having been done on factors influencing online sales and factors influencing offline sales, market research on online factors influencing offline consumer behaviour has been scarce and almost non-existent in the Indian context. Our study will explore this area and will provide insights on whether and how companies should tune their website in order to increase the sales at its offline stores and other retail locations. Our study will analyse the effect of user reviews, store location information, perceived ease-of-use of the website, website's perceived Interactivity, aesthetics and online Sales Promotion on the offline sales. With the help of the outcome of our study, companies can definitely leverage the findings and determine what they need to do increase sales in their offline stores.
			1	Bindu Nandigama	FT13419		
			1	Krishna Raman	FT13431		This empirical study investigates the factors that influence the extent of usage of m-commerce in
	Bharadhwaj.S		2	Mayuri Gupta	FT13147	Impact of M- Commerce on consumer behaviour	
			2	Swati Sharma	FT13181		

			2	Garima Narang	FT13423	Indian context. The framework incorporated awareness, perceived ease of use, perceived cost of service, perceived cost of device, social influence, perceived security and technology readiness as variables for measuring extent of m-commerce usage. A total of 176 mobile users from various Indian cities took part in the survey. The data was measured on a Likert scale and model fit was obtained through confirmatory factor analysis using AMOS. This model was then used to find the significant variables using structural equation modeling in AMOS. Among the variables considered, perceived ease of use, awareness and perceived cost of service were found to be significant.
	Bharadhwaj.S		3	Kishore Kumar Rajkumar	FT13232	Variety seeking behaviour of the online customers in Indian context
			3	Reetika Sen	FT13265	
			3	Vinay Kanth Nadikuda	FT13288	The variety seeking behavior of online customers depends on various factors. This empirical study aims to identify few of those factors that affect such behavior significantly. Since this is done in an experimental setting as opposed to a survey, the sample size was 35 (after cleaning the data for missing data fields), with a fairly equal proportion of male and female customers who belong to similar age group. The data was collected by using a website that would capture the number of brands that customers logged in would review before making their final purchase. To achieve this, the customers were allotted Rs 500 (dummy currency) before they started to shop. The experiment was conducted for two rounds to test two of our hypotheses (two rounds for one hypothesis). In the first round the customers purchase information would not be made available on Facebook and in the second round the website had an information message that the customers purchase
	Bharadhwaj.S		4	Ishmeet Singh Bedi	FT13338	Impact of cause related marketing on attitude towards company and its brands
			4	Saurav Chaudhury	FT13370	
			4	Mamta Singh	FT13437	Associating cause with a brand is not a new strategy. Companies leverage the emotional connect customers have with causes. How cause marketing affects consumer perception is studied here. Through experiments, one per variable; longevity of support, type of celebrity & support type, impact on brand trust and corporate image is measured. Advertisements are created around a dummy brand and surveyed. A convenient sample of 172, having 65 females, of an age group of 14-36 years is taken. Findings using ANOVA are; support type & longevity have insignificant correlation with brand trust & corporate image having a p-value 0.476, 0.451 respectively & celebrity type significant with brand trust, p-value being 0.000. This implies consumers aren't very interested in intricacies of support.
	Bharadhwaj.S		5	Manmeet Ahluwalia	FT13239	Brick n Mortar vs. Online book stores: Indian Context
			5	Shreevar Goel	FT13276	
			5	Ruchika Salhotra	FT13466	With the advent of online shopping, many retail shoppers are moving towards this medium. The factors which have fuelled the growth of online shopping are many. Shoppers no longer have the time to make a trip to the mall and make their purchases. They find it convenient to log on to their favourite portal and do their shopping there. Online retailers have understood the trend and diverted a majority of their resources to the online medium, Dominoes & Dell laptops are a case in point. Online retailers like Amazon & Flipkart have invested huge amounts in making sure that buyers who visit their websites are sure to find what they are looking for. This required on their part to not only understand buyer needs but also stock every book in such a way that they fulfil every reader's requirement. Amazon launched the Kindle & Flipkart launched Flyte ebooks which allows users to directly download and read their favourite books on their laptops or handheld devices. The premise for conducting this empirical study is that we wish to study the impact of the rise of
	Bharadhwaj.S		6	Abhradeep Sarkar	FT13397	Consumer awareness and usage of e-commerce and m-commerce solutions
			6	Amritava Deb Roy	FT13406	
			6	Joyeeta Mukherjee	FT13428	One of the fastest growing segments of e-commerce today is apparel purchase. Hence it becomes imperative for theorists as well as managers to understand the different facets of consumer behaviour that are associated with online apparel purchase. Through this paper, we intend to identify the personality traits pertaining to consumers that motivate them to buy apparel online. This study also verifies the mediating effect of Information search on factors that contribute to the propensity of the final purchase. Data was collected from close to 100 respondents from various demographic profiles and it was found that Hedonistic, Impulsive and Deal Prone consumers exhibited a higher propensity to shop online. Value Conscious, Price Conscious and Risk Averse
	Bharadhwaj.S		7	Sushree Panda	FT13180	Validity of Aaker's Brand Personality dimensions in Indian context
			7	Rohit Kalla	FT13365	

Although a considerable amount of research – exploratory as well as validity has been undertaken in determining the brand personality dimensions in various countries all over the world,

			7	Tanvirali Saiyad	FT13483		there was still no exploratory research done to identify any specific and unique brand personality dimensions in the Indian context. In our research, we tried to find new brand personal dimension specific to India. We found 4 of the 5 personality dimensions given by Aaker's model to be relevant (Sincerity, Excitement, Competence, Sophistication). An exploratory factor analysis was conducted by taking 6 leading brands of India and then finding their brand personality traits, these were then checked for reliability using AMOS (confirmatory factor analysis). Finally, we found that apart from the 4 personality dimensions given by Aaker's model, 2 other dimensions were found in the Indian context as hypothesized viz. Aspirational, and Trustworthiness.
	Bharadhwaj.S		8	Soumya Sinha	FT13376	Influence Of Advertisements on Impulsive Buying	Globally retail business is experiencing huge trends caused by the ever-changing consumer tastes, consumption patterns and behavior shown when buying. A user's buying pattern consists of planned shopping and unplanned shopping. Unplanned purchases are usually referred to as impulsive or impulse buying. Statistics says that 38% of the purchases are contributed by impulsive motives. Many different factors work as triggers for the impulse to purchase. Broadly, triggers are divided into two types: internal cues and external cues. Internal cues generally refer to consumers' self-feelings, moods, and emotional states. External cues are specific triggers associated with buying or
			8	Gaurav Bhandari	FT13424		
			8	Jayashree Ramamoorthy	FT13427		
	Bharadhwaj.S		9	Neha Goyal	FT13250	Impact of packaging on consumer perception	The research is based on studying the impact on the consumer perception about the product if its packaging like size, net weight or quantity is changed instead of changing its price. Analysis of consumer behavior and various factors affecting it are the part of the research. Before and after buying a product, consumers are affected by a lot of factors like brand, price, quality and quantity. Today supply chains are improving at delivering products to the markets in a very efficient manner with better, faster and cheaper ways. But, there has been an ever present threat of Supply chain risks. Therefore, it is essential for any organization to identify, prioritize and manage a wide range of risks that can impact its supply chain. This empirical study assesses the risks regarding the strategic vulnerability of the supply chains in the retail industry and also provides a solution to use effective risk mitigation methods to mitigate these risks. For this empirical study we used exploratory study methodology in the retail industry. The sample of the survey consists of the store managers and supervisors who are aware of the supply chain operations of their stores. This study
			9	Anurag Sahu	FT13411		
			9	Lalit Agrawal	FT13434		
6	Chandrasekhar N	Take Solution	1	Arun Koundinya	FT13114	Supply Chan Risk Management: assessing and mitigating the risk	This project intends to improve the supply chain efficiency i.e. Service Rate and Inventory Levels by working out on factors that affect Lead Time. The method of study was perception based survey of working professionals based in manufacturing industries like automotive, electrical, energy etc. sectors in India and a factory visit o find the actual practical workings. After statistical analysis of the data, 3 factors Process Capacity, Supplier Lead Time, Supplier Reliability came to be the significant factors affecting the lead time and this was confirmed during our field visit also. Hence, the paper concludes that by working on the 3 factors, the lead time can be reduced and thereby improving the supply chain efficiency.
			1	Praveen Kumar Gajendra	FT13262		
			1	Murthy Anantha Sowmya	FT13246		
	Chandrasekhar N		2	Achal Gautam	FT13101	Improving Supply Chain Efficiency through Lead Time Reduction	The purpose of the research is to identify the indicators that signal the need for corporate debt restructuring in the light of current macroeconomic factors such as GDP and Fiscal Deficit. This study analyses financial statements of 3 companies in three different industries namely: infrastructure, construction and steel that have gone in for CDR in the recent past and draws a correlation between the macro economic factors and the debt structure of those companies. It also aims to determine aspects of the statements that could have served as the early warning indicators, signalling the possibility of financial distress and hence an impending need for a capital debt restructuring and hence reduce the credit risk of the banks.
			2	Shaileja Verma	FT13168		
			2	Paritosh Pawan	FT13254		
7	Deepak Narang	United Bank of India	1	Shivani Narang	FT13169	Effect of Macro Economic Factors on credit and default risk of banks	Cloud computing in many ways can be viewed as both a technology offering and a business alternative. But its adoption today is driven more by economic rationale than by technology
8	Easwar Krishna Iyer	Great Lakes Institute of Management	1	Arathi Krishnan	FT13412	Analysis of dissatisfies that inhibit Cloud Computing adoption across multiple customer segments	

			1	Gaurav Sareen	FT13425	justifications. Though in delivery terms, cloud offering is a merger of state-of-the-art concepts like virtualization, server consolidation, interoperability and dynamic CPU provisioning, its risk-benefit analysis is purely driven by business imperatives. As a technology, Cloud Computing topped the Gartner's Hype Cycle only as late as 2009. However since then the hype has settled down and 'computing in the ethereal cloud' is slowly emerging as a strong cost-effective alternative to traditional computing. This paper focuses on the customer side perceptions of cloud adoption with a purely India-centric perspective. Since cloud is a fairly new offering, there is bound to be a lot of inertia in its acceptance. This is because cloud offerings - from the product development lifecycle (PDLC) point of view - are at a nascent stage and hence perceived risks outweigh perceived gains.
	Easwar Krishna Iyer		2	Venkatesh Tilak	FT13385	Cash Flow Modeling for Full vs. Fractional Adoption of Cloud Computing Innovations in cloud computing have today made possible the migration of applications, software, storage and even platform management to the ethereal cloud. Huge capital outlays for setting up 3600 IT infrastructure have always been a deterrent for firms, particularly new ventures. In emerging markets like India, inflationary pressures keep the cost of debt capital high, and therefore, any option of deferring capital investment will ease out the initial cash flow pressures and help in better NPV (Net Present Value) modeling. The 'pay-as-you-use' cloud computing model gives firms such an option to partly convert their immediate capital expenses to deferred annual operating expenses.
			2	Varuna Narayanaswamy	FT13485	
	Easwar Krishna Iyer		3	Prabhjot Singh Lamba	FT13451	Conjoint Analysis driven Prioritization of Decision Variables for SME Cloud Computing Adoption Businesses all over the world are taking a leading role in adopting cloud. This is because ever more they realize that cloud computing is helping to achieve business goals. However, the understanding of the market with respect to cloud computing is lacking and confusion exists on the service descriptions. What is nevertheless clear, is that cloud computing is here to stay. This empirical study looks at the Small and Medium Enterprise (SME) Sector and aims at finding out the various factors/attributes which act as the decision variables for SMEs in moving from existing platforms to cloud based solutions. Once the factors are identified, they will then be ranked on the basis of their importance. To gather the data from SMEs, the study will rely on various market research techniques like questionnaires and detail interviews and finally the prioritization will be done using the Conjoint
			3	Neha Pandey	FT13448	
	Easwar Krishna Iyer		4	Rebecca Edwin	FT13264	Factors driving B-School Selection - Comparison between Generic Pool and Applicant Pool This paper aims to analyse and examine what variables MBA aspirants in the country take into consideration while evaluating which B-Schools to apply to. Our theory suggests that there is factor realignment between the generic and applicant pool; furthered by the unique value proposition the school offers. We also aim to establish that the decision variables of potential applicants can be leveraged by the institute to attract a larger pool of applicants and act as predictors of offer acceptance.
			4	Reuben Rodrigues	FT13267	
			4	Irene Eltham	FT13337	
	Easwar Krishna Iyer		5	Vimal O T	FT13193	Study of marketshare difference of C+ passenger car segment using Factor Analysis Winning 'share of mind' is the first step in winning the 'share of market'. This paper tries to prove this age old adage in the context of the Indian premium mid-size car market. For mapping the influence of mind share on market share, the paper uses three tools - un-aided recall, aided recall and factor analysis. The paper posits that a higher mindshare with the ex-ante car buying market will eventually lead to a higher market share. Additionally, the paper also tries to find out the set of drivers that trigger an automobile buy and whether there is a change in preference of attributes between an 'any car buy' and a 'premium mid-size car buy'. Some interesting patterns are reported.
			5	Tanvi Choudhary	FT13282	
			5	Anup S Nair	FT13310	
9	Irudayaraj I S F	XLRI	1	Sudharshan Suresh	FT13481	Impact of Succession Leadership on Organization Culture The scope of our study is to comprehend the relationship between Leadership Styles and Organizational Culture within business units of dissimilar organizations. A total of 62 responses were gathered through an online survey, comprising of questions formulated based on a face-to-face interviews conducted with diverse people from the services sector. It was found that a majority of respondents (96%) had had an employee oriented leader. From the regression results, we found that leadership style does significantly impact the culture in an organization. A company's success is greatly dependent on organizational culture, the sustenance of which is in the hands of the leader. One aspect of this study remains unanswered – are today's organizations tending towards being relationship oriented than being task-oriented?
			1	Vaishnavi Rao	FT13484	

10	Jayraj Rau	Consultant, Chennai	1	Akshay Dongre	FT13304	Maximizing Brand Equity through smart Risk Management techniques in Social Media	This paper identifies techniques any company must focus on while managing risks arising due to social media. Marketers always feel the need for effective strategies to manage their social media platforms to maximize their brand equity. Customer expectations and reactions play a pivotal role in bettering or destroying its reputation; therefore it becomes imperative for businesses to interact 'smartly' with customers to mitigate any risks arising out of comments and posts. This study has been conducted to analyze customer reactions on various characteristics of a company's responses (like timeliness, empathy and honesty) affecting brand equity, measured by evaluating brand loyalty and perceived quality; thereby suggesting strategies to mitigate social media risks as part of their customer engagement efforts.
			1	Guneet Gyani	FT13330		
			1	Kriti Sharma	FT13342		
	Jayraj Rau		2	Erin Jacob	FT13124	How dynamic pricing and inventory control affect the sales in Indian ecommerce	The Indian consumer is generally price sensitive. The price sensitivity is even more pronounced in the e-commerce industry owing the ease of browsing different or all websites at quickly. To that end, the importance and relevance of pricing on consumer purchase intent and thus, sales, cannot be overstated. The potential of the growing Indian market in this field must not be overlooked and companies will want to leverage any form of advantage. In our study we focus primarily on the e-commerce industry and how dynamic pricing and inventory control are related to sales
			2	Ishani Sircar	FT13224		
			2	Manasa Jilugu	FT13237		
11	Kalyanaraman S	The Academic Mentors	1	Sulagn Roy	FT13380	Impact of Lean/Agile Methodologies and their combination on Project Management	This study aims to measure the comparative effectiveness of implementing a combination of Lean and Agile methodologies (called "Lean&Agile") together in IT project management as contrasted with that of implementing only Lean or Agile or Waterfall as a standalone methodology. The factors measured in this study are the Triple Constraints, a) Cost, b) Time and c) Scope. Data has been gathered from IT professionals in select IT organizations, who have either worked in Lean or Agile or Waterfall or Lean&Agile methodologies. Data, collected by questionnaire method, has been subjected to correlation tests, factor analysis, one-way anova and finally compare means test. The findings indicate that Lean&Agile combination can lead to potential cost and time benefits.
			1	Ratnakar Srivastava	FT13463		
	Kalyanaraman S		2	Vikram Kadam	FT13192	How do businesses integrate 'sustainability' in their strategy under tough economic circumstances	
			2	Shamit Kumar Das	FT13274		The purpose of this study is to understand how organizations incorporate sustainability into their strategy during tough economic conditions. It entailed primary research in the form of a questionnaire that included a collection of sustainability drivers, aggregated from well researched
12	Narendar Rao	Northeastern Illinois University	1	Rishabh Rishi	FT13465	Evaluating Indian conglomerate M&A and analysing the strategic determinants of prospective deal	The main objective of any business is to create value for its stakeholders and Corporate Growth is an essential pre-requisite for the creation of value. A firm can grow organically or through acquisitions. Given the extremely competitive business environment, organic growth is usually viewed as being too slow. Hence, an acquisition-driven growth strategy becomes the preferred growth option and an essential tool for value creation. This paper gives insight into key areas of the M&A process and analysis of few pat deals.
	Narendar Rao		2	Mrityunjay Arya	FT13350	Mergers and Acquisitions	
			2	Kumar Abhineet	FT13432		
	Narendar Rao		3	Pallavi Nagia	FT13253	Mergers and Acquisitions	This study aims at analysing and comparing recent acquisitions in IT and Pharmaceutical industries in India and U.S with an emphasis on the effectiveness of acquisition. This is an attempt to analyse the performance impact of these mergers and acquisitions both from the firm's and the shareholders' standpoint. The study intends to capture the performance impact for both long term and short term using a case study approach. For the short-term performance impact an event-study approach is used to get an understanding of the shareholders' wealth created using a window of few weeks before and after the acquisition. On contrary, to capture the long term impact, a comparative study of financial statements of pre- and post-acquisition period is undertaken to see the impact on solvency, profitability and other such parameters. The study also attempts to identify the synergies that were targeted from these M&A and to assess whether the targeted synergies

			3	Narayan Ramanathan	FT13444	This research is aimed at studying how mergers and acquisitions affect the acquiring company and whether the performance of the combined entity improves post the transaction. The performance is being measured through a comprehensive ratio analysis across three parameters: Profitability, Operating and Financial synergies. The research follows a case study based approach and analyses ten transactions that have occurred during the period 2005 – 2009 across different sectors. The study brings out how strategic intent, business and legal environment impact synergy creation.
Narendar Rao			4	Imran Ariff	FT13138	Do conglomerates create value - Evidence from an India perspective
			4	Smriti Sidhu	FT13173	
Narendar Rao			5	Bharat Mehndiratta	FT13314	Effect of Corporate Financial Decisions on Firm's Performance
			5	Vaibhav Dixit	FT13383	Good financial performance of company is a result of effective management of corporate resources and prudent decisions. Corporate managers take the decisions from the available financial tools to maximize the performance of the company in order to create value. Every decision taken by the company has implications with respect to corporate performance and in turn the creation of value. However, the macroeconomic and industry factors in addition to the regulations governing the industry have a great impact on the financial performance of companies. In this empirical study,
Narendar Rao			6	Pratik Kumar Ghosh	FT13356	Indian Infrastructure Companies: An Investment Evaluation
Narendar Rao			7	Mahesh Panirgahy	FT13343	Business Valuation in M&A Transactions: An Empirical Investigation
			7	Namratha Vaidya	FT13352	India's current growth rate is said to be around 5.6% although the historical growth rate during the past decade or so has been around 7-8%, while the world has seen a reasonably slump growth at the rate of 3.9% . In spite of the ongoing global economic problems, increased inflation and interest rate, volatile stock market and weakening rupee, India witnessed 1026 deals contributing to 54 Billion USD in 2011. The basic idea of an M&A is 1 + 1 = 11. The combined value of both the companies is more than both the companies valued separately. This brings us to the basic need of a detailed and accurate
Narendar Rao			8	Ritu Pherwani	FT13270	
			8	Abhishek Gupta	FT13298	
Narendar Rao			9	Puneet Rastogi	FT13157	Risk management and performance analysis of Islamic vs. Indian Commercial banks
			9	Samridhi Agarwal	FT13164	

			9	Rohit Sharma	FT13271	study, we will study the financial health and risk handling capability of two global banking models namely Islamic Banking and Conventional or commercial banking. In order to assess and press up the soundness and reliability of banking industry, the information on connection between fluctuations in Risk capability, Efficiency and profitability is necessary and sufficient evidence. Our research model will be phased in 3 phases pre, during and post crisis to evaluate and measure the stability of the banking model.
	Narendar Rao		11	Rajarajan Sritharan	FT13361	Assessment of intrinsic valuation methods for Indian companies in the current context This empirical study on applicability of equity valuation methods defines the scope of each valuation method and applies it to various companies in different sectors and identifies the intrinsic value. The calculated intrinsic value is then compared to the market price to identify the method that closely reflects the current stock price. The variation of "intrinsic value" is observed against the nominal variables, "valuation method" and "type of industry". Thus, the study considers the appropriateness of different valuation methods and its reflection on current stock price. The results
			11	Srinivasan Iyengar	FT13377	
			11	Vinayak Ram Ranganathan	FT13391	Use of financial leverage is expected to contribute either positively or negatively to firms' return on equity due to the increased level of risk. The purpose of this study was to examine whether in an Indian context a lower level of financial leverage positively or negatively impacts the performance of small manufacturing firms. The dependent variable, Return on Equity (ROE) was used as a measure of firm's performance and the relation between Debt-Equity (D/E) ratio and firm performance was examined for a sample of 42 small manufacturing firms, using publicly available data for the period 2007 – 2011. Regression analysis was carried out and it was found that lower
	Narendar Rao		12	Anuj Joshi	FT13309	
			12	Akshay Malhotra	FT13403	In the B2B business model, there are predominantly two ways by which you can acquire customers – outbound marketing programs and inbound marketing programs. Inbound marketing or thought leadership marketing ensures that customers find you and ask you for your services or solutions. This is the best case scenario for every organization. This empirical study analyzes the impact of inbound marketing. To substantiate the study, 120 data points were collected from a mixture of industry patrons and customers who are directly or indirectly affected by inbound marketing. The results of the study will serve as a pointer to understand the impact of thought leadership marketing in creating brand awareness, enhancing customer engagement and improving customer feedback.
			12	Vishal Verma	FT13488	
13	Paul Prabhakar	Northern Illinois University	1	Krishnan Chidambaram	FT13233	Analysing impact of emerging technological trends in ecommerce to improve customer satisfaction With the rise of ecommerce and its wide application across various industries there have been numerous emerging technological trends in this field. As the competition is very high in today's market it is a buyer's market and the more satisfied the customer there is more chance for you to do better in the industry. The aim of our study is to analyse a few of the emerging trends and to see what impact they have on the customer satisfaction.
			1	Vinu Seshadri	FT13291	
			1	Sooryanarayanan Balasubramanian	FT13375	Traditionally we have seen that companies abroad have acquired businesses in India because of the attractiveness of Indian market. In the last five years there has been major shift in the M&A and now Indian companies have started acquiring businesses across the world. This study will help us know in which areas the acquisition contributes to the performance of the firm and where it poses challenges for Indian companies. The study will also let us know whether the objectives with which the acquisitions are made are fulfilled. The primary aim of this study is to find out Qualitative and This study aims at identifying performance drivers of a firm, addressing changes that these performance drivers go through and the synergistic effects created when companies forms strategic alliances through acquisitions. The data used in this study is secondary financial data 3 years prior to the acquisition and 5 years after the acquisition. This study uses measures of performance such as profitability ratios, liquidity ratios, market ratios & efficiency ratios. Using the ERP is increasingly turning out as an absolute business necessity these days. While ERP have the potential to offer benefits beyond traditional legacy systems, fewer than 30% of ERP implementations have been successful i.e completed on time, within budget and with required characteristics. The associated risk factors include myriad technological, managerial, psychological and sociological aspects. These risk factors priority also varies from industry to industry. The aim of this empirical study is to analyse the risk factors, on one hand, and establish a priority wise relationship between these risk factors and the type of industry the project is currently being
	Paul Prabhakar		2	Varun Mohan	FT13285	
			2	Prem Srinivas	FT13454	Comparing Existing Supply Chain Practices to World Class Manufacturing Standards Supply Chain Management involves planning, sourcing, creating and delivering optimal goods and services to a company's target customers. The purpose of this empirical study is first, to compare the existing Supply Chain practices of the concerned industry to the World Class Manufacturing
14	Prakash Mathure	Great Lakes Institute of Management	1	Ripandeepkaur Saini	FT13268	
			1	Sampath Selvan	FT13273	Study of Risk Management in Enterprise Resource Planning Systems Implementation. Implementations have been successful i.e completed on time, within budget and with required characteristics. The associated risk factors include myriad technological, managerial, psychological and sociological aspects. These risk factors priority also varies from industry to industry. The aim of this empirical study is to analyse the risk factors, on one hand, and establish a priority wise relationship between these risk factors and the type of industry the project is currently being
			1	Siddharth venkataraman	FT13278	
	Prakash Mathure		2	Mahesh Venkitachalam	FT13236	Comparing Existing Supply Chain Practices to World Class Manufacturing Standards Supply Chain Management involves planning, sourcing, creating and delivering optimal goods and services to a company's target customers. The purpose of this empirical study is first, to compare the existing Supply Chain practices of the concerned industry to the World Class Manufacturing
			2	Mitika Bajpai	FT13349	
	Prakash Mathure		3	Arka Bhattacharya	FT13113	Comparing Existing Supply Chain Practices to World Class Manufacturing Standards Supply Chain Management involves planning, sourcing, creating and delivering optimal goods and services to a company's target customers. The purpose of this empirical study is first, to compare the existing Supply Chain practices of the concerned industry to the World Class Manufacturing
			3	Raunaq Singh	FT13158	
	Prakash Mathure		4	Ajay Lodha	FT13303	Comparing Existing Supply Chain Practices to World Class Manufacturing Standards Supply Chain Management involves planning, sourcing, creating and delivering optimal goods and services to a company's target customers. The purpose of this empirical study is first, to compare the existing Supply Chain practices of the concerned industry to the World Class Manufacturing
			4	Sanyukta Sen	FT13368	

			4	Nivedita Singh	FT13450	(WCM) standards for Supply Chain Management (SCM). Second, it identifies critical gaps in current Supply Chain practices and suggests areas for future alternatives that will aid managers in enhancing their supply chain performance and efficiency will benefit the industry in global competition and will also present alternatives for the industry to approach global export of its Service Operations Management emphasizes on delivering services to the customer, focusing on continuous improvement. There is a growing interest of the study in various Manufacturing and Qausi Service industries, providing an intangible asset to the customer along with the tangible products.
	Prakash Mathure		5	Vishal Kumar Sinha	FT13196	Measuring Service Quality through Service Operations Management
			5	Bipul Kumar	FT13316	Our empirical study focuses on the service quality management aspect and examines the effect of several independent variables on service quality.
	Prakash Mathure		6	Pratibha Michael	FT13261	Challenges in penetrating Indian Rural Market
			6	Vineet Chugh	FT13289	Our methodology involved collecting primary data, including a demographic data, from the "Improving the lives of billions of people at the bottom of the economic pyramid is a noble endeavor. It can also be a lucrative one." C.K. Prahlad.
			6	Arun Thakur	FT13413	As per the Census of India 2011 the total rural population of India is 68.84% still the total revenue of FMCG products from the rural market is only 33% of the total revenue generated. This study is aimed at unearthing the factors that are restricting the penetration of FMCG's food products in Indian rural market. It tries to gain insights into right product mix, distribution channels and strategies, marketing and promotions for the price-sensitive Indian rural market. Consumers in rural markets are economically, socially and psycho-graphically different and value marketing elements such as product packaging, product quantity, brand title and loyalty differently compared to their urban counterparts. Distribution gets restricted due to lack of infrastructure,
	Prakash Mathure		7	Anita Kala	FT13109	Corporate strategies and their impact on firms' financial performance
			7	Chandana Munipalle	FT13118	Firms pursue growth through a number of strategic means, among which diversification and forming alliances are probably the most usual approaches. This study aims at understanding the relationship between corporate strategies and the effect of those strategies on the financial performance of a firm. It examines four different strategies, including the two mentioned before and studies how such strategies along with contextual factors shape their effect on firm performance. Performance measures such as profitability ratios, liquidity ratios, efficiency ratios and market ratios are used. The study concludes that the combined effect of strategies employed by a firm result in better performance and is an indicator of its financial health.
	Prakash Mathure		8	Mandar Sonavane	FT13238	Factors affecting consumer behaviour in deciding mode of purchase
			8	Ankit Goel	FT13305	With various available modes of purchase, it has been observed that retail companies are struggling to identify the consumer behaviour and their pattern of decision making between brick and mortar and online stores. This study is aimed at understanding the factors which influence the consumer's decision regarding the mode of purchase and try to arrive at a pattern which would explain their unpredictable behaviour. A survey was conducted on customers to find out the perception and the importance they place on various parameters while shopping and how brick and mortar and online stores fare on them. The ratings given and their final choice for mode of purchase will be used to build a model which will explain their decision.
			8	Priyank Rawat	FT13455	
	Prakash Mathure		9	Naveen Kumar Kotni	FT13248	Hedging strategy to mitigate Exchange rate risks of IT firms
			9	Suresh Kumar A	FT13392	Significant market mayhem created widespread reassessment of strategies as firms sought innovative ways to reduce risk and preserve returns in a volatile environment. By employing currency hedges, many organizations are able to minimize losses during this period. Our empirical study focuses on the risks facing an IT firm. Also the various hedging strategies that any mid-sized IT firm could employ to mitigate foreign exchange risks are covered as part of our study. The research concentrates on how the exchange rate affects the profitability of an IT firm. Also we would wish to Purpose – Running a business today requires success in attracting new customers as well as retaining the existing customers. With limited budgets and cut throat competition, it is imperative that all the factors of Integrated Marketing Communication should be optimally used to achieve the desired level of brand equity which is the final benchmark against which the success of IMC is
	Prakash Mathure		10	Deepak Sharma	FT13121	Factors affecting the success and failure of IMC in large segment companies
			10	Brahm Srivastav	FT13213	
			10	Karan Gandhi	FT13230	
	Prakash Mathure		11	Ishan Gupta	FT13139	Study of implementation of ERP in Construction Companies
			11	Sanleen Narendra Pal	FT13165	Since the 1990s firms have been implementing modern enterprise resource planning (ERP) systems to integrate their information flows, reengineer their business processes or solve the complex of problems caused by the Y2K. The motives for implementing an ERP-system are shifting. Several
			11	Yashwant Sharma	FT13294	
	Prakash Mathure		12	Vishal Drolia	FT13292	Reverse Supply Chain – A strategic tool for exploiting improvement opportunities
			12	Yash Sobti	FT13293	Environmental concerns and government regulations have significant impact and key drivers for the initiation of Reverse Supply chain management (RSCM).RSCM is the management of the flow of raw materials, in-process inventory, finished goods and related information from the point of

	Prakash Mathure		13	Kunal Gaddhyan	FT13433	Capacity utilization as a factor in risk assessment of Supply Chain	With growing complexity in the supply chain activities of any firm, uncertainties have also grown in large numbers. More dynamic situations and processes have led firms to make changes in supply chain so as to make it efficient and effective simultaneously. The aim of this study is to identify the risk involved in varying the capacity utilization and its effect on the supply chain of the firm under
			13	Manish Ladkani	FT13439		"Identifying consumer behaviour patterns to develop marketing strategies for niche technology products "
			13	Nimit Selot	FT13449		Hi-tech products are characterized by short product life cycles, radical innovations and a niche consumer target segment. These attributes render the traditional marketing strategies sub-optimal
	Prakash Mathure		14	Srijit Nambiar	FT13175	Innovative Marketing Strategies for Technology Products in Education Sector	Pay per Click campaign (PPC) is the most recent and upcoming technique in the online marketing segment today. PPC is an online advertising format that allows you to buy your way to the top of search results pages for search phrases relevant to your business. Not only will you be able to
			14	Ankush Aneja	FT13308		This empirical study determines the need for the Indian IT industry to focus majorly on the non linear growth model in order to sustain the rapid growth rate observed in the past 10 years.
			14	Adhithi Aji	FT13399		
	Prakash Mathure		15	VikramTuli	FT13191	Factors influencing the online Advertising using Pay-Per Click model	
			15	Ripsy Srivastava	FT13364		
	Prakash Mathure		16	Ashish Sareen	FT13117	Indian IT Industry: Need for shift towards non linear growth models	
			16	Chandra Raghunathan	FT13119		Birth of the Indian IT industry happened in the late 70's and 80's. Since then it has seen two inflection points – Y2K and the Dotcom which accelerated its growth, however then it had to suffer
			16	Debanjan Rudra	FT13421		This study examined the adapting needs e-commerce industry with changing buying behaviour of the consumers. Relevance of brands in online retailing, experience of consumers with respect to physical and online purchase, and the preference of consumers for cash on delivery mode of payments have been analysed in detail.
	Prakash Mathure		17	Mohit Sangwan	FT13242	Study on adapting e-commerce with changing needs of consumers	In retail industry where the performance of supply chain is of paramount importance, any initiative which would help in making it more efficient would go a long way in getting a competitive edge over others. The objective of this paper is to study the supply chain of Indian multi brand retail and find out how technological integration and green initiatives taken by a retailer can make its supply chain more efficient. For our study, data was gathered from the employees of a retail firm
			17	Aparajit Ghosh	FT13311		Purpose – It is a widely known fact that today Chennai is fast developing into a manufacturing hub. Although, a big growth engine, this growth will hurt environmental sustainability. However, if the organizations plan to adopt green supply chain practices there must be a basic active evidence linking greening to economic and competitive performance. This paper attempts to find this link among a sample of SMEs from Chennai
			17	Ashish Jindal	FT13414		This study was an attempt to present an overview of the various components of marketing information systems to explore their appropriate roles and importance for successful decisions; role of managers and the information required for decision making; and to find the answer to the question – Are information systems valuable tools and if yes how should they be designed. Data was collected using the questionnaires circulated online to a population consisting of the marketing
15	Purba Rao	IIMA, IIMR, Great Lakes Institute of Management	1	Aditya Bhusan	FT13199	Integration for Efficient and Sustainable Supply Chain in Indian Multi-Brand Retail	In this paper we present our findings from a quantitative study wherein we explore factors influencing pricing decision of mobile applications in India from consumers' prospective. This research has provided us with a set of rich data, of over 200 respondents, which explores the nature and extent of factors influencing consumers' price sensitivity whilst selecting a mobile
			1	Amit Gopal Zanwar	FT13205		Mobile commerce refers to the ability to conduct wireless commerce transactions using mobile applications in mobile devices. It is fairly a new concept characterized by high level of optimism with established norms and standards. The purpose of this study is to better understand how m-
			1	Nishant Jain	FT13252		The increasing global competition has posed serious challenges for manufacturing and services industry to improve customer satisfaction and enhance their products & services. An important solution has been the adoption of 'Just in Time' measures focuses on various functional areas like manufacturing, purchasing, etc. Through our research we have evaluated the impact of JIT
	Purba Rao		2	Goutam Behera	FT13129	Greening the Supply Chain for SMEs in Chennai	With the advent of Cloud technology, the industry, esp. Small and Medium Enterprises were able to leverage the power of Cloud and there by enhance their business and optimize their operations. To make full use of the cloud, the industries must be able to foresee the advantage posed by Cloud through a value addition to the business. This study involves a quantitative method for taking a decision of migrating to/using a cloud service. A decision support system would weigh the various Business process Reengineering (BPR) is the process of redesigning the existing business processes to achieve dramatic improvements in performance factors such as cost, quality, service and speed. BPR involves analysing the company's crucial processes and reassembling them in a more efficient way that can optimize the company's performance. Implementing BPR is not an easy task since it involves huge commitment from management, high costs, and maybe extended working hours for
			2	Vidhul Dev	FT13187		While software has become a critical component in all facets of modern world, software development itself is not a perfect process. Success of software project can be defined as delivering on time, within budget, meeting quality requirement, with customer acceptance. Critical Success factors; classified as human related, process related and technology related; are key areas which
			2	Anuj Rawat	FT13410		
16	Ramanathan S	Param Consulting, Chennai	1	Jitin Mehndiratta	FT13140	Impact of Marketing Management Support system on managerial decision making	
			1	Mohammad Sayer	FT13148		
			1	Sampat Swaroop Sahoo	FT13163		
	Ramanathan S		2	Hemant Kumar Grover	FT13426	Factors Affecting Pricing of Mobile Applications in India	
			2	Lokesh Aggarwal	FT13436		
			2	Priyanka Malhotra	FT13456		
	Ramanathan S		3	Amit Kumar Aggarwal	FT13104	A study of consumers' needs and perceptions towards monetary transactions using m-commerce	
			3	Gurpreet Singh	FT13132		
	Ramanathan S		4	Anshul Bharatwal	FT13112	Impact of Just in Time elements on sustainable operational performance	
			4	Sahil Surana	FT13162		
			4	Mudit Tiwari	FT13244		
	Ramanathan S		5	Harish Murali Madhan Chandrasekaran	FT13135	Value quotient based Decision support system for migration to cloud	
			5	Abhishek Pareek	FT13198		
	Ramanathan S		6	Vignesh srinivasan	FT13190	Factors impacting selection and implementation of business process reengineering across industry	
			6	Prabhakar Ramachandran	FT13257		
			6	Pravin kumar	FT13263		
	Ramanathan S		7	Preeti Singh	FT13156	Analysis of critical factors contributing to the success of a Software project	
			7	Sushant Malangave	FT13179		
			7	Jahnvi Reddy	FT13225		

	Ramanathan S		8	Regoonathan Sankararaman	FT13266	Effect of e-CRM on Customer perception and retention	In the internet era, a proper e-CRM system must be in place to facilitate the retailers to be in constant touch with the customers. This constant focus on customers will help the retailers in understanding the customers' demands and expectations by better forecasting. e-CRM symbolizes
			8	Sairam Ramkumar	FT13467		This study aims to determine and rank in order of importance the critical factors impacting a Business Intelligence implementation. Through extensive research & literature review, a list of such top factors has been prepared and then subjected to expert opinion & review. Respondents to the study have all been working in high positions in the Business Intelligence domain in various
	Ramanathan S		9	Saptarishi Saha	FT13166	Factors impacting implementation of Business Intelligence systems	The purpose of this study is to analyse the factors that influence the Risk Mitigation Cost in IT Projects. Participants are from IT Industry working in small and medium projects. The survey methodology supported by 1-1 interaction was used to collect the data. The data collected was
			9	Shouvik Das	FT13170		Supply Chain today is one of the major areas for differentiation between vendors for their respective customers. The most effective supply chains try to reduce costs and increase efficiency, although investment from the vendor also increases.
			9	Tuhinadri Sarkar	FT13284		With ever increasing competition of IT service providers in the IT/ITES industry, effective proposal making and coming up with a winning formula by learning from the previous experiences assumes greater importance than ever before. The mechanism of what exactly works in winning proposals
	Ramanathan S		10	Balaji Sridhar	FT13313	Effect of Project Size and Pricing on Risk Mitigation Costs in IT	
			10	Rahul Kumar Dey	FT13360		
			10	Santhosh Kumar S	FT13472		
	Ramanathan S		11	Rahul Bansal	FT13460	Supply Chain Management & BYOD... Hand in Hand for future growth.	
			11	Saket Sharma	FT13468		
	Ramanathan S		12	Sandeep Shesham	FT13366	Factors influencing winning a deal in IT Pre Sales process	
			12	Nageswara Reddy	FT13443		
			12	Srivani Thaduri	FT13480		
	Ramanathan S		13	Vikrant Mahajan	FT13389	Enterprise BI – Increase your competitive advantage	The objective of the study is to analyze the factors that are responsible for the use of Business Intelligence methods when a slew of other applications are available. The study is to highlight the attributes that are significant for BI's success and do a thorough Analysis to measure different parameters on those attributes that are deemed significant. In the era challenged by small profit margins, decreasing customer loyalty, and high investment costs, companies are always looking for improving their business by measuring their performance. With the help of Analytics and Business intelligence, companies can predict the trend of changing market needs and gain knowledge to increase overall profitability. In this study I will work on following variables in Analytics:- - Demand forecasting - Loss Prevention - Price and promotion optimization. BI aims at processing huge amount of data collected from existing applications and represent it in a particular way with help of which business can make their competitive decisions. Also BI technologies give historic, current and anticipated views of business operations. Analytics helps in building quantitative processes for a business to arrive at optimal decisions.
	Ramanathan S		14	Anand Solomon	FT13207	Analysis of organisational factors affecting "ERP upgradation" from previous legacy ERP systems	The purpose of this study is to establish the importance of critical factors like Management Commitment, Vendor Communication and presence of ERP experts on the decision making process to upgrade an ERP system. A case study incorporating qualitative design approach identifies unexplored/un-researched variables involved in the decision making. This study combines empirical
			14	Binoy Varghese	FT13212		Implementation of ERP is not without risks while a successful implementation leads to a long way, in achieving growth potential of a firm. In this study, the main focus is on the critical success and failure factors in the implementation of ERP in retail sector. There are more than 30 factors mentioned in various previous studies which impact the implementation of ERP and more detailed
			14	Vijay Menon	FT13287		
	Ramanathan S		15	Himanshu Saini	FT13137	Critical success and failure factors while implementing ERP in Retail industry	
			15	Abhash Nigam	FT13295		
			15	Himanshu Rastogi	FT13335		
17	Ramanujam P B	Adjunct Faculty - Great Lakes Institute of Management	1	Anandvishnu T A	FT13407	Success factors of organizational expansions into emerging and developed economies	Factors that determine the success and failure of the organizations are different drastically for developed and emerging economies. Even among the emerging economies, they are not the same. In an increasingly globalized world, companies do expand into other economies for talent, markets, and cost differentials among others. There are numerous examples of such expansions that have been successful and ones that have failed. This paper looks at factors that influence success and failures of these expansions. After studying multiple cases and economic structures, the paper presents a set of factors that influence chances of success of failure. Keywords: organizational expansions, emerging economies, success factors, corporate expansions, developed economies

	Ramanujam P B		2	Katyayni Kumar	FT13429	Corporate Debt Restructuring in India- the way forward	This empirical study places impetus on Corporate Debt Restructuring in the current turbulent economic scenario and the path ahead. We have attempted to approach the issue with emphasis
			2	Punkit Jain	FT13457		Objective: High initial costs, Regulatory Interventions, longer investment periods and limited
	Ramanujam P B		3	Hari Kiran P V	FT13223	Alternative Funding Mechanisms for Infrastructure Projects in India	recourse are some of the characteristics that differentiate infrastructure projects from others.
			3	Mathew Iype	FT13441		Considering the above intricacies, the financing of these projects is different from that of typical
			3	Mankirat Puri	FT13345		business projects. Historically, infrastructure projects in India have been funded majorly by
	Ramanujam P B		4	Gowri Narasimhan	FT13130	Analysis of factors influencing IPO performance	Our empirical study focuses on the analysis of factors that influence the performance of IPO by
			4	Pavithra.G	FT13153		taking into consideration of their initial pricing strategies. The study concentrates on the short-run
			4	Preethika.S	FT13453		and long-run performance analysis of the IPO accounting for various time intervals up till 1year post
18	Ramesh Bala	Freelance researcher	1	Sathya Udayakumar	FT13369	Impact of Transmission Loss , Demand forecasting on Indian Power sector	This study is restricted to the operations of the Public distribution networks with a few examples of
			1	Veeraraghavan Parthasarathy	FT13486		private transmission lines. Thus the study intends to find a new empirical connection between
							variables like Transmission loss and poor demand forecasting with profitability or Power shortage
19	Sanjay Badhe	Independent Consultant	1	Pragya Jain	FT13154	Impact of different Customer Loyalty drivers in Organized Retail on customer loyalty	of State Electricity Boards. The study also concludes by comparing the best practices of
			1	Vinay Alexander	FT13194		In the highly competitive organized multi-brand retail sector, every potential sales differentiator has
			1	Neerja Rewal	FT13249		been leveraged. Marketing strategies and company revenue have been exhausted on all fronts be it
20	Sanjoy Sircar	Great Lakes Institute of Management	1	Nishant Kumar	FT13150	Valuation of Growing Companies under Domestic and Global Market Influences	ensuring store penetration/convenience, product pricing attractiveness, chalking out up to date
			1	Abhishek Priyadarshi	FT13396		promotions or provisioning every potential product assortment. The key retail war differentiator
			1	Danish Ahmad	FT13420		The high valuations of the growing companies particularly IT companies have always been of great
	Sanjoy Sircar		2	Alok Srivastava	FT13202	A study of relationship between Capital Structure and Return/financial performance	interest. This valuation may have domestic or global influences or both at a given time. Moreover,
			2	Aditya Arya	FT13302		the stock prices are considered by some as irrationally high valued while some justify the high value
			2	Ankit Sethi	FT13408		as an indication of future growth prospects. This study takes into account the domestic and global
	Sanjoy Sircar		3	Priyanka Venkatesh	FT13357	Risk Analytics and Decision Support for Indian commercial banks	The objective of this paper is to study the relationship between Capital Structure and Financial
			3	Shubham Agarwal	FT13476		performance of firms across three different sectors viz. Steel, Cement and Pharmaceuticals. The
							sample consists of 90 companies that are listed on the Bombay Stock Exchange (BSE) and the time
							frame selected for the study is 12 years (2000-2012).
							Risk management in banks calls for the need to balance between credit, market and liquidity risk in
							order to mitigate loss in earnings and achieve high financial performance. Risk Hedging is an
							important part of risk management. We propose to examine the effect of credit risk, market risk
21	Shanthi K S	Great Lakes Institute of Management	1	Smriti Saran	FT13477	Impact of RBI credit policy on asset quality of Indian commercial banks	The purpose of this study is to assess the impact of RBI's credit policy on the asset quality of Banks.
	Shanthi K S		2	Amar Pratap Singh	FT13203	Relationship between Oil, Currency and Equity prices in major emerging Asian markets	As a backdrop we know that stability of the banking system is measured in terms of the quality of
			2	Mohita Gupta	FT13243		its assets and RBI plays a regulatory and supervisory role in maintaining a Balance between the
			2	Vijay Kumar Bale	FT13386		efficiency and stability of the bank. Our assessment begins with the reviews of empirical literature
	Shanthi K S		3	Rishabh Baiswar	FT13159	Formulation of Emission Reduction Strategy for India Thermal Power Industry	to see the extent up to which the study has been conducted in this area. In this segment, the report
			3	Rohit Kumar Patel	FT13160		highlights several empirical researches which have shown various factors such as operating
			3	B K Ashwin Rao	FT13417		efficiency, solvency, regional concentration and diversion of funds that impacts the quality of assets
	Shanthi K S		4	Jonaki Basu	FT13226	Impact of Indian Macroeconomic Conditions on commercial banks	of the bank. In our study we have tried to empirically test the impact of RBI's credit policy on the
			4	Shashikala Kannan	FT13275		asset quality of bank.
			4	Neethu Varghese	FT13446		This paper studies the long run, short run and causal relationships between oil prices, exchange
22	Sridhar Nerur	University of Texas at Arlington	1	Sri Hariharan	FT13280	Scalability of agile projects: A myth or reality?	rate, and stock prices in the major emerging markets of Asia (India, China, Russia, South Korea). The
			1	Raghunathan	FT13459		results assume importance in current economy and play a role in portfolio and risk management.
23	Sriram S	Great Lakes Institute of Management	1	Kriti Dua	FT13234	Strategizing efficient utilization of e-waste	Weekly data for the period 2003- 2012 is considered for analysis. Econometric Models like VAR,
			1	Prashant Mishra	FT13259		Kyoto Protocol of the United Nations Framework Convention on Climate Change (UNFCCC), an
			1	Sankalp Singh Parihar	FT13367		international environment treaty, came into force on 16th February, 2005. The protocol aims at
							reducing greenhouse gas (GHG) emission levels by setting binding targets for industrialized nations.
							As of February 2012, 191 parties, including India have signed and ratified the protocol. India, being a
							A Bank's operating revenues and Non performing assets are important indicators of a banks profit
							and their variation with time have a major impact on the business cycle. This study attempts to find
							the relationship of non-performing assets and operating income of Indian banks with the
							macroeconomics conditions that the country faces, using some key macro economic variables. By
							The aim of this empirical research is to study the impact of agile projects on scalability. Agile
							practices are increasingly driving software and business development efforts in organizations. There
							Since the last decade, there has been an exponential proliferation in consumption of electronics
							goods. With the world hastening to go on-line, the problem of e-waste disposal is posing serious
							threats to the environment. The problem in India is further compounded by informal processing,
							which currently forms the bulk of e-waste processing, can lead to severe hazardous consequences

	Sriram S		2	Harish Krishnan	FT13134	Policy Inaction and not lack of strategic vision is harming Indian corporates	A lot of articles in the leading dailies blame policy inaction for the slump in the Indian Economy. The economic liberalization policies of the 1990's put the country on the roadmap of super normal economic growth of 8-9% thus shedding the acceptance of the Hindu normal growth rate. A changing socio-political environment has however reflected on the India growth story with many Indian Pharmaceutical Companies are on the lookout for merger and acquisition opportunity abroad. The study is an attempt to see the competitive advantages attained through such merger and acquisitions both in terms of cost advantages and differentiation advantages. In more sustainability is gaining prominence among businesses and many have started to report their sustainability performance. This study seeks to understand how relevant stakeholders perceive a firm's orientation towards sustainable development and to understand its impact on them, in an Indian context. The stakeholders considered for the study are investors and vendors. A survey was
			2	Sunny Suresh Bhambhani	FT13178		The study involves analysing the various strategies adopted by both the innovator and second mover companies in the pharmaceutical industry once the patent expires for a certain drug and the various parameters influencing these strategies.
	Sriram S		3	Maitreyee Apte	FT13143	Competitive advantage through mergers and acquisitions for Indian pharmaceutical companies	This study aims to propose the market entry strategy for a B2B company in the Indian market. The Organization we have taken into contention is Asahi Kasei Plastics, known for its technical excellence in producing plastics and reinforced polymers. We are focusing on Asahi's product line
			3	Richa Agrawal	FT13464		
	Sriram S		4	Margaret Neena Arulanandam	FT13146	Sustainability and impact on stakeholders: An Indian Perspective	
			4	Swetha Umamaheswaran	FT13182		
	Sriram S		5	Gaurav Bhatia	FT13222	Patent expirations on the strategy of Innovator and Second-Mover company	
			5	Glenn D souza	FT13329		
	Sriram S		6	Uday Arora	FT13185	Market Entry Strategy of a B2B firm in India	
			6	Anisha Jhawar	FT13208		
			6	Gaurav Parikh	FT13221		
24	Swaminathan T N	Great Lakes Institute of Management	1	Niyati Mehta	FT13353	Impact of OOH on Consumers	Outdoor advertising is gaining prominence as one of the most preferred mode of advertising. This research focuses on the importance of OOH media for Fast food companies in India. The respondents considered are consumers from four age groups and are spread across geographies. As first part of study, through a survey consumer liking for OOH is measured and impact of location, consumer's frame of mind and type of media format is analysed. The final phase involves capturing consumer's response to different scenarios, so as to comprehend the efficacy of outdoor advertisements in generating sales revenue. The results proved that fast food giants, by investing strategically in OOH can increase their market share and strengthen brand equity.
	Swaminathan T N		2	Ankita Singh	FT13110	Drivers of customer loyalty for e-tailers as a tool for loyalty program	What's the easiest way to ensure your best customers come back to you over and over again? Make them part of a loyalty programme. The concept is simple really: being a member earns them loyalty points and the more loyalty points they earn, the more rewards they unlock. The rewards
			2	Roshini Viswanathan	FT13161		The purpose of this study is to understand what factors are responsible for the branding of e-Commerce segment catering to non-durables. Currently the e-Commerce market is deemed as a goldmine for the budding entrepreneurs and is touted as the next big thing in India. There are
	Swaminathan T N		3	Shreya Sharma	FT13371	Factors for successful branding in e-Commerce segment catering to non-durable	Through this Empirical Study, I will delve into the exciting arena of Integrated Marketing Communications in the B2B space. The focus of the analysis will center on the IT/ITeS industry. Integrated Marketing Communications (IMC) is increasingly gaining importance in the IT industry as
			3	Vaishnavi Shrikhande	FT13384		Marketing environment has changed drastically in the last two decades. The last decade specially has been marked by the emergence of social media marketing. Even in case of luxury goods social
	Swaminathan T N		4	Valene Varela	FT13186	Effectiveness of IMC's Marketing Channels on Brand Touchpoints in the B2B Ecosystem	Nowadays, firms are heavily relying on use of reverse auctions as most industries are trying to achieve efficiency by adopting efficient tools for procurement. This process of reverse auctions can however have a negative effect on the relationships with the supplier as in case of online bidding,
			4	Neena Sagar Pratap	FT13445		The study aims to test certain assumptions for online retail industry which would increase the intent of prospective consumers to purchase online. The correspondents are consumers pursuing their post graduate program in management between the age of 23 and 35 who have shopped online at
	Swaminathan T N		5	Deepshikha Goyal	FT13322	Efficacy of Social Media in the Jewellery and Watch Industry	Indian banking sector, the dominant financial segment in India features a large number of players competing against each other with each bank vying for maximum attention from customers. Using a
			5	Mala Subramanian	FT13344		This study aims at understanding the factors impacting consumption of energy beverages by the Indian youth. A random sample of 156 respondents, representative of the target population, is taken. The respondents include males and females above the age of 18 years, residing in metro
	Swaminathan T N		6	Arup Roy Chowdhury	FT13115	Impact of Reverse Auctions on Buyer Seller Relationship	The use of Celebrity endorsement strategy is nowadays more frequently used by marketers in order to increase sales and thereby extend their market share. Celebrities are being used in various marketing activities in order to garner brand awareness, image, resonance and finally create strong
			6	Harnek Singh	FT13333		Brand elements lead to Brand awareness and build brand equity of a brand. The aim of this study in first stage is to compare brands in similar categories on their various brand elements, identify and analyse the gaps between the consumer interests in each of these elements and named brands
	Swaminathan T N		7	Ambar Beohar	FT13204	Critical drivers to Online Retailing	Though luxury goods have been sold and marketed in India for a long time, the growth in the market for luxury goods has been significant only over the last two decades. The new wave of e-shopping has a significant role to play in making these Luxury goods available in India, which at one
			7	Anup Pandit	FT13209		Visual merchandising is the activity and profession of developing floor plans and three-dimensional
			7	Deepika Solanki	FT13217		
	Swaminathan T N		8	Amruta Jagtap	FT13206	Consumer Loan Seeking Behaviour in the Indian Context	
			8	Sushma R	FT13381		
	Swaminathan T N		9	Tejas Deshpande	FT13184	Consumption patterns of energy beverages by Indian youth segment	
			9	Yagnesh Desai	FT13197		
	Swaminathan T N		10	Ken Sekhar	FT13141	Impact of Celebrity Endorsements on Brand Equity	
			10	Sneha Nichani	FT13174		
			10	Rasika Sampath	FT13363		
	Swaminathan T N		11	Chaitanya Tapaswi	FT13319	Effect of Subliminal Marketing on the Brand Performance	
			11	Aakash Angadi	FT13393		
			11	Sakshi Jalota	FT13469		
25	Tapan Panda	Great Lakes Institute of Management	1	Sukhda Dhal	FT13177	E-commerce in the retail luxury industry – catalysts and deterrents	
			1	Chiranjiv Dhar	FT13216		
	Tapan Panda		2	Harleen Kaur Wahi	FT13136	Impact of visual merchandising on brand awareness	

			2	Shreya Vats	FT13277		displays in order to maximise sales. Both goods and services can be displayed to highlight their
	Tapan Panda		3	Alekhya Yeluri	FT13103	Strategic Innovation in Awareness Campaign for Rural Marketing	This study is aimed at Innovative Strategies in Awareness Campaign for Rural Marketing, which basically refers to examining the multifaceted aspects of rural advertising. Done with the help for
			3	Prateek Parashar	FT13355		no. three major variables in this study: mode of campaign, impact of technology and education the
	Tapan Panda		5	Jeewant Singh Gupta	FT13340	Role of tangibility and service quality in customer satisfaction in service industries	External Customer satisfaction in the services industry depends upon Reliability, Assurance, Tangibles, empathy and responsiveness. In our study, we would be focusing on how tangibles affect the external customer satisfaction. "Tangibles" are defined as aspects of a service that can be "felt" without actually purchasing the service. Tangibles are the "visible" aspects of the service that are
			5	Krishna Prakash Singh	FT13341		
	Tapan Panda		6	Pankaj Kamani	FT13152	Impact of search engine marketing on online retail businesses	How Indian online retailers can use search engine marketing as an effective tool to successfully market themselves is a developing area of research in the Indian e-commerce landscape. By analysing and amalgamating data acquired from online shoppers and available secondary data, this
			6	Akhil Sharma	FT13200		
			6	Ronil Sinha	FT13272		This research aims at finding out the effect on brand knowledge when a company implements a guerrilla marketing campaign. Although prevalent worldwide, guerrilla marketing has not yet been adopted by companies operating in India. The conceptual (CBBE) model is based on primary and secondary hypothesizes. Primary data was collected through questionnaire format which was based
	Tapan Panda		7	Abhishek Jain	FT13301	Impact of Guerrilla Marketing on Brand Knowledge of a Company	A brand can have both positive and negative effect on consumer based brand equity, which depends on various aspects of brand knowledge. Brand knowledge consists of two components, one brand image and other brand awareness. Brand awareness further depends on Brand recognition and
			7	Himanshu Nanda	FT13336		Effective supply chain management is critical for a company to meet its consumer demand and any disruption disturbs the normal flow of material and goods thereby exposing firms to operational and financial risks. This paper provides a model to study the relationship between supply chain
			7	Aakash Kohli	FT13394		Establishing a robust supply chain is indispensable for a firm's success. However, few companies have taken proper measures to improve supply chain efficiency. We have identified three key drivers of supply chain efficiency; they are Agility, Adaptability and Alignment. Agility is the ability of a company to respond to fluctuating demand. Adaptability measures how well a company responds
	Tapan Panda		8	Gaurav Varshney	FT13127	Studying brand's in-shop visibility; its effect on brand recall	The study is aimed and finding out what are the factors affecting sales effectiveness, we have used a sample of various sales persons across industries and customer's point of view of what is important to achieve sales effectively. The method of data collection is a mix of qualitative and quantitative surveys, and the methodology used is factor analysis and regression in order to find out the significant variables for achieving sales effectiveness. The main 3 factors being Compelling Value Proposition, Sales Process Effectiveness, Sales Person / Team Effectiveness. Each variable having a detailed investigative list of factors out of which the
			8	Smith Rathore	FT13279		with the ever increasing competitiveness of companies, there is a greater need for people at Sr. levels to be more adaptive, quick decision makers and who can guide companies through critical phases. Talent is available in market and companies keep on recruiting them as per their needs. But at the time when need for these talents are increasing steadily, even the big companies are finding it difficult to retain these top talents despite offering high compensation packages. Many market pundits have pointed out that in near future there will be an extreme shortage of talents if they are not managed and harnessed properly.
			8	Abhishek Kaushik	FT13296		
26	Vaidy Jayaraman	University of Miami	1	Harish Vijayarangan	FT13133	The relationship between supply chain vulnerability and supply chain risk	Health insurance has not yet assumed adequate exposure in India with barely 10-15% of the Indian population covered by any (government or private) healthcare scheme (PWC - India Health Report, 2007). In recent years, there has been a liberalization of the Indian healthcare sector to allow for a much-needed private insurance market to emerge. This study is a multidimensional analysis of the factors creating a barrier towards the expansion of the health insurance sector in the country. The report examines general as well as specific awareness of the respondents towards health insurance. It then goes on to those categorize those respondents who are aware but have not subscribed to it. Finally it analyses the critical factors, which affect subscription to health insurance. The report will also try & classify the target segment that will be willing to pay for health insurance. The study was
			1	Nandita Krishnan	FT13247		The aim of this study is to find out empirically, which factors are important in a consulting engagement to achieve customer satisfaction and the factors that lead to repeat business. A survey conducted on consultants, to find out the overall importance ratings given to various consulting parameters, their perceived satisfaction level of the clients and significant factors on which they should focus to improve overall client satisfaction. The study revealed that consultant characteristics which included parameters like broader knowledge of business domain, communication skills etc. has the highest impact on customer satisfaction. Assurance of service
	Vaidy Jayaraman		2	GuruPrasad.R	FT13332	Adaptability and Alignment as an overarching framework to increasing Supply Chain efficiency	
			2	Raghavendar.S	FT13458		
			2	Raksha Ananthan	FT13462		
27	Veeravalli R S	Great Lakes Institute of Management	1	Amrita Nenvani	FT13106	Factors Effecting Sales Effectiveness in B2B and B2C segments	
			1	Arjun Choudhry	FT13312		
			1	Sohrab Singh	FT13478		
	Veeravalli R S		2	Akanksha Singh	FT13102	Talent Management & creating a Compelling Employee Value Proposition	
			2	Ankur Agrawal	FT13111		
	Veeravalli R S		3	Gaurav Dalvi	FT13328	Healthcare delivery in India - effects of Public policy, IT and Insurance	
			3	Bhavik Kaul	FT13418		
	Veeravalli R S		4	Gargi Sarkar	FT13126	Analysis of customer behavior and marketing strategies adopted by consulting firms	
			4	Ankur Joshi	FT13306		
			4	Sohel Golwalla	FT13373		

	Veeravalli R S		5	Dhruv Kumar Thadani	FT13218	Challenges and effectiveness in consulting as a practice	By this study we aim to evaluate the current challenges faced by the consulting industry and specific challenges to your company. For example, in the current scenario Consultants are not seen as value creators but as an unnecessary expense and in some cases necessary evil. Our literature review points towards some broad factors that attribute towards the failure/success of some consulting assignments that can be attributes to consultants and Clients alike, the broad areas are
			5	Manvi yadav	FT13240		1. Consultant integrity
	Veeravalli R S		6	Ammo I Angom	FT13405	Managing time and cost over-run in projects under high uncertainty	First of its kind” projects operate under significantly higher level of uncertainty as compared to relatively familiar projects. This is largely attributed to the high uncertainties – in terms of specification input, resources, technology, unfamiliarity and untested approaches. Such uncertainties risks performance failure, time and cost over-run. Factoring every possible deviation is impractical. Not every future possibility can be anticipated. There is a need to go beyond the traditional project risk management. The proposed strategy is to evaluate a system in terms of its capability to detect early symptoms of deviations, dynamic flexibility and effective response. Defense product development projects by a project based firm in India is taken as sample.
	Veeravalli R S		7	Puja Khemka	FT13358	Analyse and formulate strategy for companies to cash in during distress	If we analyse trends of companies like TCS, Amazon, etc., we see that they have reaped profits even during times of recession. In our study we analysed the Key Success Factors (KSFs) across several companies, some of them having successfully come out of a slowdown and the other companies that are still struggling to make their way back. By this comparative study we gained quantitative and qualitative knowledge on those critical success factors which have been tapped efficiently by certain companies but missed out on by the remaining companies. We ultimately came up with a generic framework of strategies, focussing on which, will better position businesses to ride out tough economic times.
			7	Puneeta Chellaramani	FT13359		
	Veeravalli R S		8	Deepshikha Bhowmick	FT13321	The impact of gender on negotiations and bargain outcomes	Negotiations and bargains are ubiquitous in every aspect of business. The art of arriving at a mutually agreed outcome. The decision making ability of individuals vary and one of the factors what contribute to them is gender. Psychological impact in a negotiation has a crucial impact on the success achieved in such negotiations. This study focuses on to discover whether women negotiators are better than their male counter parts in Negotiations and bargains. This interest gives out the importance to business leaders and educators of understanding the impact of large numbers of professional women entering the workforce.
	Veeravalli R S		9	Brinda Sethi	FT13318	Business Intelligence as a Competitive Differentiator	Several arguments can be found in business intelligence literature that the use of business intelligence systems can bring multiple benefits, for example, faster and easier access to information, savings in information technology and greater customer satisfaction all the way through to improved competitiveness of enterprises. Yet, most of these benefits are often very difficult to measure because of their indirect and delayed effects on business success. Our research is mainly based on assisting managers in taking smart decisions regarding BI and not getting carried away with the myths associated with it. We intend to justify investments in information technology, particularly business intelligence, to business executives who want proof of whether the investment is worth the money.
			9	Jayanth Prabhakaran	FT13339		In this empirical research, we analyzed the extent to which the use of BI can improve the overall efficiency of an organization. We concentrated on understanding the following parameters which
			9	Sindoora Rai	FT13372		The study is aimed at evaluating how Generation Y is different from their predecessors (Generation X) and how organizations can effectively engage both the generations at work. The study will also
	Veeravalli R S		10	Divya Chadha	FT13123	Synergizing and Managing Gen X and Gen Y at the workplace	
			10	Divya Ananthram	FT13422		

	Veeravalli R S		11	Satish Rajagopalan	FT13167	Leveraging the potential of social network in education	Social networking has gained a profound ground with the coming of age of technologies across platforms. It has redefined the way communication and interaction takes place today with virtual environment being a norm than just a notion. Social networking has transgressed beyond 1-1 chat to a community based interactive platform for applications ranging from Informatics to Education. It is in this context that the paper dwells on the possibility of leveraging social networking in the field of Education thereby enabling a widespread reach without the constraints of geographies. The research analysis the perception of online education vis a vis classroom learning across quality, efficiency and cost.
	Veeravalli R S		12	Karan Agrawal	FT13231	Scrap Management of Hydraulic Assemblies	The management of heavy construction equipment is a difficult task. Equipment managers are often called upon to make complex economic decisions involving the machines that are in their charge. These decisions include those concerning acquisitions, maintenance, repairs, rebuilds, replacements, and retirements. The equipment manager must also be able to forecast internal rental rates for their machinery. Repair and maintenance expenditures can have significant impacts
			12	Rishi Choubey	FT13269		Agriculture is the mainstay of Indian economic and social system with around two-thirds of the population engaged in farming and related activities. The contribution of agriculture, however, in the GDP of the country stands at 14.6%. Such low contribution to the GDP has been attributed to
	Veeravalli R S		13	Mukund Goswami	FT13245	Feasibility of entry into used tractor market in India	In our study, transportation of vehicles from their plant to the dealership has been explored through intermodal transportation. We have found that Cost and Customer satisfaction are the
			13	Pranit Suneja	FT13258		
			13	Prasun Parashar	FT13260		
	Veeravalli R S		14	Nikhil Dhingra	FT13251	Intermodal Transport in Indian Automotive Sector	
			14	Nupur Tiwari	FT13354		
28	Venkat R Krishnan	Great Lakes Institute of Management	1	Akshata Pai	FT13201	Can transformational leadership increase happiness index of employees in organization through empowerment?	Transformational leadership has gained importance as a potential leadership and effective organizational management tool in the last two decades. The enhancement in performance and overall development are the inherent outcomes of such leadership that raises both the follower and the leader to higher levels of morality and motivation (Bass & Avolio, 1990; Burns, 1978). According to the organizational leadership scholars, such as Bass (1994), Bass and Avolio (1994), and Hartog, Muijen, and Koopman (1997), transformational leadership is the process by which leaders inspire their followers and develop their full potentials, higher needs, value systems, moralities and provide them motivation
	Venkat R Krishnan		3	Jyoti Aggarwal	FT13227	Impact of charismatic leadership on follower's self-efficacy: Role of follower's impression management	Enhancing the belief in the abilities of employees to perform a particular task is the critical role played by a transformational leader subject to impression management strategies used by the employees. The purpose of this paper is to report the study on how self-efficacy of the subordinates is enhanced by their impression management strategies and the impact a transformational leadership has in enhancing their self-efficacy. Data were collected from 112 respondents (40 females and 72 males) of an IT industry in North-India. They responded to questions about their supervisor's transformational leadership, the impression management strategies they used on their supervisors and their self-efficacy.
	Venkat R Krishnan		4	Namita Joshi	FT13351	Impact of leader's motives and Swadharma- orientation on Transformational Leadership	This article attempts to validate the previous studies on the positive relationship of transformational leadership with motivational drivers, need for power and activity inhibition and svadharma-orientation. Transformational leaders inspire followers to work beyond their expectations and drive towards a common goal. Svadharma orientation involves doing the duty ordained by one's own nature. It was hypothesised that leader motives are mediated by svadharma-orientation. Data was collected from 102 Indian executives (71 males and 31 females) of an Indian bank that has its presence worldwide. The data was checked for the presence of single source bias. Correlation showed the positive relationship between the variables while regression analysis showed the major factors that predicted the variance in various dimensions of transformational leadership
	Venkat R Krishnan		5	Preeti	FT13442	Impact of gender on social intelligence and career success	This study investigated the impact of gender, just oppose to difference on sex differences, on social intelligence and subjective career success, using a sample of 104 respondents(67 males and 37 female) from two organisations- one a profit organisation and another a non-profit organisation. Respondents answered 21-item Tromso Social Intelligence Scale and Bem's Sex Role Inventory. They also answered the career success item developed by Greenhaus, Parasuraman & Wormley. Results indicate gender is significantly related to social intelligence. There is however no significant relationship between individual's career success and any of the other variables found.

	Venkat R Krishnan		6	T.D. Jagadeswari	FT13281	The relationship amongst moral decision making organisational commitment and oneness	The organizational commitment is related to the attitudes and behaviors in the workplace and bears an important place in the study of organizational behavior. The organizational commitment is the bond between the individual (employee) and the organization (employer). Organizational commitment is the willingness of the employees to be loyal to their organization. According to Meyer and Allen, 1988, organizational commitment is a feeling of dedication to one's employing organization, willingness to work hard for that employer, and the intent to remain with that organization.
29	Venkatesh Bangaruswamy		1	Dhaval Modi	FT13323	How Can Retirees in India Reduce Their Longevity Risk	Longer life spans are certainly a measure of progress. Life expectancy in India stands at 65.1 years and technological advancements in the healthcare domain have reduced the mortality rate, but with an increased cost, which is one of the factors leading to portfolio exhaustion. One of the studies by morning star shows that the probability of 65 year old living up to the age of 85 is more than 85%. Thus, it is important to have an effective, efficient and well planned retirement fund management. The current trend in India is focussed towards fixed income securities, with a very small percentage targeted towards mutual funds. Considering the current scenario, one of the most significant financial risks faced by a retiree is the Longevity Risk.
			1	Garv Sharma	FT13325		
			1	Prasanna A K	FT13452		
30	Vishwanathan P K	IFMR	1	Vineeth Patapati	FT13286	Credit score models in micro finance industry	Credit score models have been successfully applied in traditional credit card industry to determine defaulting customer from the non defaulting customer. And there have been instances of microfinance companies outside India developing statistical scorecards to help credit risk process. But in India statistical process have not been adopted in large scale. This paper was an attempt to develop credit scoring model for an Indian based microfinance firm. We used logistic regression to develop the model. The variables which we were significant according to our model were different from the variables which the company uses in their judgemental scorecards. This shows that company has to consider other factors as well while giving credit. Even though credit scoring will not able to fully replace the traditional credit process for microfinance. Credit scoring can however be introduced as a refinement tool in the credit process, to combine both statistical and human best practices
			1	Akash Agamya	FT13402		