					ABSTRA	CT PGPM	I 2013_2014				
S.N o	ID	Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No. (14)	Topic of study	Abstracts			
					Ou	tstanding l	Papers				
35	VEN	1	Venkat R.Krishnan	Great Lakes Institute of Management,Chennai	Hamsa Sundar	FT14225	Impact of social entrepreneur's leadership styles on follower happiness and engagement	The study identifies leadership style of managers in a social context and whether transformational leadership can contribute to a greater extent towards motivating and engaging followers. The study was conducted on 104 employees, 78 women and 26 men, of non-profit organizations to rate their supervisors, their job engagement and general happiness through questionnaire by personally visiting the organizations or through online means. Transformational leadership had a positive impact on employee happiness partially mediated by employee engagement. With the growing popularity and importance of non-profit organizations, this study on effective leadership styles of social managers will help non-profit organizations in finding the individual with the right leadership style who can create a positive influence on followers.			
								This paper seeks to test the presence of Herding in the			
	BAL SRA	3	Bala.V. Balachandran  Sriram. D	Great Lakes Institute of Management, Chennai  Great Lakes Institute of Management, Chennai	Aman Abbi  Vaibhav Agarwal  Amit Kumar	FT14105 FT14276 FT14204	Testing for the Presence of Herding Behavior in the NIFTY 50  Factors influencing success of large Multi-brand stores in 'Organized' retail segment	'S&P CNX NIFTY 50' Index of the 'National Stock Exchange of India' (NSE). Two models, as proposed by Christie and Huang (1995) and Chang, Cheng, and Khorana (2000), are employed to capture this phenomenon. Both the models make use of the changes in the Cross Sectional Returns Distribution, and seek to capture herding during extreme market movements only. However, they differ in their orientation, as the Christie and Huang (1995) model is 'linear' in nature, while the Chang, Cheng, and Khorana (2000) model is 'non-linear'. Results obtained have been depicted in tabular form, and have also been discussed and explained briefly. Furthermore, a general review of herding, Organized retail requires strategic positioning and huge capital expenditure, and such investment needs to be justified with adequate returns. Therefore it is imperative to understand local retail landscape and the values that drive consumers toward such retail stores amid fierce competition from highly concentrated Kirana stores. This research paper examines key store and consumer attributes that would influence consumers' store patronage towards multi brand retail stores. In organized retail, consumers			
					Dhilip Narayan Srinivasan	FT14217		look for an overall shopping experience. Therefore, understanding factors that create enhanced customer experience becomes the key differentiator. Customers tend to derive hedonic and utilitarian values through the 'Service			
	Remaining 142 studies										
1	ALO	1	Alok Jain		J Dinesh Chandra	FT14324	Impact of Branding on Information Technology	rine purpose of this study is to analyze the importance of various factors of Branding that would impact both product-based and service-based IT firms. To conduct this study, data were collected from employees working in both service and product based IT firms in India. The respondents were asked to rate several branding activities			

2	ANT	1		University of Denmark,Denmark	Ankita Shah Gaurav Gupta	FT14108	Building resilient and visible supply chain using IT strategies	critical to the success of a business. But there has been an ever present threat of supply chain risks and uncertainties. Building resiliency and visibility into a supply chain helps improve the risk profile and reduce effects of a supply chain disruption. Hence in order to have a competitive advantage, organizations need to focus on strategies that
		2	Anthony Paulraj		Aditya Ranjan Dey	FT14479	Evaluation of Supply Chain Efficiency in Cloud-Based Enterprise Solutions	This research aims at covering both the potential benefits and threats associated with the adoption of cloud in supply chain systems. Furthermore, these threats and benefits will constitute the independent variables which will be hypothesized with the dependent counterparts to find their strength of interaction and correlation. The dominant parameters emerged from the study will then be used to compute a performance index, that can be widely employed
					Dongay Choudary N	FT14411 6		to examine the efficiency of the cloud solution before its adoption in an organization.
3	ARJ	1		Indusage	Abhishek Tripathi	FT14182		The Adventure Tourism market in India is segregated in nature and there is no such single platform which can meet all requirements of potential customers. Empirical study
					Arindam Roy	FT14184	Confluence of segregated business units with a single line of business	related to Adventure Tourism focussed towards customers (Adventure Travellers) has been quite inadequate. This research tries to segment and analyse the Adventure Tourismsector, centred on the adventure activities as basic products. Data for the research has been collected from Adventure Travellers (N=120) through online surveys. Factor Analysis identified 5 important drivers of the selection of Adventure Tourism Packages labelled as: Adventurous Choices, Social Popularity, Itinerary Specificity, value for Money and Safety of the packages. The finding of this research provides a perspective of the Consumer Behaviour while selecting Adventure Tourism Packages.
		2			Abhinav Jindal	FT14110 5		Analytics is being used extensively by various organizations. However, the rate of adoption of analytics for marketing decision making and enhancing customer experience has been slow. The purpose of this study is to
					Neeraj Singh	FT14291	Use of Marketing Analytics by B2B organizations in India: Acceptance and challenges	experience has been slow. The purpose of this study is to identify the level of acceptance/adoption of Analytics in Organizations which deal in B2B marketing and the issues /challenges they face. The surveyresponded by 40 managers/decision makers from various organizations revealed that an operational understanding of analytics as a decision making tool grows with time and experience for most executives who still rely on heuristic-based decision making. Only larger companies make an intensive effort to bridge this gap. But, still there are many ambiguities regarding the definition and scope of analytics that were observed.
		3			Gagan Dawar	FT14221		The 2300 crore rupee Indian handbag market has more than 15 branded players who target the same consumer

			Nilvita Bana	FT14445	Understanding Consumer Behavior In The Segment of Handbags	segments with the similar products. This paper identifies buyer characteristics basis which manufacturers can identify new consumer segments. The specific purpose of this paper is to understand whether working and non-working women have different tastes in handbags or not. The respondents are in the 22-45 years age group, 90% of whom buy bags in the range of Rs. 1000- Rs. 4000. According to the data collected via an online survey- price, vanity, impulsiveness and brand affinity impact purchase intention with 95% confidence levels. Surprisingly, work status doesn't impact the buyer's handbag choice.
			Nikita Rana	FT14445		The aim of the research is to analyze what factors of online
	4		Piyush Talreja	FT14448		reviews have a major impact on the consumer buying decision of mobile phones. To find out the different factors of online reviews that consumers find effective, we
			Shashank Shekhar	FT14463	Effect of Online reviews on consumer buying decisions for mobile phone	conducted a qualitative research along with literature survey and shortlisted 9 major independent variables. For the buying behavior, purchase decision involvement was taken as the dependent variable. To establish a causal
			Vineet Gulati	FT14476		relationship and find out which variables were significant, multiple linear regression was done on the data collected through surveys. Credibility of platform and skepticism Despite the abundant theoretical literature on pricing as a
	5	Arjun Chakerverti	Kaustubh Shinde	FT14334		marketing function, there exists limited empirical evidence on the various factors that influence the pricing of a new automobile at the time of its launch. Failed product
					Factors affecting the pricing process in automobile industry	launches such as the Tata Aria and Ford Fiesta are strong evidence that even exceptional products can falter in the Indian market if incorrectly priced.  This study enumerates most of the factors that play a decisive role in setting the launch price. The research model we used includes both quantitative as well as qualitative data collection methods such as neurography,
			Monika Sharma	FT14342		interviews, surveys etc. Data was collected from product managers, marketing managers, production managers, R&D heads who are currently working with an automaker in the
	6		Jayakrishnan	FT14326		The study acts as a base for resolving two contemporary issues in India – electricity deficit and waste management. By converting garbage to electricity using the process of Gasification, we can provide a common solution. The
					Market Scope for Biomass based Green Energy	objective is to find the business opportunities for the development of biomass based green energy in villages. What are the conditions to look for before setting up distributed power generation units? And what is the probability of villagers accepting this technology? The study was conducted in the power deprived village of Chigarapalli in Andra Pradesh where the farmers had to abandon agriculture due to erratic power supply. The
			Sagar Garg	FT14365		results indicate that the villagers were willing to accept the
	7		Ankit Sethi	FT14312		Humanoids are virtual desk employees which interact with humans can solve complicated technical issues in seconds, especially the kind that take normal support engineers minutes, even hours to solve. This study is aimed at
			Kaushik Das	FT14330	Impact of Humanoids in transforming labor arbitrage to advanced automation arbitrage	measuring the feasibility of usage of Humanoid robots replacing Human Programmers in IT/ITES industry, which refers to the extent to which a company is willing to spend

				Garima Rawat	FT14310 5		on sucn automation. After an extensive quantitative research with the help of independent variables: ROI, Cost, Quality, Reliability, Time; a questionnaire was floated to strategic bands of the African Section 1.
		8		Anirudh Nilakantan	FT14282		heads of leading IT Services companies in India and We would like to express our special appreciation and thanks to our mentor and guide Professor Arjun Chakravarty for his support, advice, patience and encouragement. Without his supervision and constant help
				Santhosh V	FT14399	Analyzing consumer behavior towards Technology spending during the time of economic downturn	this study would not have been possible. We would also like to thank all the people from reputed IT firms, who helped us complete the survey. We would also like to thank the empirical Studies committee and Great Lakes Institute
				Mouli Srinivasan	FT14440		of Management for providing such a glorious opportunity to conduct this study. Last but not the least we would like to thank the almighty God for his continuous support and the purpose of our study is to demonstrate the consumer
		9		Amrita Biswas	FT14107	Opportunity for QR-Code Marketing in India with supporting Supply Chain Management	preferred product mix for retailing using virtual walls in India and to propose the required supply chain for a central distribution centre. This paper integrates and synthesizes research from retailing, consumer behaviour and service
				Ushaman Sarkar	FT14411 3	Management	quality literatures in order to develop a conceptual framework for understanding the value of QR Codes and Virtual wall to aid practitioners to address the critical. This study focused on the need of a mobile application for
		10		Ajay	FT14203		the customers of airline industry in India and also to find out if they are willing to pay little extra for the mobile application for the comfort and time saving. Due to increase in the traffic at the airports there is high need to make
				Anshul	FT14208	Mobile Application for Generating E- Boarding Passes	commuting better. For this customer base was assumed as is, and a product-specific survey was conducted to measure the various aspects of this mobile application. Results
				Pankaj Sharma	FT14310 3		showed there is interest among customers to do away with paper-based boarding passes and this in turn will lead to customer satisfaction and hence increase preference and  The objective of our empirical study isto show the
4	BAD	1	Great Lakes Institute of Management,Chennai,Chennai	Anupama Rao Kavoor	FT14110	The Importance of Business Process Management Tools in Organizations Today	significance of using Business Process Management tools in organizations and its impact on theirperformance. This study will help organizations understand the value in using Business Process Management tools. Studies have proven the importance of Business Process Management as it is a major contributor in organizations, but this study
				Sonal Chandrashekar	FT14173		concentrates on how Business Process management achieved by BPM tools in the IT industry can benefit them significantly. Our study also drills down to understand how the performance of the organization is enhanced by the use
		2		Bharath S	FT14214		Inventory Management is the controlling of movement of units in order to prevent the stock levels from becoming too high, or dwindle to levels that could pose a serious risk to the operations of a company. Three types of uncertainty
				Sudeep Dayal	FT14392	Analyzing the Effects of Agile Marketing and Supply Chain on Inventory Management	plague the inventory management namely– supply uncertainty, internal process uncertainty and demand uncertainty. Also the corollary is imperative where a buffer against demand fluctuations is required to achieve a certain
				Avin Sharma	FT14210 4		level of customer satisfaction. The inputs provided by agile marketing can be used by an agile supply-chain for meeting the demand of such products in a short time yielding better The objective of this study is to help Indian retailers in
		3		Ritesh Pal	FT14158		understanding the impact of IT implementation on their businesses. Employees/managers of different retail stores were surveved to measure their perception about in-store

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			Impact of Information Technology on	technology, store's inventory performance and their job
			Business Models of Indian Retailers	satisfaction level. Customers were surveyed to measure
	Harvinder Dhillon	FT14430	Susmoss models of matan retailers	their perception about in-store technology, personalized
				offers and store satisfaction level. It was found through
1				regression analysis that customer satisfaction is positively
				influenced by personalized offers of the store at a
	Rohan Ranadive	FT14460		significance level of 0.01. In-store technology was found to
				Sustainable development has made remarkable progress in
1				establishing environmental and social sustainability towards
1	Udit Khanes	FT14196		operations management and the supply chain. Green Supply
	Udit Khanna	1.114190		Chain Management (GSCM) is one of the recent
				innovations for the enhancement of capabilities of Supply
			Green Supply Chain Management	Chain Management. Manufacturers in the late 1980's went
	Lav Jaitak	FT14234		beyond what was required in the legislation and went for a
				greener approach in their operations systems. The purpose
				of this paper is to briefly review the literature of the green
				supply chain management (GSCM) from the past. This
	Pulak Sharma	FT14248		
				study will also serve the purpose of metering the it is often a point of discussion in an 11 organization as to
				how can the productivity of a team be increased. This
				paper, based on primary research, caters to this conflict and
	Rahul Chaddha	FT14454	Measuring and improving productivity	specifically points out as to what is more important, the
			in IT industry	people that a project team comprise of, the team
				environment and the team work intent, or the tools that
	Vibborg Comt	FT14495		enforce process orientation, quality assurance and other
	Vibhore Gupta	1114495		such factors. The analysis is done based on the inputs from
				The rural Indian supply chain is one that is ridden with
	Dilip Kumar	FT14210		inefficiencies at multiple stages. The purpose of this study
	Noolu	3		is to identify the various factors that affect the rural supply
				chain. Data was collected from 114 respondents belonging
			Supply Chain Management in Rural	to different stages of the supply chain such as retailers,
		FT14410	Markets	distributors and manufacturers. The data was collected with
	Panthangi Phani	4		the help of a questionnaire either personally or through
				telephone. Regression was performed on the data followed
		E7E1 444 1		by structural equation modelling. The results show that
	4171 1 37	FT14411		supply chain inefficiencies result largely due to connectivity
	Abilash M	8		issues and the lack of IT to some extent.
				data source for customer relationship management using an
				opinion survey and subsequent quantitative analysis. Based
	Raja Pratush	FT14152		on the exploratory research and discussion with experts, 3
	- 14.54 1 14.44.511	- 11 .102	Effectiveness of social media as a	DVs were decided namely willingness to use Social Media
			data source for Customer Relationship	for CRM by customer, preference of Social Media for
			Management	CRM over traditional data source like SMS, Email etc and
	Mayank Dibya	FT14339		
	-			Extent of Participation of customers in Social Media.
	Akash Kumar	FT14407		Subsequently IVs were developed affecting these DVs.  Based on the analysis and the findings of our research.
				The telecom business has one of the highest customer churr
				rates in the business world. Retaining customers is one of
				the most crucial challenges in this maturing service
	Pallavi Agarwal	FT14142		industry. Using some customer related determinants such as
			Customer churn analysis in Indian	customer care, loyalty, network issues, tariff plans and
			mobile telecommunication industry	customer status, this study investigates their relationship
				with customer churn for Indian mobile operators. Further,
				two new strategies that can be implemented to reduce this
	Sruthi			churn are analysed and recommended. First one is focused
	Beesabathuni	FT14467		on reducing delays in call and online services for taking
			I.	on reducing delays in can and offine services for taking

		9			Goutham Mallampati Lavanya Valli Malapaka Nagarjuna	FT14122 FT14336 FT14411	Supply Chain and Warehousing Optimization for Online-Retailers	Online retailing has become an important revenue channel for various organizations and efficient management of the supply chain is at the heart of its success. In the current Online retail space, the customer satisfaction level is mainly determined by the Quality of the product, Time to deliver the product, and the after sale support. From the supply chain standpoint, timely delivery is of utmost importance and could decide the customer relationship levels with the organization.
				Great Lakes Institute of	Panchumarthi	4	Understanding process risks and their impact on profitability in the industry	With an ever growing online retail space, there is a requirement to expand current storage and operations for One of the major criteria for deciding the outcome of a project is the operational risks present in the process. Another is the financial impact one can derive from it. Often, we face cross roads between reducing operational risk and optimising financial impact from projects. In these instances, decisions made by managers are highly subjective and the odds of success are 50:50. Our project aims at developing a stable model to predict the financial impact of a proposed project based on its operational risks. This model will help managers to evaluate project priorities and timelines more objectively and improve the decision-making process within an organisation.  Our project carries a high level of practical implementation
5	BAL	1	Bala V. Balachandran	Management,Chennai,Chennai	Varun Srivatsan  Anand Mahadevan  Anirudh Kaushik	FT14378 FT14410 FT14481		that significantly reduces decision-making time within an organisation. The project will utilise secondary data present within the respective firm to develop a tailor made simulation model using Monte Carlo simulation for the firm.
		2			Aman Abbi Vaibhav Agarwal	FT14105	Testing for the Presence of Herding Behavior in the NIFTY 50	This paper seeks to test the presence of Herding in the 'S&P CNX NIFTY 50' Index of the 'National Stock Exchange of India' (NSE). Two models, as proposed by Christie and Huang (1995) and Chang, Cheng, and Khorana (2000), are employed to capture this phenomenon. Both the models make use of the changes in the Cross Sectional Returns Distribution, and seek to capture herding during
6	вна	1		Great Lakes Institute of Management,Chennai	Anish Kumar R  Megna Narasimhan	FT14281 FT14437	An Empirical Analysis on the Performance of Private Label Brands	extreme market movements only. However, they differ in Private label brands are gaining wide importance and recognition throughout the world. The aim of our study was to find out the factors that affect the purchasing intention of consumers and what inclines them towards store brands or otherwise. This paper provides useful information to store brands as well national brands to tailor their target segment, positioning of their products and sales strategies. Surveys,
			Bharadhwaj .S		Sugesh Govind Kanakkassery	FT14469		based on the mindset of consumers towards aerated drinks & wheat flour were conducted in malls in Chennai and Bangalore. Basic correlation & regression was done, followed by factor analysis. It was observed that "Brand The growing product and consumer diversity induces a
		2			Swaroop Johnson  Gopinath	FT14177 FT14187	Co-creation in India: An Empirical Analysis	need for organizations to differentiate its offerings from its competitors. Co-creation as concept which has evolved recently provides collaborative value which aids idea in idea generation and innovation by engaging the customers directly. In this Empirical study we intend to provide an insightful analysis of co-creation and how it has affected

							•	Innone a construction of the construction of t
								brand and consumer perception in a country like India. This
								research will take in to account various products and
					Mahesh	FT14288		services that have been co-created and would provide a
	-				Manesn	F114200		descriptive analysis of various parameters that directly
								Technology (ICT) behemoth expected to continue in the
				Great Lakes Institute of				coming years, serious attention has to be paid to check the
7	EAS	1		Management, Chennai	Anubha Sharma	FT14109		energy consumption of this burgeoning industry. This paper
								posits Cloud Computing as a tool to check the aggregate
								energy consumption of the entire ICT industry. One of the
							Analysis of Datacenter Ecosystems	problems that the industry is facing is the capacity
					Sajal Mehrotra	FT14161	for Green IT implementation using	underutilization of the computer hardware system at the
							Cloud Computing	individual user level. Firms tend to over provision their
								requirements at the planning and budgeting level and this
								leads to under-utilized in-house IT systems. Every stand-
								alone piece of IT infrastructure needs to be cooled for
								ensuring long life and effective performance. When users
					Bhavana Rao	FT14215		Risk hydragented is the theme of businesses posterisis
1					Bharath			witnessed in last two decades. This is not only confined to
		2			Venkataram	FT14116		financial and operational view but, is now largely
L	$\perp$	7			venkataram	1.114110		dependent on technology to maintain the sanity of the
1							Segmented and weighted analysis of	former. The objective of this study is to gauge the risks
							risk factors associated with cloud	associated with the latest Cloud services that most sectors
							computing adoption	are taking to for competency enhancement. This will be
							1 5 1	followed by categorizing these risks and then getting the
								industry experts to assign weights to these risks which
								helps in comprehending the risks associated with adoption
					Jasdeep Kaur	FT14432		of Cloud. The sector consulted is BFS with responses from
								the bankers showing that the security risk and the datas to
								trading services in the last four decades. The trillion dollar
						TTT: 4407		global IT market is also moving along the product-service
-		3			Geetika Raichand	FT14427	Positioning Cloud Computing as a	migration route. This paper positions Cloud Computing as a
							strategic tool to build Product Service	strategic tool for the IT industry to move further ahead in
							Continuum	the Product-Service Continuum spectrum. In analogy terms,
					Riti Behal	FT14459		cloud is to computing industry what vehicle leasing is to
								auto industry. It brings in all the advantages of utilization
					Gautam Verma	FT14497		without the associated strings of ownership. The
								switchover that cloud facilitates from buying 'computers- The IT & ITES industry in India has been contributing to
								increase in employment, exports and GDP. The success of
					YZ . 11 701 1 1	FFE1 4000		IT outsourcing in India is attributed to factors like
<u> </u>	$\perp$	4			Kartik Bhandari	FT14329		availability of a large pool of highly skilled English
							Competitor mapping for India in the	speaking workers, low infrastructure cost and wages. The
							realm of IT outsourcing	past few years have seen a number of countries emerging as
								competitors to India in the realm of IT outsourcing.
								Countries like Philippines, Singapore, Indonesia,
					Tanushree	FTT1 4055		Bangladesh (and others) may pose a threat to the Indian IT
L	1				Sengupta	FT14377		dream. However countries like Singapore offer a very
								This paper provides a systematic framework to the
								businesses in the services and product industry to find out
		5			Ishan Jain	FT14230		strategic innovative business drivers that are of utmost
$\vdash$	+						The control of the co	importance to sustain their businesses and to take it to
1			Easwar Krishna Iyer				Drivers of Disruptive Innovation in	greater heights. Our study intends to find out key drivers
			,			FT14210	Product, Market, Consumer Segment	that drive disruptive innovation to create a sustainable
L					Devyani Kumar	7	and Service Creation	enterprise. Our study included people with expertise from
								the industry and prominent professors from reputed
								universities with at least 5 years of experience in their
					B.Shrikant Soni	FT14317		respective fields. The data obtained comprised of 298
Щ	1				וווטפ ווופארווופים	111431/		responses inclusive of all the three industries – Academia,

						In the current era of IT dominant accomplishments, there
	6		Ankita Srivastav	FT14206		are various ways of selling software. Cloud Computing has been in the market for a while and has the significant potential to refurbish a large part of the IT industry. It has
						enabled enterprises to bundle its offerings in form of
			Astha Pandey	FT14213	Metamorphosis of intermediary cloud	services making software even more attractive and modelling a new way the IT hardware is designed and purchased. The study "Metamorphosis of intermediary
			Akanksha Pandit	FT14406	players from aggregate providers to SaaS only providers	cloud players from aggregate providers to SaaS only providers" provides an insight into the shift that is being witnessed in the cloud industry. A study of the various underlying drivers for the same gives a broad outlook as to why this is happening. This shift is again forming a basis for many aggregate providers to ponder on the reasons of it. The study provides an in-depth view of the reasons for this shift on a holistic basis. The drivers are related to this shift and entail a changing market scenario. Owing to the overall
						and entain a channelle marker scenario. Owner of the overall SMAC – 'the 5th wave of Information Technology Architecture' is a new master IT model that blends Social, Mobile, Analytics and Cloud technologies. The use of
$\sqcup$	7		Ashish Agarwal	FT14211		social, analytics and mobile, cloud technologies is
			Samir	FT14366	A Multi-Sector Comparison of the Relative Acceptance of SMAC Technologies	already enabling progressive enterprises to work in highly connected, collaborative and real-time ways. While each of these technologies in isolation is transformative in
			7			nature, when brought together, the impact is profound and
						offers organizations the opportunity to shift from the traditional industrial models to new efficient digital ways of
			Vikrant	FT14395		working.
	8		Swati Chugh	FT14491	Disruptive innovation in cloud computing to create new business and revenue models	This paper is based on the study of factors giving rise to disruptive innovation in cloud industry. A total of 130 employees from cloud solutions providing companies were surveyed with a focus on finding differentiating factors from marketing and production side of business. The survey results were analyzed using logistic regression that reveals competition from marketing perspective and technology convergence from production perspective as the key factor of the intential most important factors for the success of any e-
	9		Neha Dewan	FT14243	Hierarchization of drivers which increase the sales conversion ratio in e-	commerce MNC today is its features on the e-commerce portal. This study demographically identifies the features of an e-commerce website that attract and motivate consumers
			Vignesh Manoharan	FT14279	commerce websites	to buy goods and services online and compares the priority given to various features contributing to the increased sales conversion ratio in e-Commerce websites across India and the United States. To study the relative importance of e-
		Gopalaswamy Ramesh			Factors Affecting e-learning readiness in India	Although in the past research has been done on e-learning readiness, the factors affecting e-learning readiness particularly in Indian corporate sector has been somewhat elusive. The present studies indicate that the readiness of e learning depends upon the online pedagogical method, technology awareness, cultural factors, learner control and organisational learning outcomes. This study uses survey method to determine the e learning readiness of the employees and get a measure of the other factors that affect e learning. Results indicate that the factors including
			PraveenKumar S	FT14388		Technological awareness, Organizational culture, Learner control and Organizational outcomes affect e-learning readiness strongly and the factor online pedagogy did not
			Shyam J	FT14267		seem to affect the e learning readiness. Implications for the findings have been discussed

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9	HE M	1		Great Lakes Institute of Management,Chennai,Chennai	Shambhavi Yadav	FT14166		There has been enough empirical evidence to support the fact that only satisfied employees lead to satisfied customers. As organizations begin to turn the conventional management upside down by realizing the notion of
					Shilpa Khurana	FT14369	Perception of Employees on the Role of Internal Marketing	'employee as the first customer', it becomes imperative to tap the role of internal marketing as a change mechanism to create a conducive work environment and achieve overall organizational success. A strategic internal marketing
			Hema Bajaj		Ashima Malik	FT14415		approach plays a central role in keeping the employees well-informed and motivated, aligning them to organizational goals and external marketing objectives, thereby keeping The purpose of the paper is to study the impact of teacher's
		2			Kamaldeep Singh Chhabra	FT14110 0	Contribution of relevant performance management variables to school	and student's engagement on the student performance. The specific aspect of engagement and the key driver to student performance is explored in this study. Three schools of different academic reputation were chosen and responses were gathered from students and teachers using existing and developed scales. The school characteristics were also considered. It was found that teachers' dedicative.
					Hari Narayanan Venkateswaran	FT14124	performance	
10	ISF	1		XLRI	Manu Krishnan	FT14296		In our research, we investigate the role of a leader and his various traits in developing a positive work-culture in the organization. We also look at how this work culture affects employee-performance. The sample taken is a group 130
					Tanvi Gupta	FT14275	Evolution of Leadership with job experience and its impact on employee performance	respondents (78 male, 52 female, median age: 26) ranging from trainee level employees to mid-level managers. We circulated questionnaires and used SPSS for analysis. We
					Neha Aggarwal	FT14410 8		found that 81.1% of the work-culture can be explained by the traits of the leader. In the second study, we found that 82.7% o the employee-performance can be attributed to the work-culture of the organization. Hence we recommend
		2	Irudayaraj I S F		Chandan Khanduja	FT14310 4	Empirical relation between employee engagement practices in Indian manufacturing sector	A good and effective incentive program is necessary to keep the employees motivated .This study focuses on understanding the factors responsible for employee engagement .With the use of statistical tool this study also tries to rank the factors responsible according to their relevance .Employee engagement being a new concept, not lot of research has been done previously on this area .So findings of the research becomes more important for further studies on the subject.  The independent variable were identified as Performance based bonus(monetary),training and development (nonmonetary),relationship with supervisor(non-monetary),work environment(non-monetary).Dependent variable is employee engagement. Probability sampling was chosen, because there is a defined number of respondents under
11	JAG	1		Fourth Dimension Technologies Pvt.Ltd,Chennai	Aastha	FT14101		In the last decade, the e-Commerce industry in India has grown by leaps and bounds and it is becoming increasingly difficult to fathom the potential of this industry. But, as all other who are blooming, this industry is yet to show signs
			Jagannathan		Adarsh	FT14305	Improving profitability of Indian E- Commerce	of sustenance due to its inability of making profits through the transactions. Some of the major reasons identified for the same are increased cost of customer acquisition, dense competition, logistical and infrastructural problems & lack
					Kedar	FT14335		of customer loyalty.  The purpose of this study is to provide additional insight into the crucial changes that these e-Commerce businesses
12	JAY	1		Consultant, Chennai	Aman Chawla	FT14106		Since the advent of internet commerce, the market for online retail has seen a rapid growth but what has always puzzled the marketers is that luxury goods have been dominating online purchases. While online retail industry

					Tushar Kaushik	FT14178	Do luxury goods dominate online purchases	has existed for more than a decade, it is dominated by the luxury goods segment.  There have been numerous studies on online retailers in the past but we would like to go deeper and find the reasons for the predominance of luxury goods over online
					Abhishek Kamboj	FT14110 1		purchases. Our study will analyze the various factors that determine consumer's decision while buying online. It will
		2			Harshit Prasad	FT14198		We Indians are famous for our sweet tooth. Traditional sweets have enjoyed a special place in our diets. However, in the recent present, the market of these hackneyed sweets seems to have been offset by a growing trend of chocolate
					Mandeep Singh	FT14235	Are chocolates gaining popularity over traditional Indian sweets?	products. In this empirical study we examine how chocolate industry has undergone a major evolution to expand its consumer base and target markets and how chocolatemakers have used occasion based consumption patterns and
					Kalash Pastaria	FT14384		perception analysis of Urban Indian consumers to increase their market share. Due to this evolution and market growth one possibility that arises is: "Apart from creating a market
		3	Jayraj Rau		Abhinav Puneeth Polisetty Prashant Mohan Bhatnagar	FT14181 FT14191	Repositioning India as a holistic tourist destination by this decade	Indian tourism has grown more in value than in volume. Since 2002, it has grown from US \$2.8 billion to US \$11.5 billion whereas the numbers grew from 2.3 million to 5.6 million. This article aims to improve Tourist Arrival Rate and maximize Value Proposition for Indian tourism experience. We achieve this by understanding factors affecting tourist preferences through market research by analyzing primary data (Foreign and Indian tourists) and secondary data (Tour operators and web sources) using Factor Analysis, Regression and Structured Equation Modeling. Analysis clearly showcased psychological factors dominating monetary factors. Strategies to enhance psychological factors should be implemented on Medical, Educational, Adventure, Ecological, Heritage tourism
			-		B Raghavendra	FT14488		helping India reposition as most desired holistic tourist destination by this decade.
		4			Rahul Batta	FT14110 2	Is Digital Marketing influencing the	of Digital Marketing that influence the Travel Decision making and buying pattern in India. Internet allows today's customers to communicate directly via mediums such as
					Ankit Nigam	FT14411	Domestic Tourism Market in India?	Company Websites, Social Media, travel blogs etc influencing their choices and increasing their Customer reach. Tourists have been visiting geographies for Official, Educational Spiritual and Leisure purposes. Qualitative
13	ЈОН	1		Great Lakes Institute of Management,Chennai	Vibhati Sharma	FT14278		This empirical study demonstrates the positive impact of application of Gamification Strategy i.e. Points, Badges, Completion Bars & Competitive Challenges on Customer Engagement. The study showcased in an eCommerce
					Siddharth Barjatya	FT14375	Efficacy of Gamification Strategy on Customer Engagement	context takes help of a website for the impact analysis of Gamification application on Customer Engagement. The paper in this quest assumes the level of customer activity
		_	John K C		Sanyam Garg	FT14310 6		on website, such as frequency of website visits and logins, average number of pages viewed per visit and time spent by each user on website, to be the primary indicators of Customer Engagement of an Online audience.
		2	John IC		Utsav	FT14179		With the gender difference diminishing, there has been considerable change in consumer-base in gaming industry. Today female population occupies a substantial proportion of the gaming arena - once dominated by the male.

					Navneet	FT14199	Studying Gaming behavior in female gender	Our study explores the patterns and trends of gaming in women: device preference of girl gamers (Online web gaming, mobile gaming, hard-core console gaming, PC gaming), time they spent playing games, genre of games
					Tanmoy	FT14295		they are interested in (Racing, First-Person Shooting games, Role playing games, Strategy games, Puzzle games), how much they spend on different games.
14	KEY	1		IIM-Kozhi	Rahul Sachdeva	FT14410 5	Effect of Psychographic Advertising	This study establishes that advertising based on Psychographic variables- Personality, Lifestyle and Social class has positive correlation with the consumer's Willingness To Purchase (WTP). Qualitatively, we did depth interviews of online shoppers regarding how psychographic advertising affected their buying behavior. We collected data from 128 respondents-33% women and 67% men, to measure the effect of psychographic
					Nidhi Gupta	FT14387		advertisements on consumers. Results from multiple linear regression indicated that psychographic advertising
			Keyoor Purani		Anjali Attri	FT14311		increases the willingness of customer to purchase the When unregulated advertisements are aired on prime time
		2	·		Risha	FT14257		and interspersed with entertainment it becomes very difficult for the young ones to selectively absorb what is good and reject what is not so good. There is relatively
					Rohit	FT14258	Cultural and Moral Impact of Advertisements on Children	zero conscious selective absorption.  The bigger question is that how the advertisements are absorbed by these young ones, how it affects their thinking process and more importantly, how they perceive these
					Smriti	FT14466		brands depending on their advertisements patterns and the messages they convey.  In our study we have tried to unveil answers to some of with the astormating promeration or internet into the rives
15	KIR	1	Kiruba Shankar	The Knowledge Foundation,Chennai	Harshul	FT14126	Impact of Social Media in developing and marketing new and existing	of people, there will never be a more relevant time to gauge the impact it has in mobilizing opinion on any offering that a growing company wishes to offer to the consumer. The discussions and responses on social media platforms stem
					Prateek	FT14292	offerings	from the experience that the customer undergoes after consuming that offering. The satisfaction level is a
17	NAR	1		Northeastern Illinois University	Manish	FT14133		This study aims at analyzing the Z-scores of different firms during the period 2002-2012 from automobile, electronic goods and energy sectors and also validates the existence of a probable time gap between changes in the Z-score and
					Poorva	FT14146	Bankruptcy models and credit ratings: An empirical analysis	rating actions by S&P. The study further analyses the reasons behind the improvement or decline of Z-score by examination of financial profiles, using industry specific
					Parikshith	FT14246		financial ratios, of the concerned companies. The analysis shows that there is no significant time gap between the changes in Altman z-score and rating actions taken by firms. Although the Altman Z-score does not take into
		2	Narendar Rao		Ankit Tondon	FT14398		In a spinoff, the parent company converts a subsidiary into a separate legal entity and distributes the shares in this newly created company on a pro rata basis to its shareholders. In this study, impact of spin-off on five
			ivaichdal Kao		Priyanshu Agrawal	FT14354	Do Spin-Offs add value to company – Evidence from Mature Markets	companies from various industries listed in NASDAQ is observed. For this study last ten years financial and stock market of selected companies is taken to study the impact of spin off. It is found that spin-off creates value for both
					Ravi Kant Sharma	FT14456		stock holders as well as for the company. However, macro- economic factors and industry conditions also play significant role on the value creation post spin-off. This

18	PAU	3	Paul Prabhakar	Northern Illinois University	Shekhar Nigam S Karthik Diksha Gupta	FT14167 FT14111 4 FT14422	The challenges and implications of Mergers and Acquisitions on companies  Empirical Study on the Market for Special Education Electronics	catalyst by the way of buying, selling and combination of different companies in order to grow faster and to increase your market capitalization in the sector of origin or any other field. Trillions of dollars have been spent on M&A's during 2003-till date and yet 60-80 % of them have been classified as failures.  Whis piekent study is all what high trouscouts that the relationship between the image of Eportal and its impact on consumer purchase decision based on attributes such as customer support, price, etc.	
					Raghavendran J.	FT14453		The outcome of the study reveals that consumers' choice for online purchase retail formats vary as per the image of	
19	PRA	1		Great Lakes Institute of Management,Chennai	Mansi Garg  Animesh Saraf	FT14134	Designing supply chain in apparel sector	the Enortal The demographics of the consumer play a vital Apparel industry is one of the few industries where the categorization for product life cycle is done in terms of "Fashion", "style" and "fads" owing to its nature of being a volatile market. Hence it becomes imperative for any organization in this industry to be able to meet the demand and respond quickly to the fluctuations and change. The challenge is not just managing the short product lifestyle but also managing the demand for huge variety. This can be	
		2				FT14315	Comparative study of Project Risk Management in IT service industry	rchieved by having high level collaboration with other the study aims at universationing the current state of Risk management practices being followed; the risks that frequently occur in IT projects and analyzed the implications of those risks in the overall effectiveness of a project. In this study, we analyze the risks that commonly occur in IT service industry and the measures used to reduce the risks. We aim to understand the effect of risk planning on the project triad	
		3			Tapan Utreja Ashworth Vaz	FT14110 9 FT14212 FT14411	Role of IT on Healthcare services and its impact	The study elucidates the vital role of Information Technology in the progress of the Indian Healthcare Industry. The data was collected from a sample of 134 patients and 80 doctors from various hospitals across 6 cities in India through questionnaires, both physically and online. Considering investments, digital records, information security and data efficacy as the independent variables, themultiple regression analysis helped conclude that these variables together have a significant impact on Healthcare Services in India. With the growing importance	
		4			Rahul Agarwal Rahul Sharma	FT14251		of quality healthcare services today, this study will help As digital experience ranks next only to 'live experience' among the factors influencing purchase, and as poor consumer experience in the 'Research Online' phase, may abruptly terminate the consumer offline decision journey, two-thirds of businesses are increasing their digital	
					Harshita Khanna Punit Nema	FT14228 FT14210 9	Impact of Digital Marketing on Automotive Sectors	marketing spending; something the automakers are yet to fully leverage. This study focuses on measuring the effectiveness of current digital communication and sugge ways to increase purchase intention. For primary researc judgment sampling was done on the basis of type of city time of purchase and age of respondents. FGDs were	
		5			Rishi	FT14361		ABC Company* is a market leader in Coconut Oil category. Coconut oil produced by ABC today stands for purity and quality. The brand has seen a lot of innovations in packaging. sizing and tamper-proofing over the years.	

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Implementation of Six Sigma to Coconut oil produced by ABC enjoys enormous loyalty in Improve the Productivity in Coconut urban, semi-urban and rural sectors. Oil Producing When the oil is extracted from the input raw material -Gauray Singh FT14382 Copra, the resulting by-product is known as cake. It is very important to keep the oil content of cake under control. Higher the residual oil in the cake lower is quality of Varun Dubey FT14394 coconut oil and therefore higher is the loss to the company. The study talks about the effectiveness of social media as a Gyan Vallabh marketing tool and what are the ways in which social media FT14123 Singh impacts consumers. Sample primarily included population between 20-30 years residing in metropolitan or tier 1 cities To Study the Effectiveness of Social of India. For gathering the data online survey was used, Media Marketing which was designed using Likert 5 point scale and Nidhi Chaudhary FT14244 administered to respondents using online medium like email, social network etc. After eliminating the incomplete FT14310 surveys the data from 127 respondents was analyzed. The 7 Abhinav Singh independent variables chosen had significant alpha ranging The purpose of this study is to analyse the benefits of Implementing Analytics in the Home Insurance Industry for FT14111 deciding premium and agent commission. Survey data is Puneet Mahaian 0 collected for both separately and analytics is applied to them. Analysis of data (Variables) for premium Impact of Big Data and Analytics in FT1431 questionnaire (related to location, home conditions, Home Insurance Industry protective devices, and personal factors) is done to find the Gaurav Kukreja correlation between the variables and then an optimal premium for coverage is decided. Analysis of data is done FT14411 on the basis of which Agent Commission can be Arpit Sisodia 7 determined and factors taken into consideration are new VMI is making significant strides in manufacturing sector as it reduces the information distortion and the bull whip FT14284 Aravind effect significantly, thus drastically increasing the quality of information available and the accuracy of the forecast. The Vendor Managed Inventory in purpose of this research is to study the factors that Manufacturing Sector for SME's influence the implementation of Vendor Managed Inventory Pradeep FT14364 in Manufacturing SME's. The independent variables are the relationship shared with the Vendor, Willingness to exchange information and also IT Infrastructure. Sasank FT14492 vital due to shorter product life cycles, greater product variety causing more fluctuation in demand calls and the FT14226 Hanoch ever increasing need for shorter lead times. We intend to Analysing the Supply Chains of Multi-base our study on how supply chains are influenced by Mohit FT14240 brand Retailers in Indian Environment distribution management. In this empirical study we intend to focus only on the various aspects and intricacies involved in distribution of goods from warehouse to the different retail outlets and are a function of cost, quantity, Harsh FT14429 Supplier and customer collaboration are pivotal in the Supply Chains of IT product manufacturing industries. This FT14210 study analyses how much risk can be mitigated and Sundeep 1 operation can be improved, if supplier and customer

Supply Chain Operational Risk

Mitigation in IT Industry: A

Collaborative Approach

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collaborations are implemented to control the entire supply

chain operations. A sample of 106 supply chain managers

from various units of different IT product manufacturing

Pom Mythiii				i				•	companies were surveyed to obtain the data. The study
Mobile App and Game Marketing Fin Myrhiii  Pon Myrhiii  Bidde App and Game Marketing supplement and plays a important one in market. To measure the supplement review and supplement with downdormation any one of a reasonable and survey to measure which downdormate new spinferance we performed a study of literature review and for a comment which downdormate new spinferance we performed a study of literature review and for a comment which downdorm, an apply one in market. The purpose of the research is to analyze the Green Supply Chain Management Systems commently peasen in the Retail Domain in South India and its impact in the comming performance and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive sees. The GSCN concepts are being because and competitive seed and support and sees are being because and conceptive seed and seed a									
Pom Mythil  Pom Mythil  Fit 14885   mistigation. The authors discuss further implications of the mistigation of Design, Security and Feerback, factor in the consumer behavior while choosing a particular gain the app matter. To measure the authors while choosing a particular gain in the particular to measure the authors stand variables. Recombination of Management, Chemial  Abhistek   FT14202   TT4404   Sanhar Game Marketing									
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20 PON 1 Management Chemia Abhisek FT14304 Securit disks a basic at the consumer while downloading an app from the market. Securits disk and such a stainflicant important on the consumer of the purpose of the research is to analyze the Circus Supply Chain Management with Securits of the American Management with Securits of the American Management of the purpose of the research is to analyze the Circus Supply Chain Management with Security of the Company of the Circus Supply Chain Management in Retail Domain Technical Management and competitiveness. The CSCM concepts can be implemented in inhound, internal and outbound stages of the retail supply chain Examine each of these functions separately and its impact in the overall performance. A conceptual model was developed from literature sources and data collected using a structured questionnaire circulated among mid size retail firms in South had for this purpose. A confirmatory model was tested using structural equation modeling to prove a model will express the supply chain and the confirmance and competitive supply. The competitive supply chain and the confirmance and co									
Purb   Purb   Rao   Purb   Rao   Purb   Rao   Purb   Rao   Rajat Kamar   FT14355   Rajat Kamar   FT1									
PUR	20	PON	1		Management,Chennai	Abhisek	FT14304		
Purba Rao   Purb					HMA HMP Great Lakes				The purpose of the research is to analyze the Green Supply
PUR   1							FT1/210		Chain Management Systems currently present in the Retail
Arum V Rajan  Arum V Rajan  FT14414  Arum V Rajan  FT14415  Green Supply Chain Management in Retail Domain  Retail Domain  Retail Domain  Retail Domain  FT14416  Asahima Sharma  FT14301  Asahima Sharma  FT14301  Players Valuations in the Indian Players Negative Structured questionnaire circulated analysis for the valuation of the players seed on a number of attributes, crickuring and non-cricketing and monocricketing. For the purpose of the study, we will limit on any players based on performance rating model  Purba Rao  P	24	DUD	1			Dishard V Ioca			Domain in South India and its impact in the economic
Aram V Rajan FT14414  Aram V Rajan FT14414  Aram V Rajan FT14414  Retail Domain Retail Domain stages of the retail supply chain. Examine each of these functions separately and its impact in the overall performance. A conceptual model was developed from literature sources and data collected using a structured questionmaric circulated among mid size retail firms in South India for this purpose. A confirmatory model was tested using structural equation modeling to prove  4 waim to provide an objective analysis of the valuation of the players based on a number of attributes, cricking and mon-cricketing articles in the Indian Premier League based on performance are interesting attributes. The provide a composition of the players based on a number of attributes, cricking and mon-cricketing articles in the Indian on-cricketing articles, and we will also determine the effects of non-cricketing articles, and we will also determine the effects of non-cricketing articles, and we will also determine the effects of non-cricketing articles, and we will also determine the effects of non-cricketing articles, and we will also determine the effects of non-cricketing articles, and we will also determine the effects of non-cricketing articles, and we will also determine the effects of non-cricketing articles, and a lead to the company of the Indian on-cricketing articles and the purpose of the study, we will find the purpose of the propose of the study, we will find the purpose of the propose of the study. The purpose of the propose of the study is to identify and analyse the various and propose of the study is to identify and analyse the various and propose of the study is to identify and analyse the various and propose of the study is to identify and analyse the various and propose of the study is to identify and analyse the various and propose of	21	PUK	1		Management, Chennai	Kichard K Jose	2		performance and competitiveness. The GSCM concepts
Arun V Rajan  Arun V Rajan  FT14414  Retail Domain  Functions separately and its impact in the overall performance. A conceptual model was developed from literature sources and data collected using a structured questionnaire circulated among and size retail firms in South India for this purpose. A confirmatory model was tested using structural equation modeling to prove  Abhinav Kapoor  FT14202  Abhinav Kapoor  FT14202  Abhinav Kapoor  FT14202  Abhinav Kapoor  FT14202  Players Valuations in the Indian Premier League based on a number of attributes, cricketing and management of the players based on a number of attributes, cricketing and managing carbon premier League based on performance ariting model  TT14470  Purba Rao  Purba Rao  Purba Rao  Purba Rao  Purba Rao  Purba Rao  FT14470  FT14280  Identifying and managing Carbon Footprint across FMCG supply chain with lept the organization gain a competitive edge over others. The purpose of this study is to identify and analyse the various attributes which contribute in reducing the carbon footprint in a FMCG supply chain will help the organization gain a competitive edge over others. The protection of the players based on a number of attribute which would help in reducing acthor looptering in a first organization gain a competitive edge over others. The protection of the players was conducted targeting 50 managers and employees with a good experience in Supply chain will help the organization gain foot of the study is to understand the burying behaviour of consumers towards organic food Organic Produce  A Rajat Kumar  FT14355  Feasibility of Online Selling of Organic Produce  Freasibility of Online Selling of Organ									can be implemented in inbound, internal and outbound
Anshima Sharma Anshima Sharma FT14301  Anshima Sharma FT14302  Players Valuations in the Indian Pemire League based on a preformance. An one-cricketing and mon-cricketing and mon-cricketing and process of the study, we will limit our analysis to batsmen alone. A player rating model will ence-cricketing and we will also determine the effects of non-cricketing attributes, and we will also determine the effects of non-cricketing attributes such as popularity and age.  Purba Rao  Pur								Green Supply Chain Management in	stages of the retail supply chain. Examine each of these
Aashima Sharma  Aashima Sharma  FT14301  Aashima Sharma  FT14302  Abhima Kapoor  FT14202  Abhima Kapoor  FT14202  Abhima Kapoor  FT14202  Abhima Kapoor  FT14202  Purba Rao  Purba R	1					Arun V Raian	FT14414	Retail Domain	=
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Aashima Sharma  Aashima Sharma  Aashima Sharma  FT14301  Aashima Sharma  FT14202  Abhinav Kapoor  FT14202  Abhinav Kapoor  FT14202  Abhinav Kapoor  FT14202  Players Valuations in the Indian Permier League based on performance rating model  Meghna Rathi FT14341  Suhas Cadambi  FT14341  Suhas Cadambi  FT14470  Purba Rao  Purba Rao	1								
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	22	141	1		1 drain Consuming, Chemidi	7 mina Siina	1117112		work. This study is focused on evaluating if some identified

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							Cost Optimization in IT through Bring	cost factors affected by implementation of BYOD in
							Your Own Device (BYOD)	organization can lead to cost optimization in IT. Here the
					Ashish Agarwal	FT14113	Tom Own Device (B TOD)	aim is to capture the perception of employees working in IT towards BYOD implementation. This study suggests that
								few costs such as security, license cost increase after
					Manishankar	FT14111		implementation of BYOD, whereas capital costs decrease
					Venkatraman	3		considerably. Factors such as productivity and employee
								In current competitive environment, Consultancy helps
								transform businesses by improving efficiency, minimizing
								costs, tapping additional stream of revenues to help them
		2			Abishek P.A	FT14102		become market leaders. The objective of our research is to
								identify various factors that significantly impact the
							Comparative Performance Analysis of	performance of consulting firms. The critical factors were
					Sriram T	FT14174	Leading Consulting Firms	identified through focus group discussions and in-depth
					Sinam i	1.114174		interviews with expert consultants having diversified
								experience across multiple domains. For primary data
						FT14111		research the responses were collected via online survey
					Andaz.M	5		from over 250 respondents and data for 28 quarters was
								This empirical study was carried out to identify factors
								which should be addressed to successfully implement
1								BYOD strategy in an organization. This involved a
L		3			Lokesh	FT14130		comparative analysis of the responses from employees
			Ramanathan S					working in both BYOD & non BYOD organizations. The
							Analysis of vulnerability factors with	responses were collected via online survey from over 100
					M-1:4 M-11	ETE1 4126	implementation of BYOD	employees working at different hierarchy levels in IT and
					Mohit Maheshwari	F114136		hardware industry. Factors identified during the research
								were employee productivity, Work-life Balance, Data
						FT14110		security etc. The data was statistically analysed using
					Mohit Pahwa	3		MANOVA with 95% confidence interval to conclude that
								Software project executions namely Agile and Waterfall
								methodologies are driven by a set of key parameters such
								as number of defects, cost of the project, number of
								resources, project completion time and customer
								satisfaction. Project managers often do not consider these
								parameters and use their intuition or depend on client
								requests to choose between Agile and Waterfall model for
								executing a project. This empirical study focuses on
								drawing a correlation between Agile and Waterfall model
		4			Chanthach Mahan	EFE1 42.62	Correlation between agile and	for each of the key parameter affecting them. In order to
-		4			Shanthosh Mohan	1.114203	waterfall model for IT Project	accomplish the same, firstly a questionnaire was formulated
1							execution	with questions pertaining to the methodology used and the
								range under which the parameters appeared. The
								questionnaire was floated to project managers of major
								Indian IT organizations. With the data obtained, a logistic
								regression was done to bring out the variables which have
1								significant impact on the applied methodology. Thus, the
								result of our study gives out an equation in which when
1						FT14210		desired range/values are plugged in for each of the key
					Anirudh P K	5		parameters, suggestion is made to choose either Agile or
								The world is talking about Big Data and the potential it
								holds to give firms, the competitive edge. It has become
				Mack Robinson College of				imperative for decision makers of organizations to take
23	RAE	1		Business	Raghupati	FT14250		quick decisions on whether to implement Big Data or not.
							=	

24	ROB	1	Ramesh B  Robin Banerjee	Caprihans India Ltd	Sreehari Saurabh Jain Gauray Goswami	FT14410 6 FT14368 FT14310 8	Factors driving decision makers in considering adoption in big data in SCM  What differentiates the success and failure of a Corporate Merger?	Much of the decision making reasons have been attributed to the Return on Investment from big data implementation. Although this acts as a major factor, several theories that influence big data adoption need thorough understanding. This study aims at understanding the factors affecting decision making using 'The Theories of the Firm'. These theories would help us in understanding how decision makers ascribe the importance of Big Data to supply chain. The objective or our study is to identify factors that should be considered to ascertain the success or failure of a merger. Once identified, any company going for a potential merger in the future can use these factors as a benchmark. In order to understand the reasons behind the success and failure of merger, we plan to study the results of two prominent International mergers that took place in the past,
25	SAN	1		Great Lakes Institute of Management,Chennai	Girish Shivnani Pawan Badgujar	FT14223	Evaluating master's degree against management courses using Capital Budgeting techniques	Return of ivestment of higher education fourses (some year education) and courses (some categorised into Masters and Management courses) were calculated using the conventional capital budgeting techniques such as Net Present Value (NPV), Internal Rate of Return (IRR), Discounted IRR, payback period, accounting profit. The decision of which career path to be chosen after graduation, was seen as a classic capital budgeting and project valuation problem. The data used
		2			Manikandan R K	FT14132	Effect of credit ratings on financial performance of firms in India	This study examines the change in a firm's financial performance after credit rating revision in India and determines whether credit ratings are viable indicators of the future performance of the firm. CRISIL's credit transition matrix over the past ten years is taken as a source in order to select firms for our study. The firms chosen are from a wide range of sectors. Our primary analysis will be based on the firms in the NIFTY index because they act as the representative sample of the Indian market as a whole. This broadens the scope of analysis and also helps us in arriving at a proper conclusion. In order to measure the
					Sathis Raj S Siddharth Nadarajan	FT14163 FT14171		impact of credit ratings in the short run, key financial ratios in the firms are compared pre and post migration. We employ the abnormal returns methodology as mentioned in Barber and Lyon (1997) to measure the long run performance of the firms. Abnormal returns provide a best measure of the investor experience in the long run.
		3			Deepika	FT14319		The Research problems of this study are formulated against this background and hover around analysis of the nature, causes, consequences and adequacy of required measures. The objectives of the project are the following:
			Sanjoy Sircar		Moreshwar	FT14439	Rupee Volatility: Analysis of Nature, Causes and Required Measures	a) Analyze the circumstances that lead to Rupee volatility     b) To find out the degree to which various factors influence     the volatility     The research problem involves processing of secondary     data available from RBI, Govt. Of India and other reputed
		4	July Shear		Subhankar Cyrus Frenk	FT14468 FT14118	Predicting Financial Distress of	agencies. The problem involves weekly, monthly and quarterly time series analysis of exchange rates using Through this study, we will try and understand the factors that lead to bankruptcy of companies. The early prediction of distress is essential not only for the investors but also for lending institutions who wish to protect their financial

					Richa Singh	FT14458	Companies listed in the National Stock Exchange	investments. The sample size consists of 150 companies out of which 52 are financially stable. The financial ratios are calculated using company filling and secondary data sources. On performing Forwards Logistic Regression on	
		5			Ankit Gadura	FT14205	Analysis atha Liquidity and Future of	these ratios we captured 7 ratios with their magnitude. As one of the fastest growing economy in the world, India needs a vibrant financial sector to fulfill its capital needs. Although the Indian equity market is very active, the bond market has not kept the pace with the equity market.	
					Kumar Abhishek	FT14232	Analyzing the Liquidity and Future of Secondary Bond Market in India	A well-developed bond market is crucial for Indian economy as it facilitates infrastructure financing, improves corporate balance sheet and facilitates financial inclusion of Small and Medium enterprises and the Indian retail investors. From the perspective of investors in India we will ENTERPRISE RESOURCE PLANNING (ERP)systems	
		6			Debasmita Som	FT14120	Financial Study of Issues related with Implementation of ERP in Distribution Company	are one of the most developing areas of Research in Business Information Systems and they have now becom an integral part of most Business Operations. In this study of "the impact of ERP implementation on Distribution Company" it is assumed that the "Cost Savings is the dependent variable".  Effect of implementing ERP on the cost savings of a distribution company is the centre of this study.  Cost Savings is affected by a number of independent	
					Aurka Chakravarty	FT14418		variables, but in this study taking the financial aspect, concentration is given on the factors that mainly influence the dependent variable. These are:  • Annual Consumption • Cost of company • User Satisfaction	
26	SHA	1		Great Lakes Institute of Management, Chennai	M.C Deepak	FT14216	Inventory Optimization of Raw Materials at Vedanta Aluminium	The objective of our study is to optimize the CP-Coke inventory of Green Anode Plant at Vedanta Aluminium Limitedby developing a better visibility into supply thereby enabling planners to modify inventory to reduce carrying costs without negatively impacting customer service levels and sacrificing product availability. This empowers organizations to improve performance and more effectively	
		2			K.Venkatraman  Malay Dixit	FT14475	Demand Forecasting in FMCG sector	Demand variability and forecast accuracy plays a very crucial role in today's highly agile pull based supply chains. Therefore it becomes even more important to have an	
		3			Neha Singhal	FT14110 8	Exchange rate volatility and bank performance in India	understanding of various demand drivers and their effect on demand fluctuations. Today most of the FMCG companies are in the zone of demand shaping i.e. they are capable of analysing past sales and identifying sales trends basis sales history. However to	
					Tarun Saxena	FT14174		reap complete benefits from demand forecasting, companies need to move to a zone of demand sensing i.e. they should be able sense well in advance what future	
		4			Rahul Patankar	FT14110 7		Through this study, we are trying to look at the growth of Indian GDP in relation with the growth of the services sector in the country. What we aim to do is to collect data pertaining to the various sub-sectors of the service industry	
					Abhishek Acharya	FT14401	Analysis and Impact of IT Services Sector on the Indian Economic Model	and understand the various implications through a thorough analysis of data collected. We also aim to look at the structuring of the inflows through FDI into the services sector and try commenting on the various FDI players	
			Shanthi K S		Venkateshwaran P	FT14493		(countries) involved. For the same, we collected data from sources like NASCOM, EBSCO and India Stat.	

_			ĺ		1	1	1	The purpose of this study is to understand factors that help
		5			Kunal Parekh	FT14129		optimize costs of Oriental Health Insurance and improve its
					D -1:4	FF14160		profitability. The combined ratio provides information
-					Rohit	FT14160	Cost Optimization of Health	about a company's operations and is the dependent variable. As part of this study, secondary data was
							Insurance Policies	collected from company sources and analysed. The study
								also finds the significant factors contributing the maximum
					Kaushik	FT14333		to the company's expense. The study of underwriting cycle
-					Kausiik	1114333		provides us a relationship between health insurance Success of waimart in india is a topic of debate,
								considering the huge competition from prevailing
		_			D	FT1 41 40		unorganised sector and not so good current market
-		6			Preetam	FT14149	Would supply chain strategies of	conditions. The aim of this empirical study is to understand
							WalMart be successful in India?	whether Walmart's supply chain strategies would be successful. The sample size is 60 consisting of employees
								of different age group working with retail chains in India.
					Parikshit	FT14245		We got our questionnaire filled and performed regression Walmart is planning to enter into Indian markets through
								the FDI policy. However its success in India is a topic of
								debate, considering the huge competition from prevailing
<u> </u>		7			Aditya Chaturvedi	FT14403	Would supply chain strategies of	organised retail sectors and local grocery stores. We plan to
							WalMart be successful in India?	take this as an empirical study project to understand the
								Marketing strategies that Walmart should implement in
								India, by studying the microeconomic factors prevalent in the country. The organised retail market growth in the
					Manish Nair	FT14436		country is evident with Big Bazaar. Reliance fresh. More
								Several theories have provided inconclusive results on the
								impacts of IT on business processes and organizational
27	SRI	1		University of Texas at Arlington	Gourab Mojumder	FT14224		performance. Our study reviews the effects of these theories in terms of IT resources, capabilities and qualities,
							1	and further proposes an integrated approach for examining
			Sridhar Nerur				Role of Information Technology across non-IT industries	operational efficiency, organizational performance and inter
					Srinjoy Panda	FT14270	across non-11 industries	and intra organizational communication in IT and non-IT
							1	industries. Our integrated model was statistically tested by
								using a Multivariate analysis of variance (MANOVA) method. Our results provide an integrated view of the
					G Kaushik Nadar	FT14321		
								associations among theories and enhance the understanding the purpose of the thesis was to study deciding factors that
				Great Lakes Institute of				lead to customer satisfaction in service industries during
28	SRA	1		Management,Chennai	Prarthana	FT14247	Factors affecting customer satisfaction	and post sales. Automobile and Electronics goods service industries were chosen with automobile owners and high-
٣							through different phases of purchase	tech consumer electronics users as samples. Questionnaires
							across industries	developed on a 7-point Likert scale and ordinal scales were
					Neena	FT14290		administered to respondents. The questionnaire comprised
								Purpose – The purpose of this paper is to understand the
								viability and perception of e-books amongst Indian
1		2			Arnima V	FT14210		Consumers.
$\vdash$	$\vdash$	-			/ Millia V	1114210	1	Design/Methodology/Approach – This paper starts with a
							Market Research on Repro	brief overview of the literature on factors responsible for
					Daamaniran T	FT14420	Education's ebook launch portal	using e books. The research analyzed survey responses of Indian respondentsover the internet.
$\vdash$					Deepankar T	1.114420	1	Findings – Perceived usefulness, Ease of Technology and
								Price are significantly impacting adoption of e books.
					Desch- I	E7F1 4457		Indian e book publishers need to make an effort in
<u> </u>					Reecha L	FT14457		communication strategy towards usefulness of e books. The
		3			Amit Kumar	FT14204		Organized retail requires strategic positioning and huge capital expenditure, and such investment needs to be
Щ.		-		L			ı	capital expenditure, and such investment needs to be

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justified with adequate returns. Therefore it is imperative to understand local retail landscape and the values that drive consumers toward such retail stores amid fierce Factors influencing success of large Multi-brand stores in 'Organized' competition from highly concentrated Kirana stores. This retail segment research paper examines key store and consumer attributes that would influence consumers' store patronage towards multi brand retail stores. In organized retail, consumers Dhilip Narayan look for an overall shopping experience. Therefore, FT14217 Srinivasan understanding factors that create enhanced customer loday, tablets and e-readers are being used by student in the US and other countries for education. With India, many companies are exploring the opportunity to move the Neeti Bisht FT14344 country with the largest student population (over 251 million students) to the next era or learning through tablets. Scope of Digitization in Education As part of the team which was selected for Amazon Live Industry Project, we are conducting a market research on understanding the market for tablets in the education sector in India. Hence, we've chosen this as our topic for FT14310 empirical research. Yatharth Puri 9 A deep analysis on understanding the current education
The digital revolution has brought in a wave of change in the core principles of marketing. Social media sites are the new face of this changing world. 1.15 billion use Facebook, FT14121 Dhara Kanungo 550 million use Twitter and 225 million use LinkedIn and with every passing moment, the numbers are increasing at Role of Social Media in changing a an exponential rate. Social Media has given consumers the Brand's Perception Mona Kshirsagar FT14242 power of instantly sharing experiences, peer reviews and forum discussions; this has let Social Media to embark upon the creation of "customer citizenship". FT14424 Dipika Singh We will study the evolving popularity of these Social Marketing and logistics are the touch points that a customer has with an organization. In today's rapidly changing world customers are aware and are demanding more, so it has Mohit Bajaj FT14239 become essential that these two functions collaborate and Collaboration between marketing and work seamlessly to protect the value proposition of the logistics functions for improving organization. This study was focused on retail-FMCG and customer satisfaction automobile industry-Passenger cars. The responses were Sudeep FT14294 collected from the managers in these industries and regression technique was applied to analyze their effects on FT14310 the customer service levels. Interdepartmental coordination, 2 Amit Reward system and transparent flow of Information are the Purpose – The study aims to find out the feasibility of digitization in Indian Education sector through the FT14410 introduction of tablets and e-readers. Hitesh Baheti 9 Sample - Target Students of age 11-16 years (6th to 10th standard) and parents, teachers of this target segment Feasibility for Digitization of across cities of Delhi, Chandigarh, Bhopal, and Jaipur in Education Namita Chaubal FT14441 Methodology - Phenomenology, an exploratory research design method has been used to tap into key stakeholder, i.e., Students, Parents, and Teachers perceptions. FT14485 Mohit Singh Findings — Application of TAM model: Tablets as the The aim of the study is to examine the impact of rewards on the number and quality of customer reviews posted, FT14110 specifically to the E-commerce industry. Our study will be Kripasankar M

helpful for companies that provide products& services

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							0 0	online, who depend on Electronic word-of-mouth (eWOM) to increase sales, to understand the motivation behind
					Roshini John	FT14259	reviews	consumer reviews, and also provide this motivation where required. eWOM has become one of the most exciting research areas of inquiry owing to the effectiveness of its
					Shivangi Sharma	FT14293		communication. eWOM communications are more persistent and accessible as they involve multi-way
		9			Shubhangi	FT14266		The purpose of this paper is to study the factors that influence an Indian consumer's decision to purchase lingerie online. For this research 14 attributes were studied. A sample of 130 potential customers located across Delhi,
					Sudeshna	FT14273	Factors affecting consumer buying behaviour towards Lingerie through e- tail	Chennai, Mumbai, Kolkata, and their nearby towns, rated their preferences about these attributes. Through confirmatory factor analysis and structural equation modeling three main factors were extracted – benefit
					Akshat	FT14210 0		perception, risk perception and shopping motivation.  Through regression analysis the findings suggest that under demographics only marital status and location influence the
		10			Varun Chaturvedi	FT14180		Brand associations are informational nodes linked to brand nodes in memory that contain the meaning of the brand for consumers. Brand associations are important to marketers and to consumers. The objective of this study is to study
					Shailender Sharma	FT14262	Effect of brand association on consumer behavior	whether brand elements like Jingles, Mascots and Colours and a person's personality have any role in building brand associations. The study found that actual-self people relate well with the messages targeted towards specific
					Jasleen Kukreja	FT14325		personality traits( Big 5 OCEAN traits) of a person and that
29	SUR	1		Professor of Finance, Faculty of Management Studies	Aishwaria Krishnan	FT14308		This study examines the short and medium term impact of Rupee fluctuations against the Dollar on BSE S&P Indices of various sectors using daily data for a period of 4 months. A qualitative research in the form of personal interviews
			Surendra Sundararajan		Karivaratharaaju M	FT14328	Impact of Forex Market Fluctuations on Indian Industries	and questionnaire is used to predict the medium term impact. OLS regression, Granger causality, Augmented Dickey–Fuller test and GARCH performed on the daily
					Vaisakh V K	FT14311 3		data from BSE and RBI websites is used to test the hypotheses.
30	SUN	1		Goa Institute of Management, Goa	Pratyush Gautam	FT14148	Impact of Cloud computing on	different attributes of cloud computing solutions on operational efficiency of banks. These attributes of cloud computing were found according to the literature review
			Sunil Rai		Saugata Das Gupta	FT14164	operational efficiency and security of Banks	and qualitative study. Attributes were analysed according to the perspective of two major stakeholders, Banks and Cloud service providers. The resulting significant factors were then segregated into 3 categories with highest
					Anurag Kush	FT14413		importance given to the factors which were common to
31	TNS	1		Great Lakes Institute of Management, Chennai	Manish Hasija	FT14338		Study and understand consumption of monodose sachet products by target customer groups-ketchup, sauces, honey,
					Shyam Iyer	FT14373	Scope of easysnap sachet in the Indian Market	beauty creams, sun screen, Hand Sanitizer etc. Introduce Easysnap sachet concept and gather customer feedback. Study and analyze data. Suggest marketing penetration strategies for M/s Easypack for making entry into the Indian market. Do a thorough cost analysis of the new
		2			Abhineet Sinha	FT14303	Scope of Online health consulting in	consulting in urban India and the factors responsible for it.  The effectiveness of these factors would be identified after the study.

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			urban areas of India	
				The study would be really helpful for health clubs thatare
	Shilpa	FT14390		launching online portals that the members can avail fitness
	S.mpu	- 11 .570		related tips easily. These findings would provide them are
				ready for e-commerce in grocery including perishable
	C1 11 C1	ETEL 440 :		goods. It studies a group of one hundred and twenty young
	Shelly Sharma	FT14194	E-Grocery in Indian metros -	professionals living in Indian metros. The study uses the
			Desiderate or Unwanted	online survey method to gather the primary data. The
				Structural Equation Modeling technique is used to analyze
	Puneet Sharma	FT14249		the data. The study shows that the online purchase intent is
				influenced by the convenience delivery time analyze me
	Daman Singh			role of Digital media in the business practices of IT
	Malik	FT14119	Imment of Advanticing and Dranding in	Industries. Several Large and Medium Size IT Companies
	141tillik	1114117	Impact of Advertising and Branding in B2B marketing	were surveyed and results revealed that companies are more benefitted by using Facebook\Twitter and Blogs as
			D2D marketing	Digital Marketing communication tools.In this studywe
				have taken help of literature reviews by different authorsin
	Dipak Senapati	FT14423		Other to discover new ideas and to examine use of Digital
				have a positive correlation with the buying intent of
				consumers for choosing mobile service providers in India.
	Aanchal Madan	FT14201	Impact of different genres of	We formed a questionnaire and collected the data from a
			advertisement on brand recognition of mobile services	sample of 140 customers with the help of social media, e-
		FT14210	mobile services	mail and in person interaction. The total number of
	Sakshi Sharma	8		respondents included 100 males and 40 females in working
	Buksiii Bilariila			The purpose of this study is to determine the factors
				shaping the consumer behaviour in collaborative
				consumption of durable goods and services. Collaborative
	Aishwarya Pathak	F114103		consumption is an economic arrangement that allows two
			Consumer behavior in collaborative	or more entities to consume product and services
			consumption of durable goods and	irrespective of the ownership of the mentioned product and
	Pavithra. R	FT14145	services: An analysis	services. Collaborative consumption has emerged as a
				compelling alternative to traditional forms of buying and
	Revanth			ownership. Collaborative consumption gives people the benefits of usage of different goods and services, especially
	Arramreddy	FT14156		durable goods with reduced personal burden and cost.
	, and the second			Supply Chain Management as a research subject has
				remained untouched in the Branding literature. The primary
	Rehbar Khan	FT14155		objective of this study is to examine whether SMEs can use
	Kenuai Knali	1114133		the efficient SCM as a differentiator that would help them
			Brand building for SMEs using the	in building their own brands in both, B2B and B2C
			efficient SCM as a differentiator	scenarios. The sample set comprises of 37 SMEs for B2B
	Suyash Peshkar	FT14176		industry and 106 people for B2C industry (age group- 18 to 54). Conducted Survey for data collection and used
				Regression analysis, Exploratory Factor analysis to
		FT14111		statistically test the Hypotheses. The factors identified –
	Nachiket Soholkar	1		Product Features and Supply Chain Integration, affect
				A flea market is a type of bazaar that rents space to people
				who want to sell or barter merchandises, artefacts, durable
	Rabia Sehgal	FT14151		items, apparels, fashion accessories etc at low prices. It
	Tanam Bengui			differs from a grey market or an open market in which a
			Flea Markets : Consumer Profiles &	commodity is traded through distribution channels which
		FTT1 44.53	Value in Modern Day Retailing	although is legal but is unofficial and unauthorized by the
	Rajat Miglani	FT14153		original manufacturer.  Purpose - The purpose of this study is to analyze the
				consumers' profile and the various factors that drive
				consumers' behavior in a flea market.
	Ratika Gupta	FT14455		Design/Methodology/Approach - Data was collected from

		9			Arpit Srivastava  Rahul Sonthalia  Mayank Bhatnagar  Ritesh Pandey	FT14410 3 FT14298 FT14238	Correlation between the Pre- release promotion and success in bollywood  Positioning and Marketing Strategies	The aim of the study is to measure the effect of pre-release promotional activities on the first 3 days of Box-office collection of Bollywood movies as compared to various other factors. Given the dearth of ideas prevailing today in the industry, the pre-release events and promotions and the buzz created are decisive factors in determining the fate of the movie at the box office. Pre-release events and promotions are being used today more emphatically than ever and it constitutes a major chunk of total production cost. The question is, 'As in pre '90 era, the content of the movies generally guaranteed success, does pre-release The purpose of this paper is to see what marketing strategies The Hindu can employ to increase its market share in North India. Towards this, it uses a survey of 70 respondents to find what readers like about The Hindu and
		10		Great Lakes Institute of	Sharad Raghavan	FT14489	of The Hindu in Print Journalism in India	the market leader in print journalism in India, the Times of India. In particular, it seeks to analyze what readers in North India like in a newspaper. Regression and factor analysis is done using SPSS. The data reveals that The Gamification is the application of game elements and digital game design techniques to everyday problems such as
32	TAP	1		Management,Chennai	Sandeep P Kumar	FT14162 FT14446 FT14483	Application of Gamification in Indian Healthcare Industry	business dilemmas and social challenges. Health Insurance companies, is one of the predominant industries that is currently using Gamification techniques to drive customer retention and engagement. The games, developed by health insurers and a host of technology start-ups, are marketed directly to consumers, who use them to track their progress and record their key health metrics such as blood-sugar and pounds shed. Players of these games can win rewards,
		2			Devara  Mainak Sankar  Maiti  Ranjaboti Ghosh	FT14337		perhaps even cash if they hit their goals. Our study Mobile Applications are software designed to run on mobile devices such as smart-phones and tablets. Mobile applications are used for general productivity, information retrieval, gaming, factory automation, retailing, banking, ticket purchases – the opportunities are countless. Some mobile applications are free, while others have to be bought. Mobile devices are best medium for one-to-one
			Tapan Panda		Paripurna Nand Pandey	FT14311 2	-	customer contact communication. Therefore, through mobile applications, business can serve the customer through personalized interactions. Mobile applications can be pre-installed on phones during manufacture, downloaded The purpose of the study is to analyse the impact of
		3			Bansi Manu	FT14115	Role of Experiential Marketing	experiential marketing on creating customer based brand equity. The subjects, who are primarily in the age group of 20-35 years, were exposed to experiential marketing activities along 3 of Pine & Gilmore's experience realms.
					Vinoth Kumar D	FT14185	Strategies in influencing consumer perception and brand equity	Two brands: a popular brand and an unknown brand were used in each of the realms to calculate the differential brand equity of the popular brand. SEM was used to confirm the
					Deepak C	FT14318		factors that impact Brand Equity. It was found that Brand Experience and Brand Knowledge impacted the same. It was also found that Brand Experience was not significantly In perennial endeavor to expand the market share,
		4		Amit Sarkar FT14309		companies frequently offer innumerable assortments of a product. While in some cases there are significant differences in the varieties, in various other cases the		
					Nimish Garg	FT14346	Consumer Behavior towards Variety Assortments of Products in Retail Market	variations are insignificant. This empirical study will gauge the variety seeking behavior of consumers. Also, the question that frequently comes to mind is that whether

г	1	1		Г		1	1	assortments/variety actually enhances consumers utility as
								consumer gets more options or it only confuses them. In an
								effort to address this question, the study will explore the
L					Neeraj Pandey	FT14442		following issues: The study aims to find out the most relevant underlying
33	3 VAI	1		Great Lakes Institute of Management,Chennai	Mrinal Jha	FT14137	Analysis of Outcome Based	drivers for outcome based operation model and its corresponding impact on 'Productivity' and 'Service delivery quality' for a given project. A survey was
					Monika	FT14343	Operation Model in IT Industry'	conducted with 126 IT professionals across diverse geographies, age, and work experience to understand the effectiveness of 'Risk Management', 'Project Governance' and 'Technology
		2			Aparna Ramakrishnan	FT14111		BYOD is making significant inroads in the business world, with about 75% of employees in high growth markets and 44% in developed markets already using their own technology at work. The purpose of this research is to study
					Kailayavarthani E A	FT14128	Impact of BYOD on the productivity of an IT firm	the impact of BYOD on the productivity of IT firms. The standard measurement of productivity is ratio of output to inputs in production; it is a measure of the efficiency of production. The dependent variable is Productivity of an IT
			Vaidy Jayaraman		Ankita Dwivedi	FT14313		company. We have identified few independent variables such as Entertaining Applications, Access to Business data, Security, Working hours and Asset and hardware costs.
		3			Ripudaman Singh	FT14157	Analysing SCM Practices in Strict Entry Industries using Marketing and	supply chain management practices on the marketing and financial aspects of a company in restricted entry industries. Primary data was collected through questionnaire format.
					Mansi Gulati	FT14189	Financial Aspects	The companies' recent financial and market success is taken as an indicator of the success of their operational activities. Hence, in this study, we try analyzing the different factors which contribute to the financial performance and help gain.
		4			Sonal Chawla	FT14268		The empirical study focuses on the impact of various constraints such as capacity, resource, lead time, defects,
					Ashish Vashisth	FT14416	Using TOC and Lean as operational tools to enhance the performance	flow of information and idle time on the performance of an organisation and how these are removed or improved by the application of lean and TOC. The research has been conducted on employees ranging from 24-48 years of age working across IT, Manufacturing and Finance sectors. The data collection was done using quantitative research techniques across big firms located in metropolitian cities. The gathered data was analysed using various statistical
34	vee	1		Great Lakes Institute of Management,Chennai	Nitin Teckchandani	FT14140		The paper analyzes the mHealth domain within the virtual healthcare model to identify and distinguish various factors that act either as an opportunity or as a limitation for the success of mHealth in India. The study was carried out by
					Kunal Dubey	FT14233	Scope,Opportunities and Limitations of Virtual Healthcare Model in India	conducting depth interviews of pioneers of mHealth in India. Over 65 doctors and 110 patients were surveyed in this study. Later regression and factor analysis were carried out to identify the various opportunities and limitations.
					Ashutosh Giri	FT14316		Awareness and Technology were identified as opportunity and human capability, involvement and Socio-Economic Factors were identified as limitations for the success of
		2			Varun Kathuria	FT14379		This paper seeks to examine the impact of technology and process improvements in supply chain management on response time for customers, satisfaction level of customers & employees, cost to the firm, competitive advantage for
					Venkateshwaran Gunasekaran	FT14380	Role of Technology and Process Improvements in Supply Chain management	the firm, decision making ability of the firm. We hypothesized that with implementation of technology and process improvements across the supply chain there is

							considerable improvement in response time, level of satisfaction for customers and employees, decision making		
				C1 1 17			ability & gives competitive advantage. Also cost is not		
				Shreyansh Kumar	F114391		considered as a barrier for implementing technology & Demand forecasting is the activity of predicting of		
							estimating the quantity of a product or service that		
	3			Rahul	FT14254	Impact of Effective Forecasting	consumers are likely to purchase. Forecasting is an imperfect science, but it is also a necessity for almost all		
							businesses.		
							The purpose of our study is to evaluate the effectiveness of different forecasting techniques adopted by firms in the		
				Ashish	FT14285		Indian FMCG industry and the importance placed by them		
							Problem: This study addresses the basic problem that, even though		
	4			Rahul	FT14297		India has rising middle class with high disposable income, organized retail sector is still very small chunk of the entire		
						Application and Impact of Wal-	retail industry.		
				Pulkit	FT14299	Mart's ERP solutions and SCM on Indian market	Sample: We used a sample size of 160 respondents with a good mix		
-		Veeravalli R S		FUIKI	1114299		of both the gender and different age groups.		
							Method: We have done both qualitative and quantitative research		
				Shreya	FT14465		such as FGD's and Surveys to gather data. Further analysis		
							This paper explores the pain points of the real estate sector		
							and further investigates the management issues that are faced in three prominent regions –Mumbai-Pune, Delhi-		
							NCR and Lucknow-Kanpur. The paper investigates the		
							variances that are typically faced in a real estate project.  The research findings reflect the data that has been		
	5					Raunaq Raje	FT14256	Consulting	collected using qualitative techniques such as depth
				ruunuq ruge	1111200	-	interviews as well as questionnaire from the top		
							management of 40 real estate firms from these regions on which impact analysis has been performed to arrive at a		
				Nitesh Awasthi	FT14498		compelling and a sustainable value proposition for a project		
							IT firms respond very competitively to Request for		
	6			Vyman Amlrit	FT14231		Proposals (RFP) as it is an essential part of procuring a		
	0			Kumar Ankit	F114231		project. Through this study, we have examined the perceived importance of cost and identified the four most		
							important factors which should be considered while		
				Vaibhav Pant	FT14277	winning bid in IT industry	preparing a response to an RFP. The results of this study can be effectively used to train the sales force as well as		
							focus and structure the sales strategy of IT companies, in		
				Gokul E			order to successfully prepare a winning response to an RFP.		
				Harikrishnan	FT14286				
							The research was conducted to analyze the role of social media in determining the most important factors that can be		
	7			Prateek Chaturvedi	FT14351		capitalised by Etailers in India to create brand awareness		
	<i>'</i>			Chatai voai	111331		and win over customers. Stratified sampling was used to collect primary research data from user bases divided on		
				Ashutosh		E-tailing in India-Capitalising the	the basis of age, sex and amount of time spent on internet.		
		1		FT14417	nerves of social media marketing	Of the 16 parameters analyzed by regression analysis			
							technique, 7 were found to be of utmost importance. The parameters critically impacting the purchase decisions of		
				V b D d d	FT14411		the users were promotional offers, viral content, trusted		
				Kush Pathak	5		referrals, ease of use of social media, response time in		

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35	5 VEN	2	Venkat R.Krishnan	Great Lakes Institute of Management,Chennai	Srikanth	FT14499	Effect of transformational leadership on follower's happiness: Role of spirituality at workplace	The paper studies the relationship between the transformational leadership, spirituality of the individual as measured using the sattvaguna dimension and how these two effect the happiness of the employees at the workplace. With a clearly defined metric scale to measure each of the variables mentioned, an online form was circulated to capture the responses from 76 employees across India. Results have shown that happiness (of the individual) is positively correlated with both transformational leadership and spirituality of the individual. Also transformational leadership and spirituality of the individual were positively
	, , Lav		V CIRCULTCIALISITION					correlated. The high level of correlation between The objective of this study was to look at some of the
36	VEK	1		Navera Consulting, Chennai	Mayank Mangla	FT14237		parameters related to mutual funds and using historical data analysis, find out a selective few factors and their influence on its performance, which can help investors to make an
			Venkatesh Bangaruswamy		Rahul Shanbhag	FT14255	Are Mutual Fund Fact Sheets Useful For Investment Decision Making?	informed decision. The study first categorized the mutual funds based on the investment type (large cap, small and mid cap). For each category, a set of parameters (Beta, portfolio turnover ratio, expense ratio) were selected and
					Sourabh Shrivastava	FT14269		their relation with the alpha of the mutual fund over a 5- year period was analyzed where alpha is the difference between the fund returns and the benchmark index returns.
37	VIN	1		Independent Consultant	Anil Simon	FT14480		With mobile applications becoming more popular each and every day, enterprises are migrating towards mobility platforms to conduct business. Our empirical study shows what factors affect the effectiveness of these platforms.
					Abhishek Achuthan	FT14311 0	Prioritization of effectiveness of mobility platform variables	Using a sample of 36 respondents from different corporate this study identifies different variables and the extent to which they affect the implementation of a mobility platform. The survey results were first screened for internal
					Rahul B	FT14411 0		platform. The survey results were first screened for internal validity (Chronbach Alpha) and later analyzed through regression. The significant variables were identified and have been ranked on the basis of their importance. The
		2			Sudeepta Panda	FT14393		MOOC (Massive Open Online Course) is a new trend in the education sector, slowly but consistently it has been growing worldwide. The purpose of this study was to find whether MOOC will be successful in Indian context and
					Debashish Biswal	FT14310 7	Emergence of MOOCs and its scope in Indian Educational System	the various parameters that will govern its success in India. To conduct the study we took a diverse sample covering students from different fields, educational backgrounds, demographics, educational institutes and tried to identify
		3	Vinit Thakur		Abhishek Kumar	FT14411 1		the factors that significantly affect the acceptance of MOOC in India. Hence our primary hypothesis is based on dependent variable Student's Preference and independent All EKP system is an integrated software solution that
					Somya Garg	FT14172	An analysis of success and failure	spans the range of business processes that enables companies to gain a holistic view of the business enterprise. An ERP system can be very effective for the operational
		4			Pratik Jain	FT14487	factors for ERP systems	efficiency of any business, but an ERP implementation is not always successful as it depends on a lot of internal and external factors. We gathered data by floating a trust jappai presents a business per spectros of the critical
					Ishu	FT14397	How are companies dealing with the	factors that affect their decision concerning the implementation of Big Data into their organization. A questionnaire survey, which focused on the responses of

	T 1		Ī		T	<u> </u>	"New Normal	strategic decision makers from reputed companies in India,
							TOW TOTAL	like Deloitte, IBM, PWC, and etc., brought down the
		5			Nikhil	FT14486		purview of the study to 3 basic factors namely "Awareness
-		3			INIKIIII	1114460		The paper presents a vendors' perspective of the most
								important factors that affect client's decision to choose
								among vendors in a multi-vendor outsourcing environment
-					Suvra	FT14471	Managing Multi-Vendor	in IT. A questionnaire survey, which focused on managers
							Outsourcing(MVO) in IT	from top IT solution providers in India, brought down the purview of the study to four basic factors namely "Cost
								Reduction", "Flexibility of process", and "Quality of
					Swapnil	FT14472		service and Risk Mitigation" Then the Analytic Hierarchy
			Vinod Kumar				Role of Supplementary in English	The study is focused on assessing the impact that the supplementary has when it comes to the buying decisions
			Srivastava	Knowledge Foundation,			Daily	of a newspaper daily. Off late the supplementary has
38	VIO	1	Sirvastava	Mumbai	Praveen Kumar K	FT14352	Dany	become an integral part of newspapers. In the era of
								Asset Liability Management (ALM) is a mechanism to
				Great Lakes Institute of	ShivShankar			address the risk faced by banks due to a mismatch between
39	VIS	1		Management, Chennai	Gurumoorthy	FT14195		assets and liabilities. ALM policy framework focuses on
							Analyzing Asset Liability	banks profitability and long term viability subject to balance sheet constraints.
							Management using Canonical	Developments in risk-transfer instruments and risk
					Swati Koul	FT14274	Correlation	management techniques in the last two decades have
-					Swati Kotii	1.1147.4		fundamentally changed how banks manage their assets and
								liabilities. In this research study, analysis has been done to
								show the change in the asset-liability dependency, in
<b>—</b>					Shriram Prabhu V	FT14371		different sectors of Indian banks. This is achieved using
								One of the most important areas of study in financial world is the return and the risk associated with it. The risk
								associated with a return is either un-systematic, which
		2			Indeever Gupta	FT14229		could be diversified and affects specific number of assets,
							Evaluating and understanding the	or systematic risk which is un-diversifiable risk and affects
							relation between systematic risk and	financial market as a whole. This paper aims to study the
					Harjot Singh	FT14323	stock return	relation between stock's return and the systematic risk
							associated with it. The systematic risk (beta β) measures	
								the correlation between the asset's volatility and the volatility of the benchmark index, the asset is being
					Pulkit Mehrotra	FT14389		compared to. Using regression analysis against a
								The utility and ease of digital communication has
								metamorphosed the marketing environment in our everyday
		3			Abbiobol: Dothi	EE14402	W D: CD: SIM 1 C	lives. The importance prevails from searching best buy
$\vdash$		3			Abhishek Rathi	FT14402	Key Drivers of Digital Marketing	prices of fresh fruits/grocery to real estate buying and selling. Digital channels and the expansion of social media
						Communication for designing successful Strategy	have produced several new tools which organizations can	
							Saccossiai Saacegy	use for their marketing efforts. The scope of Digital media,
					D	FTE1 4 4 5 5		marketing if utilized to the fullest potential, is beyond
$\vdash$	<b>.</b>				Purnima Kochar	FT14452		measure. It can manifest how companies can utilize digital Packaging is the science, art, and technology of enclosing
								or protecting products for distribution, storage, sale, and
								use. However, lately, it is being considered to be more than
								just a medium of protection and storage and is believed to
						FT14340	Packaging Design and its impact on	have a substantial influence on consumer choice behavior
							Packaging Design and its impact on consumer buying behavior	and product experience. Thus, a significant number of
		4			Megha Gupta			investments have been and are being made by marketers on
								this front. Despite this, there is a little academic literature
			Viewenethan DV			FT14410		studying these interactions and no clear theory of exactly how packaging impacts consumers' attitudes and actions.
			Viswanathan.P.K		Ruchismita Sahu	0		Here, we attempted to answer the related question how
								, , Interpretation from

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		5			Harish Rajagopalan	FT14227		Improving the predictive accuracy of credit risk default has various uses. This study attempts to compare the use of logistic regression and neural networks to predict credit default among personal loans. This study could be extended
					Aditya Varma	FT14433	Improving the predictive accuracy of credit risk default	to analyse corporate loans and types of trade credit as well. When predicting the risk associated with corporate loans or trade credits, there are various independent variables involved in the process. Financial ratios such as debt to
					Gaurav Khandelwal	FT14484		equity, debt to assets and return on assets among many others are critical in predicting risk for corporate loans. Due to the time consuming nature of neural networks as
		6			Medhavi Saxena	FT14135		In today's globally competitive dynamicmarkets and challenging economic environment, there is a growing need for companies and individuals to focus on risk management in various organizational aspects. This is especially
					Aditya Kapila	FT14307	Beta a stastically analysis of a stock's volatility	required in the various investment pursuits of organizations which seek maximization of returns. A good forecast of the volatility of asset prices over the investment holding period, is a good starting point for assessing the investment risk. It
					Anand Shankar	FT14409		also helps managers to react accuratelyand with more confidence to market developments and daily data. In this Empirical Study we have used Regression Analysis to The purpose of this study is to dentity the major choice
		7			Prashant	FT14350	Modelling Consumer Choice of B-	factors to B-school aspirants in India. We would also find out the relative importance of these factors according to the students. Administrators of the new and upcoming B-
					Madhur	FT14435	Schools in India	schools need an understanding of what the MBA aspirants are looking for in terms of B-schools and MBA education. A better understanding of how students evaluate the innostrators afmaior college theirschots considered by these
		8			Pankaj	FT14143		customers while short listing few models from a large bouquet of mini cars available in the Indian market. We found that the key differentiating parameters that the
					Ankita	FT14314	Consumer buying behavior in small car segment in Indian Market	consumer keeps in mind before purchasing a small car are Price, Brand, Service-after-sales, Technology-Advancement&Fuel-Efficiency. The sample size was 158 with 54% of the respondents of age 18 – 25. 51% of the
					Prerna	FT14353		respondents belonged to the service class, 24% were business class while 18% were students. Survey This studies examines the information cue utilization by
40	ZUB	1	Zubin Mulla	Tata Institute of Social Sciences	Mohit Bajaj	FT14241	Helping companies attract, retain and motivate talent using effective compensation analytics'	decision makers while they make pay level decision.  Working from a resource dependence and agency theory standpoint, we argue that core jobs and jobs with higher variable/fixed pay ratio will tend to lead the market, while support jobs and jobs with low variable/fixed ratio will match or lag the market. We used policy canturing method