

ABSTRACT PGPM 2013_2014							
S.No	ID	Study No.	Guide name	Affiliation of the Guide	Student Name 1	Roll No. (14)	Abstracts
Outstanding Papers							
35	VEN	1	Venkat R.Krishnan	Great Lakes Institute of Management,Chennai	Hamsa Sundar	FT14225	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.
5	BAL	2	Bala.V. Balachandran	Great Lakes Institute of Management,Chennai	Aman Abbi	FT14105	Testing for the Presence of Herding Behavior in the NIFTY 50
					Vaibhav Agarwal	FT14276	
28	SRA	3	Sriram. D	Great Lakes Institute of Management,Chennai	Amit Kumar	FT14204	Factors influencing success of large Multi-brand stores in 'Organized' retail segment
					Dhilip Narayan Srinivasan	FT14217	
Remaining 142 studies							
1	ALO	1	Alok Jain		J Dinesh Chandra	FT14324	The 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 with respect to the brand image created for the firm.

2	ANT	1	Anthony Paulraj	University of Denmark, Denmark	Ankita Shah	FT14108	Building resilient and visible supply chain using IT strategies	Effective and efficient supply chain management is very 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 can help in mitigating risks by ensuring credibility, validity
					Gaurav Gupta	FT14425		
		2			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 to examine the efficiency of the cloud solution before its adoption in an organization.
					Dongay Choudary N	FT144116		
3	ARJ	1		Indusage	Abhishek Tripathi	FT14182	Confluence of segregated business units with a single line of business	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 related to Adventure Tourism focussed towards customers (Adventure Travellers) has been quite inadequate. This research tries to segment and analyse the Adventure Tourism sector, 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.
					Arindam Roy	FT14184		
		2			Abhinav Jindal	FT141105	Use of Marketing Analytics by B2B organizations in India: Acceptance and challenges	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 identify the level of acceptance/adoption of Analytics in Organizations which deal in B2B marketing and the issues /challenges they face. The survey responded 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.
					Neeraj Singh	FT14291		
		3			Gagan Dawar	FT14221		The 2300 crore rupee Indian handbag market has more than 15 branded players who target the same consumer

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	Nikita Rana	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.
	Piyush Talreja	FT14448	Effect of Online reviews on consumer buying decisions for mobile phone	The aim of the research is to analyze what factors of online 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 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 relationship and find out which variables were significant, multiple linear regression was done on the data collected through surveys. Credibility of platform and skepticism
	Shashank Shekhar	FT14463		
	Vineet Gulati	FT14476		
	Kaustubh Shinde	FT14334	Factors affecting the pricing process in automobile industry	Despite the abundant theoretical literature on pricing as a 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 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 netnography, 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
	Monika Sharma	FT14342		
	Jayakrishnan	FT14326	Market Scope for Biomass based Green Energy	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 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 results indicate that the villagers were willing to accept the
	Sagar Garg	FT14365		
	Ankit Sethi	FT14312	Impact of Humanoids in transforming labor arbitrage to advanced automation arbitrage	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 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
	Kaushik Das	FT14330		

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	Harvinder Dhillon	FT14430	Impact of Information Technology on Business Models of Indian Retailers	Here we try to measure their perception about in-store technology, store's inventory performance and their job satisfaction level. Customers were surveyed to measure their perception about in-store technology, personalized offers and store satisfaction level. It was found through regression analysis that customer satisfaction is positively influenced by personalized offers of the store at a significance level of 0.01. In-store technology was found to
	Rohan Ranadive	FT14460		
	Udit Khanna	FT14196	Green Supply Chain Management	Sustainable development has made remarkable progress in establishing environmental and social sustainability towards operations management and the supply chain. Green Supply Chain Management (GSCM) is one of the recent innovations for the enhancement of capabilities of Supply Chain Management. Manufacturers in the late 1980's went 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 study will also serve the purpose of metering the
	Lav Jaitak	FT14234		
	Pulak Sharma	FT14248		
	Rahul Chaddha	FT14454	Measuring and improving productivity in IT industry	It is often a point of discussion in an IT organization as to how can the productivity of a team be increased. This paper, based on primary research, caters to this conflict and specifically points out as to what is more important, the people that a project team comprise of, the team environment and the team work intent, or the tools that enforce process orientation, quality assurance and other such factors. The analysis is done based on the inputs from
	Vibhore Gupta	FT14495		
	Dilip Kumar Noolu	FT142103	Supply Chain Management in Rural Markets	The rural Indian supply chain is one that is ridden with inefficiencies at multiple stages. The purpose of this study is to identify the various factors that affect the rural supply chain. Data was collected from 114 respondents belonging to different stages of the supply chain such as retailers, distributors and manufacturers. The data was collected with the help of a questionnaire either personally or through telephone. Regression was performed on the data followed by structural equation modelling. The results show that supply chain inefficiencies result largely due to connectivity issues and the lack of IT to some extent.
	Panthangi Phani	FT144104		
	Abilash M	FT144118		
	Raja Pratish	FT14152	Effectiveness of social media as a data source for Customer Relationship Management	This study measures the effectiveness of social media as a data source for customer relationship management using an opinion survey and subsequent quantitative analysis. Based on the exploratory research and discussion with experts, 3 DVs were decided namely willingness to use Social Media for CRM by customer, preference of Social Media for CRM over traditional data source like SMS, Email etc and Extent of Participation of customers in Social Media. Subsequently IVs were developed affecting these DVs. Based on the analysis and the findings of our research
	Mayank Dibya	FT14339		
	Akash Kumar	FT14407		
	Pallavi Agarwal	FT14142	Customer churn analysis in Indian mobile telecommunication industry	The telecom business has one of the highest customer churn rates in the business world. Retaining customers is one of the most crucial challenges in this maturing service industry. Using some customer related determinants such as customer care, loyalty, network issues, tariff plans and 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 churn are analysed and recommended. First one is focused on reducing delays in call and online services for taking
	Sruthi Beesabathuni	FT14467		

		9			Goutham Mallampati	FT14122			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.
					Lavanya Valli Malapaka	FT14336		Supply Chain and Warehousing Optimization for Online-Retailers	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.
					Nagarjuna Panchumarthi	FT144114			From the supply chain standpoint, timely delivery is of utmost importance and could decide the customer relationship levels with the organization.
									With an ever growing online retail space, there is a requirement to expand current storage and operations for
5	BAL	1	Bala V. Balachandran	Great Lakes Institute of Management,Chennai,Chennai	Varun Srivatsan	FT14378		Understanding process risks and their impact on profitability in the industry	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.
					Anand Mahadevan	FT14410			Our project carries a high level of practical implementation 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.
					Anirudh Kaushik	FT14481			
		2			Aman Abbi	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 extreme market movements only. However, they differ in
					Vaibhav Agarwal	FT14276			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, 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
6	BHA	1		Great Lakes Institute of Management,Chennai	Anish Kumar R	FT14281		An Empirical Analysis on the Performance of Private Label Brands	
					Megna Narasimhan	FT14437			
					Sugesh Govind Kanakkassery	FT14469			
		2	Bharadhwaj .S		Swaroop Johnson	FT14177		Co-creation in India: An Empirical Analysis	The growing product and consumer diversity induces a 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
					Gopinath	FT14187			

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		6			Ankita Srivastav	FT14206	Metamorphosis of intermediary cloud players from aggregate providers to SaaS only providers	In the current era of IT dominant accomplishments, there 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 services making software even more attractive and modelling a new way the IT hardware is designed and purchased. The study "Metamorphosis of intermediary 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
					Astha Pandey	FT14213		
					Akanksha Pandit	FT14406		
		7			Ashish Agarwal	FT14211	A Multi-Sector Comparison of the Relative Acceptance of SMAC Technologies	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 social, analytics and mobile, cloud technologies is already enabling progressive enterprises to work in highly connected, collaborative and real-time ways. While each of these technologies in isolation is transformative in 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 working.
					Samir	FT14366		
					Vikrant	FT14395		
		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
		9			Neha Dewan	FT14243	Hierarchization of drivers which increase the sales conversion ratio in e-commerce websites	One of the most important factors for the success of any 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 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-
					Vignesh Manoharan	FT14279		
			Gopalaswamy Ramesh		PraveenKumar S	FT14388	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 Technological awareness, Organizational culture, Learner control and Organizational outcomes affect e-learning readiness strongly and the factor online pedagogy did not seem to affect the e learning readiness. Implications for the findings have been discussed
					Shyam J	FT14267		

9	HE M	1	Hema Bajaj	Great Lakes Institute of Management, Chennai, Chennai	Shambhavi Yadav	FT14166	Perception of Employees on the Role of Internal Marketing	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 '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 approach plays a central role in keeping the employees well-informed and motivated, aligning them to organizational goals and external marketing objectives, thereby keeping
					Shilpa Khurana	FT14369		
					Ashima Malik	FT14415		
		2			Kamaldeep Singh Chhabra	FT141100	Contribution of relevant performance management variables to school performance	The purpose of the paper is to study the impact of teachers' 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		
10	ISF	1	Irudayaraj I S F	XLRI	Manu Krishnan	FT14296	Evolution of Leadership with job experience and its impact on employee performance	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 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 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% of the employee-performance can be attributed to the work-culture of the organization. Hence we recommend
					Tanvi Gupta	FT14275		
					Neha Aggarwal	FT144108		
		2					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 (non-monetary), 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
					Chandan Khanduja	FT143104		
11	JAG	1	Jagannathan	Fourth Dimension Technologies Pvt.Ltd, Chennai	Aastha	FT14101	Improving profitability of Indian E-Commerce	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 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 of customer loyalty. The purpose of this study is to provide additional insight into the crucial changes that these e-Commerce businesses
					Adarsh	FT14305		
					Kedar	FT14335		
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

			Jayraj Rau		Tushar Kaushik	FT14178	Do luxury goods dominate online purchases	dominating online purchases. While online retail industry 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 purchases. Our study will analyze the various factors that determine consumer's decision while buying online. It will
					Abhishek Kamboj	FT14110 1		
		2			Harshit Prasad	FT14198	Are chocolates gaining popularity over traditional Indian sweets?	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 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 chocolate-makers have used occasion based consumption patterns and 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
					Mandeep Singh	FT14235		
					Kalash Pastaria	FT14384		
							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 helping India reposition as most desired holistic tourist destination by this decade.
		3			Abhinav Puneeth Polisetty	FT14181		
					Prashant Mohan Bhatnagar	FT14191		
						B Raghavendra	FT14488	
							Is Digital Marketing influencing the Domestic Tourism Market in India ?	This paper aims to study the influence of various attributes 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 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
		4		Rahul Batta	FT14110 2			
					Ankit Nigam	FT14411		
13	JOH	1	John K C	Great Lakes Institute of Management,Chennai	Vibhati Sharma	FT14278	Efficacy of Gamification Strategy on Customer Engagement	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 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 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.
					Siddharth Barjatya	FT14375		
					Sanyam Garg	FT14310 6		
		2			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 they are interested in (Racing, First-Person Shooting games, Role playing games, Strategy games, Puzzle games), how much they spend on different games.
					Tanmoy	FT14295		
14	KEY	1	Keyoor Purani	IIM-Kozhi	Rahul Sachdeva	FT144105	Effect of Psychographic Advertising on Consumer Purchasing Behavior – An Online Perspective’	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 advertisements on consumers. Results from multiple linear regression indicated that psychographic advertising increases the willingness of customer to purchase the
					Nidhi Gupta	FT14387		
					Anjali Attri	FT14311		
		2			Risha	FT14257	Cultural and Moral Impact of Advertisements on Children	When unregulated advertisements are aired on prime time 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 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 brands depending on their advertisements patterns and the messages they convey. In our study we have tried to unveil answers to some of
					Rohit	FT14258		
					Smriti	FT14466		
15	KIR	1	Kiruba Shankar	The Knowledge Foundation, Chennai	Harshul	FT14126	Impact of Social Media in developing and marketing new and existing offerings	With the astounding proliferation of internet into the lives 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 from the experience that the customer undergoes after consuming that offering. The satisfaction level is a consequence of the kind of experience the customer has
					Prateek	FT14292		
17	NAR	1	Narendar Rao	Northeastern Illinois University	Manish	FT14133	Bankruptcy models and credit ratings: An empirical analysis	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 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 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
					Poorva	FT14146		
					Parikshith	FT14246		
		2			Ankit Tondon	FT14398	Do Spin-Offs add value to company – Evidence from Mature Markets	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 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 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
					Priyanshu Agrawal	FT14354		
					Ravi Kant Sharma	FT14456		

		3			Shekhar Nigam	FT14167	The challenges and implications of Mergers and Acquisitions on companies	Mergers and Acquisitions in today's world are seen as a 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.
					S Karthik	FT141114		We wish to understand what factors contribute to the success of a merger and acquisition.
18	PAU	1	Paul Prabhakar	Northern Illinois University	Diksha Gupta	FT14422	Empirical Study on the Market for Special Education Electronics	This present study is an attempt to understand 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 the Eportal. The demographics of the consumer play a vital role in the purchase decision.
19	PRA	1		Great Lakes Institute of Management, Chennai	Mansi Garg	FT14134	Designing supply chain in apparel sector	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 lifecycle but also managing the demand for huge variety. This can be achieved by having high level collaboration with other stakeholders.
					Animesh Saraf	FT14183		The study aims at understanding 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.
		2			Anupama Gundu	FT14315	Comparative study of Project Risk Management in IT service industry	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, the multiple regression analysis helped conclude that these variables together have a significant impact on Healthcare Services in India. With the growing importance of quality healthcare services today, this study will help
					Tanvi Agarwal	FT14473		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 marketing spending; something the automakers are yet to fully leverage. This study focuses on measuring the effectiveness of current digital communication and suggests ways to increase purchase intention. For primary research judgment sampling was done on the basis of type of city, time of purchase and age of respondents. FGDs were
		3			Tapan Utreja	FT141109	Role of IT on Healthcare services and its impact	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.
					Ashworth Vaz	FT14212		
					Rahul Agarwal	FT144112		
		4			Rahul Sharma	FT14251	Impact of Digital Marketing on Automotive Sectors	
					Harshita Khanna	FT14228		
					Punit Nema	FT142109		
		5			Rishi	FT14361		

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Prakash Mathure

	Gaurav Singh	FT14382	Implementation of Six Sigma to Improve the Productivity in Coconut Oil Producing	<p>Coconut oil produced by ABC enjoys enormous loyalty in urban, semi-urban and rural sectors. When the oil is extracted from the input raw material – 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 coconut oil and therefore higher is the loss to the company.</p>
	Varun Dubey	FT14394		
	Gyan Vallabh Singh	FT14123	To Study the Effectiveness of Social Media Marketing	<p>The study talks about the effectiveness of social media as a marketing tool and what are the ways in which social media impacts consumers. Sample primarily included population between 20-30 years residing in metropolitan or tier 1 cities of India. For gathering the data online survey was used, which was designed using Likert 5 point scale and administered to respondents using online medium like email, social network etc. After eliminating the incomplete surveys the data from 127 respondents was analyzed. The 7 independent variables chosen had significant alpha ranging</p>
	Nidhi Chaudhary	FT14244		
	Abhinav Singh	FT143101		
	Puneet Mahajan	FT141110	Impact of Big Data and Analytics in Home Insurance Industry	<p>The purpose of this study is to analyse the benefits of Implementing Analytics in the Home Insurance Industry for deciding premium and agent commission. Survey data is collected for both separately and analytics is applied to them. Analysis of data (Variables) for premium questionnaire (related to location, home conditions, protective devices, and personal factors) is done to find the correlation between the variables and then an optimal premium for coverage is decided. Analysis of data is done on the basis of which Agent Commission can be determined and factors taken into consideration are new</p>
	Gaurav Kukreja	FT143111		
	Arpit Sisodia	FT144117		
	Aravind	FT14284	Vendor Managed Inventory in Manufacturing Sector for SME's	<p>VMI is making significant strides in manufacturing sector as it reduces the information distortion and the bull whip effect significantly, thus drastically increasing the quality of information available and the accuracy of the forecast. The purpose of this research is to study the factors that influence the implementation of Vendor Managed Inventory in Manufacturing SME's. The independent variables are the relationship shared with the Vendor, Willingness to exchange information and also IT Infrastructure.</p>
	Pradeep	FT14364		
	Sasank	FT14492		
	Hanoch	FT14226	Analysing the Supply Chains of Multi-brand Retailers in Indian Environment	<p>In today's VUCA world, time-to-market reductions are vital due to shorter product life cycles, greater product variety causing more fluctuation in demand calls and the ever increasing need for shorter lead times. We intend to base our study on how supply chains are influenced by 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, time and information technology. We surveyed 63 retailers</p>
	Mohit	FT14240		
	Harsh	FT14429		
	Sundeep	FT142101	Supply Chain Operational Risk Mitigation in IT Industry: A Collaborative Approach	<p>Supplier and customer collaboration are pivotal in the Supply Chains of IT product manufacturing industries. This study analyses how much risk can be mitigated and operation can be improved, if supplier and customer 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</p>
	Nandan	FT142110		

					Manu	FT14383		companies were surveyed to obtain the data. The study found that both supplier as well as customer collaboration are significantly important and plays a important role in risk mitigation. The authors discuss further implications of the
20	PON	1	Pon Mythili	Great Lakes Institute of Management, Chennai	Abhisek	FT14304	Mobile App and Game Marketing	This study examined the impact of Design, Security and Feedback factor in the consumer behavior while choosing a particular app in the app market. To measure the significance we performed a study of literature review and conducted a survey to measure the above stated variables. Results showed that Design and Feedback are significant for a consumer while downloading an app from the market. Security did not have a significant impact on the consumer
21	PUR	1	Purba Rao	IIMA, IIMR, Great Lakes Institute of Management, Chennai	Richard K Jose	FT14210 2	Green Supply Chain Management in Retail Domain	The purpose of the research is to analyze the Green Supply Chain Management Systems currently present in the Retail Domain in South India and its impact in the economic performance and competitiveness. The GSCM concepts can be implemented in inbound, 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 India for this purpose. A confirmatory model was tested using structural equation modeling to prove
					Arun V Rajan	FT14414		
					Aashima Sharma	FT14301		
		2			Abhinav Kapoor	FT14202	Players Valuations in the Indian Premier League based on performance rating model	We aim to provide an objective analysis of the valuation of the players based on a number of attributes, cricketing and non-cricketing. For the purposes of the study, we will limit our analysis to batsmen alone. A player rating model will encapsulate all the cricketing attributes, and we will also determine the effects of non-cricketing attributes such as popularity and age.
					Meghna Rath	FT14341		
					Suhas Cadambi	FT14470		
		3			Vrinda Malhotra	FT14280	Identifying and managing Carbon Footprint across FMCG supply chain	In FMCG industry where the performance of supply chain is of paramount importance, any initiative which would help in reducing carbon footprint in Supply Chain will help 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 footprints in an FMCG supply chain. A manual survey was conducted targeting 50 managers and employees with a good experience in Supply chain operations and management of 5 FMCG companies. Respondents were asked to rate the
					Swati Verma	FT14376		
		4			Rajat Kumar	FT14355	Feasibility of Online Selling of Organic Produce	Purpose –The Main objective of this study is to understand the buying behaviour of consumers towards organic food through online channel and to determine the factors influencing consumer behaviour towards organic food. Design/methodology/approach – The method used for the data collection was the survey conducted among the I.T professionals, using a structured questionnaire, with closed ended questions. In total, 110 respondents participated in the survey. It was decided to use various multivariate analysis like logistic regressions, structural equation modelling. Findings – The results indicate that health conscious, accessibility and time are the major factors that positively
					Rohit Pandey	FT14362		
22	RA M	1		Param Consulting, Chennai	Ariha Sinha	FT14112		BYOD is a term used to describe the policy of allowing employees to bring their own devices to their workplace and access the firm's resources to perform their everyday work. This study is focused on evaluating if some identified

			Ramesh B		Sreehari	FT144106	Factors driving decision makers in considering adoption in big data in SCM	<p>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.</p>
24	ROB	1	Robin Banerjee	Caprihans India Ltd	Saurabh Jain	FT14368	What differentiates the success and failure of a Corporate Merger?	<p>The objective of 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, one that failed miserably (AOL & Time Warner) and one that succeeded (Pfizer & Wyeth).</p>
					Gaurav Goswami	FT143108		<p>Return of investment on higher education courses (broadly 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</p>
25	SAN	1	Sanjoy Sircar	Great Lakes Institute of Management, Chennai	Girish Shivnani	FT14223	Evaluating master's degree against management courses using Capital Budgeting techniques	<p>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 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.</p>
					Pawan Badgujar	FT14447		
		2			Manikandan R K	FT14132	Effect of credit ratings on financial performance of firms in India	
					Sathis Raj S	FT14163		
					Siddharth Nadarajan	FT14171		
		3			Deepika	FT14319	Rupee Volatility: Analysis of Nature, Causes and Required Measures	<p>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: a) Analyze the circumstances that lead to Rupee volatility b) To find out the degree to which various factors influence the volatility</p>
					Moreshwar	FT14439		<p>The research problem involves processing of secondary data available from RBI, Govt. Of India and other reputed agencies. The problem involves weekly, monthly and quarterly time series analysis of exchange rates using</p>
					Subhankar	FT14468		
		4			Cyrus Frenk	FT14118	Predicting Financial Distress of	<p>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</p>

						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 these ratios we captured 7 ratios with their magnitude.
		5			Richa Singh FT14458	Analyzing the Liquidity and Future of Secondary Bond Market in India	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. 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
					Ankit Gadura FT14205		
					Kumar Abhishek FT14232		
		6			Debasmita Som FT14120	Financial Study of Issues related with Implementation of ERP in Distribution Company	ENTERPRISE RESOURCE PLANNING (ERP)systems are one of the most developing areas of Research in Business Information Systems and they have now become 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 variables, but in this study taking the financial aspect, concentration is given on the factors that mainly influences the dependent variable. These are: • Annual Consumption • Cost of company • User Satisfaction
					Aurka Chakravarty FT14418		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 meet the terms of service level agreements.
26	SHA	1		Great Lakes Institute of Management,Chennai	M.C Deepak FT14216	Inventory Optimization of Raw Materials at Vedanta Aluminium	
					K.Venkatraman FT14475		
		2			Malay Dixit FT14385	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 understanding of various demand drivers and their effect on demand fluctuations.
		3			Neha Singhal FT141108	Exchange rate volatility and bank performance in India	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 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
					Tarun Saxena FT14174		
		4			Rahul Patankar FT141107	Analysis and Impact of IT Services Sector on the Indian Economic Model	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 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 (countries) involved. For the same, we collected data from sources like NASCOM, EBSCO and India Stat.
					Abhishek Acharya FT14401		
				Shanthi K S	Venkateshwaran P FT14493		

		5			Kunal Parekh	FT14129	Cost Optimization of Health Insurance Policies	The purpose of this study is to understand factors that help optimize costs of Oriental Health Insurance and improve its profitability. The combined ratio provides information about a company’s operations and is the dependent variable. As part of this study, secondary data was collected from company sources and analysed. The study also finds the significant factors contributing the maximum to the company’s expense. The study of underwriting cycle provides us a relationship between health insurance
					Rohit	FT14160		
					Kaushik	FT14333		
		6			Preetam	FT14149	Would supply chain strategies of WalMart be successful in India?	Success of Walmart in India is a topic of debate, considering the huge competition from prevailing unorganised sector and not so good current market conditions. The aim of this empirical study is to understand 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. We got our questionnaire filled and performed regression
					Parikshit	FT14245		
		7			Aditya Chaturvedi	FT14403	Would supply chain strategies of WalMart be successful in India?	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 organised retail sectors and local grocery stores. We plan to 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 country is evident with Big Bazaar, Reliance fresh. More
					Manish Nair	FT14436		
27	SRI	1	Sridhar Nerur	University of Texas at Arlington	Gourab Mojumder	FT14224	Role of Information Technology across non-IT industries	Several theories have provided inconclusive results on the impacts of IT on business processes and organizational performance. Our study reviews the effects of these theories in terms of IT resources, capabilities and qualities, and further proposes an integrated approach for examining operational efficiency, organizational performance and inter and intra organizational communication in IT and non-IT industries. Our integrated model was statistically tested by using a Multivariate analysis of variance (MANOVA) method. Our results provide an integrated view of the associations among theories and enhance the understanding
					Srinjoy Panda	FT14270		
					G Kaushik Nadar	FT14321		
28	SRA	1		Great Lakes Institute of Management,Chennai	Prarthana	FT14247	Factors affecting customer satisfaction through different phases of purchase across industries	The purpose of the thesis was to study deciding factors that lead to customer satisfaction in service industries during and post sales. Automobile and Electronics goods service industries were chosen with automobile owners and high-tech consumer electronics users as samples. Questionnaires developed on a 7-point Likert scale and ordinal scales were administered to respondents. The questionnaire comprised SERVQUAL 22-item instrument variables measuring the
					Neena	FT14290		
		2			Arnima V	FT14210	Market Research on Repro Education's ebook launch portal	Purpose – The purpose of this paper is to understand the viability and perception of e-books amongst Indian Consumers. Design/Methodology/Approach – This paper starts with a brief overview of the literature on factors responsible for using e books. The research analyzed survey responses of Indian respondents over the internet. Findings – Perceived usefulness, Ease of Technology and Price are significantly impacting adoption of e books. Indian e book publishers need to make an effort in communication strategy towards usefulness of e books. The
					Deepankar T	FT14420		
					Reecha L	FT14457		
		3			Amit Kumar	FT14204		

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	Dhilip Narayan Srinivasan	FT14217	Factors influencing success of large Multi-brand stores in 'Organized' retail segment	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 look for an overall shopping experience. Therefore, understanding factors that create enhanced customer
	Neeti Bisht	FT14344	Scope of Digitization in Education Industry	Today, 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 country with the largest student population (over 251 million students) to the next era or learning through tablets. As part of the team which was selected for Amazon Live 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 empirical research.
	Yatharth Puri	FT143109		<u>A deep analysis on understanding the current education</u> 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, 550 million use Twitter and 225 million use LinkedIn and with every passing moment, the numbers are increasing at an exponential rate. Social Media has given consumers the power of instantly sharing experiences, peer reviews and forum discussions; this has let Social Media to embark upon the creation of "customer citizenship".
	Dhara Kanungo	FT14121	Role of Social Media in changing a Brand's Perception	We will study the evolving popularity of these Social
	Mona Kshirsagar	FT14242		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 become essential that these two functions collaborate and work seamlessly to protect the value proposition of the organization. This study was focused on retail-FMCG and automobile industry-Passenger cars. The responses were collected from the managers in these industries and regression technique was applied to analyze their effects on the customer service levels. Interdepartmental coordination, Reward system and transparent flow of Information are the
	Dipika Singh	FT14424	Collaboration between marketing and logistics functions for improving customer satisfaction	Purpose – The study aims to find out the feasibility of digitization in Indian Education sector through the introduction of tablets and e-readers.
	Mohit Bajaj	FT14239		Sample – Target Students of age 11-16 years (6th to 10th standard) and parents, teachers of this target segment across cities of Delhi, Chandigarh, Bhopal, and Jaipur in India.
	Sudeep	FT14294		Methodology – Phenomenology, an exploratory research design method has been used to tap into key stakeholder, i.e., Students, Parents, and Teachers perceptions.
	Amit	FT143102	Feasibility for Digitization of Education	Findings – Application of TAM model; Tablets as the
	Hitesh Baheti	FT144109		The aim of the study is to examine the impact of rewards on the number and quality of customer reviews posted, specifically to the E-commerce industry. Our study will be helpful for companies that provide products& services
	Namita Chaubal	FT14441		
	Mohit Singh	FT14485		
	Kripasankar M	FT141106		

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	Shilpa	FT14390	urban areas of India	The study would be really helpful for health clubs that are launching online portals that the members can avail fitness related tips easily. These findings would provide them
	Shelly Sharma	FT14194	E-Grocery in Indian metros - Desiderate or Unwanted	This paper focuses on the question if the metro cities are ready for e-commerce in grocery including perishable goods. It studies a group of one hundred and twenty young professionals living in Indian metros. The study uses the online survey method to gather the primary data. The Structural Equation Modeling technique is used to analyze the data. The study shows that the online purchase intent is influenced by the convenience, delivery time, quality.
	Puneet Sharma	FT14249		
	Daman Singh Malik	FT14119	Impact of Advertising and Branding in B2B marketing	The objective of this study is to identify and analyze the role of Digital media in the business practices of IT Industries. Several Large and Medium Size IT Companies were surveyed and results revealed that companies are more benefitted by using Facebook/Twitter and Blogs as Digital Marketing communication tools. In this study we have taken help of literature reviews by different authors in order to discover new ideas and to examine use of Digital
	Dipak Senapati	FT14423		
	Aanchal Madan	FT14201	Impact of different genres of advertisement on brand recognition of mobile services	Our study tries to find out the type of advertisements that have a positive correlation with the buying intent of consumers for choosing mobile service providers in India. We formed a questionnaire and collected the data from a sample of 140 customers with the help of social media, e-mail and in person interaction. The total number of respondents included 100 males and 40 females in working and non-working class. We found the celebrity and
	Sakshi Sharma	FT142108		
	Aishwarya Pathak	FT14103	Consumer behavior in collaborative consumption of durable goods and services: An analysis	The purpose of this study is to determine the factors shaping the consumer behaviour in collaborative consumption of durable goods and services. Collaborative consumption is an economic arrangement that allows two or more entities to consume product and services irrespective of the ownership of the mentioned product and services. Collaborative consumption has emerged as a compelling alternative to traditional forms of buying and ownership. Collaborative consumption gives people the benefits of usage of different goods and services, especially durable goods with reduced personal burden and cost.
	Pavithra. R	FT14145		
	Revanth Arranreddy	FT14156		
	Rehbar Khan	FT14155	Brand building for SMEs using the efficient SCM as a differentiator	Supply Chain Management as a research subject has remained untouched in the Branding literature. The primary objective of this study is to examine whether SMEs can use the efficient SCM as a differentiator that would help them in building their own brands in both, B2B and B2C scenarios. The sample set comprises of 37 SMEs for B2B 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 statistically test the Hypotheses. The factors identified – Product Features and Supply Chain Integration, affect
	Suyash Peshkar	FT14176		
	Nachiket Soholkar	FT141111		
	Rabia Sehgal	FT14151	Flea Markets : Consumer Profiles & Value in Modern Day Retailing	A flea market is a type of bazaar that rents space to people who want to sell or barter merchandises, artefacts, durable items, apparels, fashion accessories etc at low prices. It differs from a grey market or an open market in which a commodity is traded through distribution channels which although is legal but is unofficial and unauthorized by the 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. Design/Methodology/Approach - Data was collected from
	Rajat Miglani	FT14153		
	Ratika Gupta	FT14455		

		9			Arpit Srivastava	FT144103		Correlation between the Pre- release promotion and success in bollywood	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
					Rahul Sonthalia	FT14298			
					Mayank Bhatnagar	FT14238			
		10			Ritesh Pandey	FT14159		Positioning and Marketing Strategies of The Hindu in Print Journalism in India	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 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
					Sharad Raghavan	FT14489			
32	TAP	1			Great Lakes Institute of Management, Chennai	Sandeep	FT14162	Application of Gamification in Indian Healthcare Industry	Gamification is the application of game elements and digital game design techniques to everyday problems such as 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, perhaps even cash if they hit their goals. Our study
						P Kumar	FT14446		
						Devara	FT14483		
		2				Mainak Sankar Maiti	FT14337	Does mobile phone application usage enhance purchase probability in B2C market?	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 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
						Ranjaboti Ghosh	FT14357		
						Paripurna Nand Pandey	FT143112		
		3				Bansi Manu	FT14115	Role of Experiential Marketing Strategies in influencing consumer perception and brand equity	The purpose of the study is to analyse the impact of 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. 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 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
						Vinoth Kumar D	FT14185		
						Deepak C	FT14318		
		4				Amit Sarkar	FT14309	Consumer Behavior towards Variety Assortments of Products in Retail Market	In perennial endeavor to expand the market share, companies frequently offer innumerable assortments of a product. While in some cases there are significant differences in the varieties, in various other cases the 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
						Nimish Garg	FT14346		

Tapan Panda

					Neeraj Pandey	FT14442		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 following issues:
33	VAI	1		Great Lakes Institute of Management, Chennai	Mrinal Jha	FT14137	Analysis of Outcome Based Operation Model in IT Industry'	The study aims to find out the most relevant underlying drivers for outcome based operation model and its corresponding impact on 'Productivity' and 'Service delivery quality' for a given project. A survey was conducted with 126 IT professionals across diverse geographies, age, and work experience to understand the effectiveness of 'Risk Management', 'Knowledge Management', 'Project Governance' and 'Technology Management'.
					Monika	FT14343		
		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 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 company. We have identified few independent variables such as Entertaining Applications, Access to Business data, Security, Working hours and Asset and hardware costs.
					Kailayavarthani E A	FT14128	Impact of BYOD on the productivity of an IT firm	
					Ankita Dwivedi	FT14313		
		3			Ripudaman Singh	FT14157	Analysing SCM Practices in Strict Entry Industries using Marketing and Financial Aspects	This research aims at finding out the effect of visibility of supply chain management practices on the marketing and financial aspects of a company in restricted entry industries. Primary data was collected through questionnaire format. 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
					Mansi Gulati	FT14189		
		4			Sonal Chawla	FT14268		The empirical study focuses on the impact of various constraints such as capacity, resource, lead time, defects, 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 metropolitan cities. The gathered data was analysed using various statistical
					Ashish Vashisth	FT14416	Using TOC and Lean as operational tools to enhance the performance	
34	VEE	1		Great Lakes Institute of Management, Chennai	Nitin Teckchandani	FT14140	Scope, Opportunities and Limitations of Virtual Healthcare Model in India	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 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. Awareness and Technology were identified as opportunity and human capability, involvement and Socio-Economic Factors were identified as limitations for the success of
					Kunal Dubey	FT14233		
					Ashutosh Giri	FT14316		
		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 the firm, decision making ability of the firm. We hypothesized that with implementation of technology and process improvements across the supply chain there is
					Venkateshwaran Gunasekaran	FT14380	Role of Technology and Process Improvements in Supply Chain management	

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35	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 correlated. The high level of correlation between
36	VEK	1	Venkatesh Bangaruswamy	Navera Consulting, Chennai	Mayank Mangla	FT14237	Are Mutual Fund Fact Sheets Useful For Investment Decision Making?	The objective of this study was to look at some of the 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 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 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.
					Rahul Shanbhag	FT14255		
					Sourabh Shrivastava	FT14269		
37	VIN	1	Vinit Thakur	Independent Consultant	Anil Simon	FT14480	Prioritization of effectiveness of mobility platform variables	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. 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 validity (Chronbach Alpha) and later analyzed through regression. The significant variables were identified and have been ranked on the basis of their importance. The
					Abhishek Achuthan	FT143110		
					Rahul B	FT144110		
		2			Sudeepta Panda	FT14393	Emergence of MOOCs and its scope in Indian Educational System	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 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 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
					Debashish Biswal	FT143107		
		3			Abhishek Kumar	FT144111		
					Somya Garg	FT14172	An analysis of success and failure factors for ERP systems	An ERP system is an integrated software solution that 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 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 questionnaire in leading companies to assess the factors
		4			Pratik Jain	FT14487		
					Ishu	FT14397	How are companies dealing with the	This paper presents a business perspective of the critical factors that affect their decision concerning the implementation of Big Data into their organization. A questionnaire survey, which focused on the responses of

		5				Harish Rajagopalan	FT14227	Improving the predictive accuracy of credit risk default	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 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 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
						Aditya Varma	FT14433		
						Gaurav Khandelwal	FT14484		
		6				Medhavi Saxena	FT14135	Beta a stastically analysis of a stock's volatility	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 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 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
						Aditya Kapila	FT14307		
						Anand Shankar	FT14409		
		7				Prashant	FT14350	Modelling Consumer Choice of B-Schools in India	The purpose of this study is to identify the major choice 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-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 importance of major college choice factors would aid these
						Madhur	FT14435		
		8				Pankaj	FT14143	Consumer buying behavior in small car segment in Indian Market	This study aims to prioritize the factors considered by the 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 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 respondents belonged to the service class, 24% were business class while 18% were students. Survey
						Ankita	FT14314		
						Prerna	FT14353		
40	ZUB	1	Zubin Mulla	Tata Institute of Social Sciences	Mohit Bajaj	FT14241		Helping companies attract, retain and motivate talent using effective compensation analytics'	This studies examines the information cue utilization by 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 capturing method

