

ABSTRACT PGPM 2014_2015

Author. No	ID	Author-study no	Guide name	Affiliation of the Guide	Student Name 1	ID 1 (Ft15)	Topic of study
Outstanding papers							
31	VIS	2	Viswanathan.P.K	Great Lakes Institute of Management,Chennai	Alankrit Saklani	153080	Quantifying the Relative Importance of Key Drivers of Landing Page
					Rachit Gupta	154095	
					Manika Kishore	154112	
<p>Abstract : In the world of internet surfing, the first impression of a webpage is formed by the quality of its Landing Page. It is important as it drives the visitor's perception of the contents of the website. It influences visitors to make a purchase, sign up for a newsletter, or do any other thing that may be the purpose of the site. This study aims to assess the key drivers or attributes responsible for enhancing the quality of the landing page as well as for triggering Click to Action (CTA) through Preference Decomposition Approach. Each page consists of various elements or combinations of elements such as title, body, font face, background theme or color etc.</p>							
27	VAI	2	Vaidy Jayaraman	Great Lakes Institute of Management,Chennai	Khushboo Agarwal	152011	Performance optimization of dual-channel retail supply chain
					Dreema H Baherwani	153010	
					Apurv Mittal	153025	
<p>Abstract : This study was done to examine the impact of factors such as use of information systems, reliability of suppliers and replenishment process on the performance of a retail store in terms of profit level, market share, cost efficiency and inventory turnover. To measure the impact, we performed a study of retail supermarkets in and around Chennai city in India. A survey was done to measure the above stated variables. Our study shows that the presence of information systems and an efficient replenishment process are significantly influential in determining the performance of a retail grocery supermarket. Additionally, the store size is a critical factor important for the outlet's performance</p>							
5	BHA	1	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Radha Narayanan	151028	Enhancing Green Quotient of Indian Consumers: An Empirical Analysis
					Avin Sharma	154013	
					Vaishno Prakash	154086	
<p>Abstract : Has the era of increasing environmental consciousness had an effect on Indians? What makes them go green? This paper explores whether social norms or personal beliefs influences purchasing behaviour of organic food and recommends the types of promotional appeals that influence the same. A two-stage method comprising a survey designed on Theory-of-Reasoned Action model and an experiment explaining whether Health or Fear appeal influences purchasing behaviour while buying organic food was adopted. Personality variables measured include Health-consciousness, Value-consciousness and Consumer-innovativeness. Interaction effect between appeal-type and value-consciousness was observed to be statistically significant. Results imply green quotient of non-value conscious customers can be influenced by projecting the ill-effects of non-organic food and that of value-conscious customers influenced by projecting health benefits.</p>							
Remaining studies							
1	ANU	1	Anuradha.M.V	Great Lakes Institute of Management,Chennai	Riya Jain	153018	Managing Total Rewards Programs in a Multigenerational Workforce
					Sahana Ramanathan	153019	
<p>Abstract : Total Rewards consist of three essential components namely Compensation, Benefits and Work Experience. Work experience here refers to the policies, work environment and the co-workers in any firm. Every Organization has a Total Rewards Program. However, managing such a program for the diverse workforce is a challenge in today's environment where the employee workforce comprises of various generations. Employees belonging to different generations have different work values and preferences. Thus, it becomes highly important to understand the generational differences while designing a Total Rewards program. The purpose of this research is to study the differences in rewards and work values between the two generations, Baby Boomers, born between 1946 and 1964, and Generation Y or Millennials, born in 1980s and extending up to the late 1990s. The term Baby Boomers originated after the World War II and is more relevant to the United States. It is not vividly used in the Indian context. However, we will use the same term to refer to people belonging to that generation. The study is also aimed at determining which of the factors, intrinsic (Non- monetary) or extrinsic (Monetary) are important for these generations.</p>							
2	ARJ	1	Arjun Chakraveti	Indusage	Utpal Bhuya	154024	

					Gunjan Shah	154065	Consumer irritation to online advertising, with a focus on Indian internet users
					Poornima Sharma	154108	
<p>Abstract : This paper discusses relevance of online advertising and investigates consumer attitudes towards Internet Advertising. For this purpose, a representative quota sample of Internet users in India were being interviewed and all the relevant constructs were measured using an experiment where the consumer's response was recorded while they watched online advertisements. The finding of this study provides marketers with an understanding of consumers, their attitude toward advertising, so as marketers can better strategize their advertising. This study provides with an insight based on which it is understood Ad-content and Interrupt are the factors which significantly predict attitude towards internet advertising, amongst these two Interruption plays a more significant role</p>							
		2			Pulkit Garg	153087	Factors governing the success of websites catering to live-in/dating relationships in India
					Srivats TS	153096	
					Pratul Krashak	154096	
<p>Abstract : While platforms in the form of websites exist on the Internet for people who want to find partners for dating, such websites have not taken off in India. Our study aims to investigate the various factors that would be responsible for the acceptance of a website offering such a service in India. The variables that we looked at as part of this study included age, social influence, design, user base and features offered. We aim to capture the relationship between these variables and the acceptance of these websites in India. Survey method was used for the study and data from 128 respondents were collected. The study revealed that the main driver for acceptance of a dating website is efficient design</p>							
		3			Harsh Bhatnagar	151009	What drives the formation of an integrated SMAC product for E-Commerce industry?
					Kumar Utkarsh	151064	
					Rachit Gupta	153041	
<p>Abstract : Facebook had 1.06 billion monthly active users by 31 December 2012, an increase of 25% year-over-year. As of June 2012, LinkedIn had 161 million members across 200 countries. 42% of mobile phones in the US are smart phones and more than 110 million smart phone users in the US and Europe access social networking websites and blogs on their phones. A study done by IBM and Oxford University's said School of Business reveals that approximately sixty six percent of UK and Ireland businesses recognize the competitive advantage derived from Big Data. Online retailers such as Amazon have also realized increased revenues after implementing Big Data. These statistics, from recent article "Is SMAC Adding Business Value or More Complexity and Uncertainty?" by Nethaji Chapala, emphasize that SMAC will be a differentiating factor among companies in the future</p>							
		4			Swati Arora	153029	Effect of Planned Obsolescence on Consumer Behavior and revenue for a company
					Ashish Awasthi	154053	
					Chidananda Mohanty	154066	
<p>Abstract : The purpose of this study is to identify the effect of Planned Obsolescence on the buying behaviour of the consumer. The physical characteristics include brand consciousness, brand parity, uniqueness, value consciousness, quality consciousness. The various qualitative techniques like focus group discussions, in-depth interviews and survey is used to gather data. The statistical data shows the factors to have a cronbach alpha to be greater than 0.5 which shows they are significant. The anticipated outcome of this study is that factors like brand consciousness, brand parity, uniqueness, value consciousness, quality consciousness play a major role in the consumer buying behaviour but planned obsolescence did not play a major role in the buying behaviour, which is in contrast to our proposed hypothesis.</p>							
		5			Debeshi Sur	151013	Customer Profiling for Brand Marketing using social media data
					Vishwa Nigam	153006	
					Akshu	153017	
<p>Abstract : Social media today has become an integral part of everyone's lives, and the amount of data that is shared by members of social networking sites, is huge. The purpose of our research has been to analyze this data and find measures that will help companies derive consumer insights and devise their product, pricing, place and promotional strategies accordingly. We have used judgmental sampling to collect data from 100 diverse facebook profiles, and used the tools Netvizz and Gephi to profile customers according to their geographic, demographic and psychographic features – based on which we have formed clusters of homogeneous consumers. We have identified independent variables like age, sex, location, education, profession, income group, hangout preferences to find their influence on the purchase power and purchase intention of consumers.</p>							
		6			Ranjeet Mathew	151046	Effects of in-store promotion of alcohol on consumer behaviour
					Arjun Nambiar	151066	

Abstract : To identify whether effective Trade Promotions can enlarge a product's market segment penetration, or the product's total sales in proportion to the category's competition. Survey of 120 respondents and 8 member Focused Group discussion. A survey was designed based on the Independent variables and Likert scale was used to analyse the responses. Factor analysis to combine overlapping factors was done to ultimately arrive at the major factors

3	BAD	1	Badri T N	Great Lakes Institute of Management, Chennai	Smarak Dash	151004	Automatic Replenishment Systems using predictive/prescriptive analytics for effective Supply Chain Visibility
					Anoop Krishnakumar	151077	
					Abhinav Shakadwipce	152069	

Abstract : Unavailability of an automated inventory replenishment system has led to numerous issues in the Retail inventory management. Understanding and eliminating issues like stock-outs and excess inventory is necessary to implement an efficient inventory system. We try to address this issue by considering Automatic Replenishment System (ARS). We have compared ARS with manual replenishment process by considering multiple factors and trying to find out most significant factors that affect the process. This paper consists of simulations that were conducted in multiple scenarios using multiple factors by the method of Design of Experiments (DoE) in order to infer the results. The results indicate the ARS to be a much better option to be considered for an efficient inventory system

		2			Falguni Shukla	151005	Analysing feasibility of Green IT implementation using cloud by assessing Datacentre Ecosystems
					Shashank Shrimal	152039	

Abstract : Till about the turn of the new millennium, the global energy consumption pattern had only economic under pinnings. From an economic issue the focus has moved to an environmental issue today. It would not be to long before the energy becomes an emotional issue.

		3			Snehal Bagal	151017	Analyzing the Acceptance and Feasibility of Mobile Technology in Retail Industry
					Suhana Shabnam	152028	
					Rohit Mittal	153030	

Abstract : The purpose of the paper is to investigate into factors that drive acceptance of mobile technology such as mobile payment methods in Indian consumers in retail stores. With more than 87% mobile penetration in India and with the third largest smartphone base in the world, India is poised to make a huge leap in technology. The advent of e-commerce has also greatly affected consumer behavior. Therefore, there is a need for research into understanding acceptability of mobile payment methods in retail industry which has already gone under radical changes in the last few years. The empirical study indicates that the constructs of perceived usefulness, awareness, attitude, comfort factor and security concerns has significant impacts on the minds of the consumers while accepting mobile payment technology in retail stores.

		4			Suhail Kaul	152045	Green ERP : How ERP system can help companies go Green?
					Akshay Kulkarni	152064	
					Aarush Bhargava	152080	

Abstract : The aim of this study is to assess how implementing ERP helps organizations in meeting their Green initiatives. To collect data, we surveyed around 123 respondents who have either implemented or used any ERP in their professional life. We ran linear regression analysis to come up with some factors which are responsible for Green effects. The results of this study would give impetus to firms and help them to take decision on implementing ERP in general as well as for its Green benefits

		5			Abhishek Anand	151049	Optimization for the selection of an IPL cricket team
					Prantor Chakravarty	153073	
					Rohit Kr Kashyap	154034	

Abstract : This study documents a thorough evaluation and analysis of the various factors of overall player performance in cricket. The factors studied include consistency and its underlying features, adaptability and its varied constituents. With the debate for identifying a single measure for player performance ceasing to produce a result, there is a need to understand what constitutes performance. The study also encompasses the factors and their associated attributes. We have chosen a Structured Equation Modelling approach and identified attributes under each factor. For consistency among batsmen, average is the most important attribute, whereas economy is the chief attribute for bowlers. For adaptability, ability to do well in spinning conditions is paramount for bowlers, whereas overseas performance prevails for batsmen

		6			Venkat	152043	Impact of Smart Classes and e-learning courses in the field of Education
					Prateek	153063	
					Ritesh	154105	

Abstract : This study analyses the most important factors that Indians bear in mind when opting for online courses. College students and working professionals below the age of 50 years across various cities of India are requested to fill an online survey. Various factors like external motivation, time duration, cost, availability of community forums etc. are studied by involving statistical methods like linear regression and factor analysis on the responses collected from the survey. At a significance level of 95%, requirement of external motivation, short duration online sessions, and availability of features like community forums, cheap cost and time and place flexibilities comes out to be the most important factors that drive the growth of MOOCs in India.

		7			Mukund	154004	Demand Estimation and Supply Chain Design for Medical Equipment
					Arthi Lakshmi Alagar	154015	
					Zalak Shah	154056	

Abstract : In the United States, the proportion of the population made up of persons 65 years of age or older is projected to increase from 13% of the population in 2000 to 20% by 2030 because of the aging of the baby-boom generation and increased longevity. The implications for the delivery and financing of health care will be profound, because elderly persons use health care services at a greater rate than younger persons. The appropriate deployment of technology contributes to the improvement in the quality of healthcare delivered, the containment of cost, and to increased access to services offered by the healthcare system.

		8			Kushal Kislay	151093	Optimization of experienced and non-experienced resources for a given project.
					Prabin Mishra	152052	

Abstract : The purpose of the study is to establish the relationship that exists in the composition of experience in terms of experienced and non-experienced members in a project with the productivity. The industry chosen is the Indian Information Services Industry in which the companies are made up of independent revenue-generating units known as projects. Data was collected from project managers to quantify constituents of work, work force composition, and constraints such as customer preferences, resource availability, revenue structure and technical expertise. The analysis and detailed study gives us an optimisation model that can be used by managers for determining the number of experienced and non-experienced members required in a project.

4	BAL	1	Bala V. Balachandran	Great Lakes Institute of Management, Chennai	Anuj Khandelwal	151018	Empirical Analysis on Surviving a Disruptive Innovation
					Ankit Gupta	151071	
					Deepanshu Shokhanda	153065	

Abstract : Actual answers for the question ‘How to Survive Disruptive Innovation?’ cannot be determined because it does not have an exact solution, all it have is the way a firm should react and this reaches across domains of strategy, vision and mission of company, flexibility of its management and its policies thus it relate to more of qualitative data and not quantitative data so to collect data we have opted out for “In depth interview” with different professors of various domains like Marketing, Finance, HR, Strategy along with various industry representatives ranging from IT professionals, Marketing strategy consultants, Banking professionals and many others

		2			M Karthik Prasad	151047	To identify, understand and analyzing factors effecting Market Share of a product
					Mehtaab Singh	151059	
					Diksha Mehta	151097	

Abstract : To understand current state of FMCG industry impact of Britannia Cakes’ attributes like quality, availability & promotions on buying intention of rural & semi-urban consumers in Manamai, Anupuram, Kalpakkam & Mahabalipuram, we surveyed over a hundred consumers. Studying ANOVA of responses, we found price to be the most significant factor influencing consumer choice whereas elements such as quality, availability, word of mouth & brand name were insignificant. Based on this, we came up with strategies to increase market share of Britannia Cakes in this region. Also drawing analogy between our surveyed consumers & those in Middle India on the basis of education levels, pace of development & income trends, we hinted the applicability of suggested strategies in Middle India regions.

		3			Sanjeet Singh	152014	Do mergers & acquisitions create long term shareholder value?
					Saurav Bajaj	152017	
					Divyabala N	152086	

Abstract : This study evaluates whether mergers and acquisitions impact long term share price for an India based acquirer. Our sample consists of 62 companies from the CNX 500 index – including those companies which have undertaken M&A activity as well as those which have not. Input variables included profitability or return metrics, equity valuation metrics and leverage metrics along with the existence of an M&A activity in the companies’ between 2005 and 2009. The data has been obtained from Bloomberg and company filings. Results of the linear regression test indicate that M&A activity does not significantly impact the share price in the long term and thus inorganic growth for Indian acquirers may not significantly impact the creation of long-term shareholder value.

5	BHA	2	Bharadhwaj .S	Great Lakes Institute of Management, Chennai	Ena Sehgal	152024	Towards an Understanding of Advertising on private Automobiles: An
					Arjun Pandey	153008	

					Ninad Wirmalwar	153077	Towards an Understanding of Advertising on private Automobiles: An Empirical Study
<p>Abstract : Using a sample of 182 people varying from various Tiers-I, II & III cities across India, this study shows the tendency of the people to earn money by placing advertising on their personal automobile. This study is important, because of the new means of promotion being searched by the marketers, as people are not giving much importance to the traditional media & also gives an opportunity for people to earn while drive and get free money. Results show that budget consciousness, susceptibility to interpersonal influence & the type of car owned has significant influence on taking decision of placing advertisement on their vehicle</p>							
		3			Ankit Badkur	153004	How to enhance the effectiveness of YouTube advertising?
					Rohit Rajamohan	153093	
					Vishal Gupta	153098	
<p>Abstract : In this information age, internet has become the main source of information as it proved the latest information without much hassles. With the growing usage of YouTube, advertisers are now using it as a major platform to create awareness and promote their products and services. Through YouTube, advertisers can position the ads more effectively and reach the correct audience. Many of these ads are inserted in popular YouTube videos to make the exposure easy</p>							
		4			Nivedita Krishnan	151001	An Empirical Analysis of Counterfeiting and Related Issues in India
					Soumya HariKumar Pillai	152018	
					Aashwin Kumar	154057	
<p>Abstract : Counterfeit products are defined as identical or similar copies of trademarked goods that are offered in the marketplace in order to take advantage of the benefits generated by specific branded products (Grossman & Sapiro, 1988). The growing counterfeit products market is a cause for global concern due to its enormous scale, and significant impact on the economy, and is characterized by two situations: Non-deceptive counterfeiting situations in which the customer is aware of the origin and the inferior quality of the product, and has increasing demand from customers for counterfeit products. Deceptive counterfeiting - When customers are intentionally misled about the genuineness of the product, thereby introducing and propagating counterfeit products in the market.</p>							
		5			Saurabh Gupta	152009	Issues Regarding Click Stores and Brick Stores: A Preliminary Investigation
					Ashwin Vijay	152035	
					Jaykumar Kasundra	154094	
<p>Abstract : Today online shopping has become a huge phenomenon forcing traditional brick stores to begin operations online. But, amongst online shopping wave a new phenomenon has been spotted where e-tailers are also venturing into brick stores. This research paper investigates the buying channel preferences of various customers and the factors responsible for their choices. The research was completed via an experiment to control and replicate the click only and click + brick hybrid model to collect primary data. The analysis revealed that brick stores contribute significantly towards intention to buy, perception of quality and brand parity of a retailer considering factors like tangibility, time to receive order, shopping experience, etc</p>							
		6			Yogesh Rawat	151087	Online Grocery Stores in Urban India: An Empirical Analysis
					Abhijeet Deshpande	152078	
					Shubhank Goyal	153091	
<p>Abstract : To understand the adoption rate of online grocery shopping in Urban India. What attributes contribute to the adoption rate. To understand not only what motivates consumers to start shopping online for groceries, but also the extent to which their online shopping experience encourages them to continue, or cease, shopping online. To study the correlation of adoption to variables such as: Age, Convenience , Income, Traffic situation in city, Physical inspection before purchase ,Shopping experience , Price and offers, Technology knowledge, Computer usage per day , Customer Education , Customer monthly income, Sex</p>							
		7			Varun Ramachandran	151022	Analysis of Taxi cab services in India
					Shraddha Dadhich	151099	
					Archit Raj	153071	
<p>Abstract :This study entails an in-depth study and analysis of the various factors consumers look for in a taxicab. The factors studied include Mobile Applications and the various features associated with it, convenience aspects, recreational facilities provided and safety. With the proliferation of the number of taxi cab companies in India, there cannot be a more opportune time to study the industry as well as the consumer behaviour associated with it. The study also captures the importance of the various attributes and the corresponding attribute levels associated with each factor. We have undertaken a conjoint analysis and found consumer specific attributes under each factor. Under mobile applications, advance booking is the most sought out for attribute and under convenience, express bookings are most important. For recreation, Wi-Fi enabled taxicabs and for safety, the attribute level of employing woman drivers is overbearing among all other attributes.</p>							
		8			Saptarshi Banerjee	151011	Advertising appeals to persuade Indian consumers to conduct medical
					Sampita Dey	151037	

					Sviti Arora	154080	check-ups
<p>Abstract :Tough competition in markets all over the world and the emergence of new trends in consumerism has resulted in an increase in the number of advertisements. Sometimes the ad-makers successfully achieve their objectives with a particular advertisement but sometimes they might fail. These issues contribute a lot towards the problems faced by advertising agencies in decision making in regard to the choice of appropriate advertising tactics and strategies. The tough competition and large number of ads confuse the consumers and creates doubts in their minds regarding the credibility and reliability of manufacturers and their products. These factors raise several queries about the active role of genuineness element in advertising. The effects credible advertising communication has on consumer health care, and non-durable product purchase is the main aim of the study</p>							
		9			Saurabh Bahree	153012	Key Innovations in India E-Commerce: An Empirical Analysis
					Sumit Arora	153107	
					Survesh Chauhan	153047	
<p>Abstract : This study aims to understand how users with different personality traits respond to new innovations offered by e-commerce companies which drives their purchase intension. A sample of 112 participants is used to segment respondents into three categories based on personality traits Innovativeness, Need for Cognition (NFC) and Optimum Stimulus Level (OSL) and how each of these respondents rank innovative features like video blogs, live chat and 3D product view. The results indicate that customers with high Innovativeness likes video blogs and 3D product view feature, customers with high need for cognition likes video blogs and live chat option and video blogs have been liked by respondents high on innovativeness, high on optimum stimulation level and high on need for cognition.</p>							
		10			Vipin Mendiratta	153024	Nutritional Labelling and Buying Behaviour
					Gaurav Tolani	153070	
					Robin George	153106	
<p>Abstract : With increase in education and health awareness among consumers it has become important for FMCG companies to not only manufacturer best in quality products but also communicate the same to the consumer in a clear and effective manner. For this reason packaging has become an important part of marketing activities and now marketers are coming up with various ways to use it to communicate their competitive advantage and what not. In relation to foods and drinks, nutritional labelling forms an important part of packaging and with all the governmental regulations coming in, it has also been made mandatory. Now while all manufacturers are required to comply with nutritional labelling related aspects of regulations, the effectiveness of this nutritional labelling remains debatable.</p>							
6		1	Bhuvan Unhelkar	Principal Consultant (Business Analysis) at Akiko Business Consultants PvtY Ltd	Sharad Dhingra	154077	Analytical approach of finding best players and forming best team in IPL
					Mohit Mishra	154087	
					Asit Saurabh	154100	
<p>Abstract : Inaugurated in 2008, the Indian Premier League (IPL) is an annual Twenty20 cricket tournament. It involves various franchisees competing for the title. One of the biggest challenges they face is the selection of high quality players through the bidding process. In our study we have tried to solve this problem using various analytical approaches. We are using secondary data from online sources mentioned later in the study. We have classified the players into batters, bowlers and all – rounder and considered performance parameters such as batting average , strike rate , number of catches , bowling average etc. to come out with a performance score with the help of analytic hierarchy process(AHP). AHP is a structured analytical technique which helps to organize and analyse complex decisions based on mathematics. Based on this performance score we have classified the players into high and low performing players.</p>							
7	BOB	1	Bobby Srinivasan	Great Lakes Institute of Management,Chennai	Navraj Singh Aneja	151065	Model for Predicting Stock Prices : An Indian Perspective
					Habibulah	151076	
					Udit Aggarwal	154040	
<p>Abstract : The study aims to find out the most relevant underlying drivers for the Model Predicting Stock Prices in the banking Industry and its corresponding impact on the selection of a particular stock for a given portfolio. An extensive study was performed on the historical data of India’s top two Private and Public banks to understand the impact of Federal Monetary policy, Non-Performing asset, FIs, and Exchange rates and its relation with the outcome of project. With the help of statistical tool such as Regression, Correlation, Tableau, the research is able to find out the primary factors as the key drivers in predicting stock prices</p>							
		2			Nishant Prakash Nair	152048	New Scheme to Increase the domestic investment Indian Stock market
					Shrikanth N	152074	
					Udit Mathur	154078	

Abstract : This study investigates ways to increase investments in stock markets by including the larger population through a government backed equity investment scheme. The study uses secondary data available in the websites of BSE, NSE and RBI to prove the hypothesis. The data derived from government websites pertains to the stock prices of blue chip organizations over the last 10 years, gold prices in the commodities market, RBI key interest rate changes and fixed deposit and savings account returns. We have used the above data to study what percentage of returns retail investors get from investing in each of the commodities and how these investments fare during any economic turmoil. The study also dispels notions that the performance of stocks is same as the indices of the stock market index by analysing and plotting the performance of top Indian industries with the trends of the stock market index. Further we have also analysed the returns retail investors get by putting money in fixed deposit or savings bank account. The study has revealed that the returns on investment in stocks of consistently performing firms are much higher than investing in other schemes. Hence on these lines it is important to motivate the people to invest in stocks through this government initiative.

		3			Ajay Patil	151070	Deep Value Investing
					Anand Neema	152076	
					Arijit Bohra	152077	

Abstract : Huge market potential, demand-driven economy and high growth levels have propelled India as a big opportunity for many investors. Of the over 600 listed companies, many are less researched and undervalued. Their stock price is low compared to their net worth or performance. Concept of value investment is gaining traction in India. Number of investors using Graham's methods for value investments is on rise. Value stocks generate more revenue for buyer than common stocks. But time period in question here is long. It may span from 5 to even 20-25 years. Studies have shown value stocks outperform growth stocks in all asset classes over a long term horizon. The outperformance is more pronounced in small cap and micro cap stocks

		4			Mohit Gupta	153082	Equity research in banking sector
					Siddharth Mangwana	154093	
					Joy Mitra	154097	

Abstract : A major part of investment is to get a return. Bonds promise interest, stocks carry hope of dividends. An investor may expect capital additions from certain ventures and rental income from property. Hence return can take multiple forms. The most important characteristic of financial assets is the size and variability of their future returns, which further depends on the risk associated with the assets. Hence risk-return analysis has significance in predicting future returns of the assets, which in-turn assist in better decision making.

		5			Aravindan Rajagopalan	151016	Impact of Monetary Policy and FIIs on Share prices in Banking Sector
					Vaibhav Jolly	151082	
					Jagannathan N	151091	

Abstract : Banking sector plays a crucial part in the growth of the economy. The performance of banks is subject to various macroeconomic factors. The macroeconomic factors could range from Exchange rates, RBI monetary policy and its instruments (Repo rate, CRR, SLR, and MSF etc.) and FII investments. RBI intervention to control liquidity crunch by varying the CRR and SLR, conducting OMO (Open Market Operations) affect the bank revenues. Our empirical study here is an attempt to create a model which can calculate the share price of the banking stocks (dependent variable) through statistical analysis of various independent variables mentioned above and thereby predict how the various forthcoming macroeconomic changes and reforms impact the performance of banking stocks during the next few years.

		6			Ankit Jaiswal	151094	Factor Analysis of Rupee Volatility
					Prakhar Pandey	151078	
					Vaibhav Agarwal	151079	

Abstract : 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: Analyze the circumstances that lead variations in rupee value in terms of dollar. To find out the degree to which various factors influence the variations in dollar value in terms of rupee. The research problem involves processing of secondary data available from RBI, Govt. Of India and other reputed agencies. The problem involves monthly analysis of exchange rates using standard econometric techniques.

8	EAS	1	Easwar Krishna Iyer	Great Lakes Institute of Management, Chennai	Venkatesh M Prabhu	151068	Comparison of SMAC offerings acceptance across multiple sectors
					Jyothish Jayan V	151086	
					Steffy John K	151090	

Abstract : The aim of this study is to analyse the relative acceptance of SMAC across the Banking, Retail and Healthcare industries in India. As part of the study, we surveyed approximately 40 respondents holding managerial/key decision making positions working in firms across each of these industries. We conducted multiple linear regression analysis on the data collected to summarize and present our understanding of the results. The results of this study would give SMAC vendors an understanding of which of the components of SMAC drives its acceptance across firms in each of these industries, thus helping them to tailor, promote and plan the development phases of their services accordingly and provide a value proposition suiting the client's business requirements.

		2			Priyanka Manoj Kumar	151012	Analyzing the augmented customer satisfaction space in the Indian e-commerce market
					Aanchal Gupta	153011	
					Soumyadipta Biswas	153095	
<p>Abstract : Internet has become a vital of marketing mix by offering range of products and serving as a digital distribution channel and an electronic storefront. Researchers have identified information quality, system quality, product quality, delivery quality and perceived price as antecedents of user satisfaction. The present study holds key to unraveling what are these factors and how these factors may influence consumers' satisfaction. Survey was conducted with 220 consumers who have had online purchase experience. Multiple regression techniques were used to verify the overall model fit. The results depict that personal attention, security, credibility, delivery speed, mobility and product trial strongly affect customer satisfaction. This study could help the ecommerce players to gain a competitive edge in this rapidly growing industry.</p>							
		3			Priti Subba	152002	Understanding the Buyer-Seller Convergence in the Social Media Monitoring Market
					Suvigya Pradhan	153034	
					Meghna Ghosh	153078	
<p>Abstract : Social Media Monitoring is a growing market among consumers; especially brands which want to know about their brand image through various social media platforms available. Social media monitoring is a complicated industry. A number of tools are available in the markets which analyze the content present on various blogs, micro blogs like Twitter, communities and other open social networking sites. These tools analyze the system using a complex combination of key words and bring out the desired results. They also tend to check the tonality or the context in which the brand is being talked about. They provide a wide variety of functions where each tool specializes in a specific feature and their price ranges from cheap to expensive. It is difficult to identify the right tool for a specific purpose. To help in doing that, let us take you through a journey of some of the key ways of employing a monitoring tool to help you and your business</p>							
		4			Sreejit Janardhanan	151053	Do consumers act on Mobile Advertising : an AIDA Analysis
					Prashanth SP	152036	
					Shashank Kumar J	153001	
<p>Abstract : The heightened interest toward mobile advertising recently observed among academic and industry circles has led to the need for determining what channels of mobile advertising are most effective, and provide most value for every buck of advertising expenditure. Another key need that this research aims to fulfil is the formulation of a simple yet comprehensive conceptual framework to ascertain the key factors affecting the use and potency of current as well as future endeavours in the realm of mobile advertising. To achieve this, we follow the Cognition-Affection-Action approach to find out what are the key channels of mobile advertising like Mobile banner ads, SMS marketing, Marketing through QR codes, In-app advertising, In-store advertising, Branded apps and Location based ads, consumers are aware of, and within those channels what factors most influence consumer purchase intent, measured based on variables like credibility, brand recall, offers and personalization</p>							
		5			Harish Narayan Viswanathan	151036	Probing the differential Inhibitor Space between Generic and Adobe SaaS adoption
					Ashwin Jayaraman	153086	
					Logaprabhu Janeesh	154067	
<p>Abstract : SaaS is a delivery method for software that provides access on a subscription basis via the Internet. This means that users pay a monthly usage fee and access an internal website where the software runs and his/her data is stored. Adobe Creative Cloud is a subscription service from Adobe Systems that gives users access to a collection of software for graphic design, video editing, web development, photography, and Cloud services. Creative Cloud is hosted on Amazon Web Services. Adobe Creative Cloud (CC) works on a software as a service model, a monthly or annual subscription service delivered over the Internet, whereas Adobe Creative Suite (CS) was purchased via a perpetual software license (the preceding versions of software).</p>							
		6			Manisha Tanvi	153039	Identification of strategic cost drivers in an on-premise to cloud migration
					R Aishwarya	154025	
					Anjul Hans	154072	
<p>Abstract : The Stated Objective of our Empirical study is to identify the cost drivers in a traditional computing technique and in a Cloud Computing Technique. This study will help us find the cost contributing factors when migrating from the on premise to cloud computing. Cloud computing is the technology of delivery of Application, Platform or Infrastructure as a service. It emphasizes on sharing of resources to achieve economies of scale. It is a much efficient, faster and structured technology to manage IT infrastructure and services in the unpredictable business demand</p>							
		7			Meadha Batra	152051	Brick to click migration strategies after indentification of new critical
					Amishaa Arora	153021	

					Ankita Swain	153081	Effect of Brick Migration Strategies and Identification of New Success success factors
<p>Abstract : The dynamics of shopping in today's digitalized and complex world is changing so fast from the age old brick and mortar shopping model to just a click away, sitting inside the four walls of our workplaces or homes. The technologies have been developed, mindsets changing, convenience and time saving being given prime importance and as a result of all of this, the brick and mortar models have realized that it is imperative for them to move to an online system as well to catch up with the changing dynamics of today's world. Now, while migrating from brick and mortar to an online system, there are some nuances to be considered because of the totally different shopping model and experience in these two models. Critical success factors are those necessary attributes which drive certain processes and make sure they are well performed. Migrating from an actual retail business to e-business needs to be strategized well to be successful from the perspective of the structure of the organization, the working model of the company, the mindset of the management and the employees</p>							
		8			Shreyti Garg	152040	Key factors enabling software project bid winning in Indian IT Industry
					Siddharth Mahajan	152060	
					Nitish Bharadwaj	152084	
<p>Abstract : The expansion of IT industry across the globe has been a terrific success for the global economy but has also raised the challenge for IT bidder, as the bidding process has got more complicated. Finding the probability of winning an IT project bid based on knowing the capability of the bidding company is very complex. Our research aims to find out the winning bid formulae, which would help bidders to predict if they have any chances or not. Literature review gave us 21 variables and responses to the questionnaire from experienced IT bidders will help us analyze the significance of variables and will give us factors which has maximum variables loading on them. It will give a bid winning formula.</p>							
		9			Narayanan	152066	Analyzing the relative impact of social media in the SMAC convergence space
					Devi	154046	
					Poonam	154107	
<p>Abstract : The Marketing World today has moved from 1-to-N marketing to 1-to-1 marketing. To achieve this, marketers have begun exploring newer methods to reach out to customers/consumers. In this study, we analyse four of the latest technologies used to achieve this wide reach – Social Media, Mobility, Analytics and Cloud Computing – in short referred to as SMAC. Technology solutions are getting into a convergence mode like never before. The world is witnessing a rapid proliferation of data in structured and unstructured formats. Traditional boundaries that used to segregate product and service offerings are fast disappearing. Integrated technology platforms are reshaping the very structure of businesses. Single window solutions are getting architected today and disjoint product and service vendors are joining together in what can be termed</p>							
9	JOF	1	Joffi Thomas	IIM-K	Sourav Dey	152001	Banking in the future-Transformation & Changes
					Anurup Das	153055	
					Debanjan Bhowmick	154028	
<p>Abstract : This research analyses the changes that banking sector will face in the future and prediction models as per the current trends of changes. The basic functionalities of the bank will remain intact but however there will be significant changes based upon various factors that will be discussed. This has been done by reviewing both research and practitioner journals from various sources and interviewing key persons in banking industry. It becomes clear that there are six key priorities for growth in the next few years: developing a customer-centric model, executing a multi-channel strategy and transforming the branch, simplifying business and operating models, unleashing the power of data and analytics for risk management and business growth, nurturing innovation and agility, and learning to manage risk and capital proactively.</p>							
10	JOH	1	John K C	Great Lakes Institute of Management, Chennai	Shreyas Sharma	152038	Consumer centric m-commerce business models: An Interplay among Technology, and Service Providers
					Lokesh Chandna	152087	
					Jatinder Dhir	153035	
<p>Abstract : India has seen a drastic change in the way consumers have adopted different modes of transaction. The transition from traditional brick shopping to online shopping has taken a few decades, but the shift (partial) from electronic commerce to mobile commerce has happened only in the last few years with increased penetration of packet data networks and cutting edge technological advancements in the mobile device industries. The consumer of the future (as well as of today) keeps connected and shops on the go. Our study investigates the factors that drive the adoption of M commerce from technology, service providers as well as consumer preferences point of view and the steps an M – commerce centric business model should take to succeed</p>							
		2			Priyanka Tras	151029	Relationship between Business School Education and Entrepreneurial Intentions of Students in India
					Shailja Shukla	154079	
					Ashish Prasad	154090	

Abstract : Entrepreneurship has long been identified as a factor in economic prosperity. The need for entrepreneurial competency is increasing to drive and sustain growth. This calls for a study on what makes an individual an entrepreneur and what drives entrepreneurial behavior and intentions. Entrepreneurial Intention Model is based on the concept that “the single best predictor of an individual behavior will be a measure of his/her intention to perform that behavior”. Most of the Entrepreneurial Intention studies have drawn on students who see entrepreneurship largely as an opportunity. To understand how opportunity recognition behavior emerges, we need to focus on the cognitive processes which align perceptions of opportunity, capability and control with entrepreneurial intentions. The study aims to understand the contributing factors to entrepreneurial intention and entrepreneurial knowledge

11	KIR	1	Kiruba Shankar	CEO, Businesses Blogging	Tushank Sharma	151061	Social Media Marketing an Effective Tool in gaining volumes in International Markets
					Prateek Varshney	151081	
					Venkatesh K.G	151095	

Abstract : Our Empirical study is on assessing how social media marketing is efficient in gaining volumes in International market. For this analysis, we are taking into consideration the marketing budget on various social media marketing sites like Facebook, Twitter, Youtube, Linkedin, Google+ & the marketing investments on traditional media like Search Engine Optimization, Telemarketing, Direct marketing, Trade promotions, Email marketing and print media and analyzed the influence of the investments on these marketing channels on the company’s overall revenue. To carry out this, we did secondary research by collecting data from a e-learning company.

		2			Ishmeet Kaur	151044	Strategies and intentions of companies to move towards SMAC
					Shashank Bhardwaj	152067	
					Junaid Khan	154047	

Abstract : SMAC is the new flavour for IT services and marketing companies, known to be as the fifth wave in IT. SMAC technologies account for less than 10% of the total revenue of IT companies, but according to research firm International Data Corp.’s (IDC’s) estimate, Indian IT vendors will generate at least \$225 billion in SMAC-related revenue in 2020.

12	KRI	1	Krishnadas Nanath	IMT, Dubai	Rufus John Samuel R	151067	Viral content on the web- A marketer’s perspective
					Aravind Chandrasekar	154010	
					Harish Rajagopalan	154085	

Abstract : Some advertisements (videos as in the case of this study) are more popular than others. Achieving ‘viral’ status online, results in the exponential increase of product exposure and helps in subsequent increase of hit rate when it comes to product & brand awareness. For the purposes of this empirical study, video advertisements of some of the most popular bands which have become extremely popular on YouTube were chosen. The drivers behind these videos will be analysed via traditional statistical analysis (regression techniques); this will provide a clearer picture on what makes some videos resonate more with the audience than others. Once a holistic picture appears, it will be possible to come up with a robust set of key factors which when used while bringing out an advertisement, would largely increase its possibility of going viral.

		2			Manoj R	154017	Predictive Modeling for Bollywood Industry
					Anupriya Sinha	154022	
					Pushkar Tyagi	154052	

Abstract : This study aims to attempt and to synthesize the past findings by studying the parameters and calibrating them to predict the success/failure of an ensemble. Given that the sheer number of films produced as well as the level of scrutiny to which they are exposed. As for a motion picture industry, thereby form numerous parameters. The goal of this project is to build a system that can closely predict average user rating for a Bollywood movie considering factors like rating of the star cast, director, production house, music, budget, first weekend revenue and total box office collection. This empirical research also includes covariate which determines the impact of special release like eid or diwali release on the ratings of Bollywood movie.

		3			Pradeep Chaubey	151027	Significance of factors that drive bidding process in IT services industry
					Vikram Ranjan	154008	
					Saurabh Gupta	154058	

Abstract : In today’s competitive global market, every firm tries to differentiate itself with its competitors by coming up with some positioning strategies to drive sales. But what happens when it comes to the growing IT service industries where every firm offers more or less the same services. Bidding in IT industry depends on multiple factors such as reputation of the company, cost, its global presence, workforce / employee strength, and service portfolio, marketing strategies etc. Winning bids depends not only on satisfying customer needs but also on several other factors that revolve around the customer perceptions that result in the purchase of end product.

		4			Mayank Modh	151057	Developing a Predictive Modelling framework for the Cricket World Cup 2015.
					Nitish Bajaj	151080	
					Rakshit Srivastava	153003	

Abstract : After successful completion of Football world cup 2014, the next buzz these days is the upcoming Cricket world cup 2015 whereas in the technology, the next big thing is Analytics. Our empirical study is a combination of these two. We are trying to formulate a predictive modelling of Cricket World Cup 2015 using Data Analytics. Our empirical research will revolve around finding the chances of different teams and a probable winner for the tournament. In our study, we will be doing it by using match information gathered from all ODI matches played by all teams against each other. The model will be created which can take into account a range of variables that could independently explain statistically significant proportions of variation associated with the match outcomes

		5			Anandh M	152020	Exploring further scope and formulation of a possible method for Data Pack
					Saumya Rajan	152071	
					Kumar Satyam	152098	

Abstract : Rolling out new and cheap data plans in order to attract and retain customers seems to be the order of the day for service providers. Most existing works address the issue of customer loyalty and consumer approaches towards bundling. In this paper , we have attempted to identify the critical factors that affect the pricing strategy of data packs from the corporate perspective and evaluate their relative significance. We have collected data based on expert opinions from experienced personnel in the industry and formulated a predictive model for determining the expert rating for any combination of the factors . We have resorted to the techniques of multiple linear regression and conjoint analysis during the course of our study.

		6			Debangan Kar	151096	How online video advertisements can be more effective in achieving the target
					Ankita Jindal	152015	
					Aditya Sahdev	153015	

Abstract : The term video advertising comprises online display advertisements such as Mid-Page Units (MPUs) that have videos in them, but it is generally considered that it refers to advertising that occurs on Internet television. The ad units used in this instance are of three different types: before the video begins, post-roll (after the video is done) and mid-roll (in-between the video). All of these ad units are like the traditional spot advertising you see on television, although often they are "cut-down" to be a shorter versions than those aired on TV if they are run online

		7			Jai Tuteja	153022	E-Commerce clickstream analytics
					Aditya Singhal	153043	
					Aditya Kapileshwarkar	153112	

Abstract : The un-dividable relationship between demand and price has been a matter of extensive studies across the globe for numerous regions, product categories and stores. Estimates of elasticity have been used to improve the pricing strategies and corresponding price optimization efforts, product offers, promotions and marketing programs. This study uses Linear Regression Model to demonstrate the effect of price and product position/ placement on the sales for 3 different product types over 4 different e-retailing websites. We have also shown the cross price elasticity wherever found relevant and significant on the two month dis-aggregate transactional data. The study is targeted towards e-retailing websites such as Snapdeal, Flipkart and Amazon in judging the effect of competitive pricing on their sales

13	NAR	1	Narendar Rao	Northeastern Illinois University	Shreyas Paranjpe	154092	Analysis of Financial Health of IT Companies Using Financial Ratios
					Shiva Kalyan G	154103	
					Kresha Shah	154109	

Abstract : This is in an empirical study to determine the Altman Z score for Indian companies which can be used to predict the financial health of the company. This empirical study also aims at finding the significant factors that affect the Altman z-score of Indian companies. We have chosen to conduct our empirical study on the Indian IT industries as this industry has seen a tremendous growth in last three decades. We have also analysed the Indian construction industry as we believe this industry is going to massively grow in the coming few years. Broadly we know that verifying and interpreting the books of account can be one of the ways to see how companies are growing. Use of different financial ratios such as Altman Z Score can tell us pattern of the business growth of an individual company to the industry growth. In this empirical study, we focus on Altman Z score, since this score predicts bankruptcy of the company. It is interesting to find the pattern of change in Altman Z score and company's actual performance

		2			Deblina Majumder	152010	Mergers and Acquisitions in banking sector: Motivation, drivers and impact analyses in India and US.
					Sumit Dubey	152093	
					Divyam Prakash	153060	

Abstract : There has been an increase in the number and size of Merger and Acquisition (M&A) transactions in all sectors of the economy, specifically the financial services sector. Deregulation and advances in technology are widely held as important factors that have ended the distinction between banks and financial intermediaries and this has further led to an unparalleled rise in number of M&A in financial companies across the globe. This study comprises of three part analysis of mergers and acquisitions, where the members study on the major merger happenings of the time period of 1990-2014 and analyze on the drivers for any merger to take place. Merger and Acquisitions (M&As) acts as an important tool for the growth and expansion of the economy

		3			Hitesh Ahuja	152023	Relationship between credit-rating change of a company and its post financial performance
					Jayanth Satheesh	152025	
					Sonia Chowdhury	152030	
<p>Abstract : The objective of this paper is to examine the impact of various financial ratios on the credit ratings of companies in India. The motivation for this study is to analyze and understand the factors which may impact the rating process undertaken by credit rating agencies. Companies can work on improving the ratios in order to improve their credit rating by identifying the significant factors, as a better credit rating helps attract better investments. A good credit rating will also help the company fetch better interest rates. Additionally, this paper also studies how the same ratio may vary for the same investment grade across different industries as each industry has its own unique characteristics and functioning.</p>							
14	RAH	1	Rahool Joshi	Royal Bank of Scotland	Abhijith Asokan Nair	153016	The "deglobalization" of banking and finance following the global financial crisis
					Naveen K	153066	
					Sankar A Kamath	153076	
<p>Abstract : The banking sector is in a constant state of flux as it continuously needs to adapt to the changes posed to it by the fluctuation in the exchange rates, borrowing rates. This paper is aimed at analyzing if the banks can adopt the de-globalization procedure on the basis of 5 factors that figure in their operations. We have used mainly the financial statements of the banks, forecasts based on the size of their balance sheets, financial ratios and various activities of the banks as reported by newspapers to provide a definitive answer to this conundrum of recent times. The results of this study prove that globalization is still the best bet for banks in these times of financial flux.</p>							
15	RAJ	1	Rajan C.R.	Great Lakes Institute of Management,Chennai	Kasi Viswanathan	153056	Supply and value chain mapping of sugar industry
					Srikanth	153110	
					Bharath Repaka	153031	
<p>Abstract : The sugar and sugarcane prices are highly regulated by the state governments of India. The objective of our study is to find reasons for sustainability of sugar mills despite poor economics. Through secondary research, the supply chain and key financial metrics of five selected sugar mills are plotted. Correlation coefficient is computed for the crucial pairs of financial ratios (control variables). The results indicated that sugar industries are able to sustain by leveraging the profits from by-products and the industry is suffering from the government policies of pricing sugar and sugarcane. Arrears in payments to farmers by sugar millers is a way to regulate the supply (cultivation) of sugarcane by the farmers in the catchment area of their mills.</p>							
		2			Prateek Mishra	151030	Determinants of Profitability in Sugar Industry
					Karan Jhaveri	151055	
					Anurag Dwivedi	153054	
<p>Abstract : Sugar Industry is one of the largest consumer goods industries in India and plays an important role in economic development of the country. It also forms a strong base for the development of rural economy through backward and forward linkages. Thus the industry has a great potential for meeting the demand of sugar in the country. India is the world's second largest sugar producing country, representing 14.5% of the world's total sugar production, second only to Brazil with 22.7%. It is also the biggest sugar consumer in the world, with consumption growing at a CAGR of 4.1% to amount 30.8 million tonnes in 2017-18. However, the domestic sugar production has reported a decline of 4.6% in sugar year (SY1) 13 to 25.1 million MT from 26.3 million MT in SY12</p>							
		3			Sambhav Rathore	153038	Market Entry Strategy in an emerging market using Country of Origin Informati
					Vivek Khattar	154063	
					Akshit Bhardwaj	154064	
<p>Abstract : The purpose of the study is to determine if Country of Origin of an organization has a significant impact on consumer behavior. The independent variable under investigation is the Country of Origin (COO) effect. The sample had a size of 126 observations in the age group of 20-30. A Survey was used to determine the importance of COO effect and secondary data analysis was used to determine the current market scenario and various other factors affecting Entry Strategy. COO was found to be a significant factor thus corroborating our hypothesis. This thesis can be used by any firm who wishes to understand the importance of COO and how it impacts promotional activities as a part of its strategy to enter an emerging market like India</p>							
16	RAK	1	Rakesh Singh	Great Lakes Institute of Management,Chennai	Shikha Gupta	153023	Effect of Supply Chain Finance on Working Capital and Production Cost
					Sowmya Chennapragada	153048	
					Smrithi B R	154014	

Abstract : Supply Chain Finance (SCF) is a technology based financing process, which connects the buyer, seller and the financial institutions. Over the past 15 years, supply chain finance process has gained a lot of traction and many companies are using supply chain finance to improve their business efficiency and lower their financing costs							
		2			Anurag Atwal	153002	Will Third Party Logistics(3PL) services improve the efficiency of Indian companies
					Ranjith Raman	153009	
					Rahul Singh	153042	
Abstract : Third party logistics or 3PL is a new concept in the logistics domain of supply chain management. Logistics broadly refers to the complete cycle of material flow in an organization: starting from the purchase of raw materials, controlling the work in process inventory, warehousing, to shipping of the finished goods to customers. When the management of these logistic functions is outsourced by the companies to outside parties, the company is said to be using a third party logistics provider. In today's tough economic scenario every organization is looking to find strategic advantages over their competitions, and managing the logistics component is the biggest hurdle they face							
		3			Arjun Girish Sanghani	151085	Impact of Business Analytics on Supply Chain Performance in E-Tail
					Aditi	152047	
					Mehul Jain	152088	
Abstract : In recent years the role of analytics in every sphere and stage of business has grown tremendously. It has been identified as an important tool for Supply chain management, and optimization techniques have become an integral part of organizational business processes. However despite such developments there is very less evidence of systematic and structured analysis of the impact of BA on SC performance. It is known that adoption of improved supply chain management systems leads to better financial performance of the organization by improving the inventory turnover and reducing sales expenditure. Yet it is difficult to discern any measurable improvement in the performance of supply chain and the SCM systems are often struggling to achieve competitive advantage. Business Analytics are not a technology but a group of approaches, organizational procedures and tools used in combination with one another to gain information, analyse that information, and predict outcomes of problem solutions in any of the areas of SCOR (Plan, Source, Make, and Deliver) model of supply chain.							
		4			Shashank Goel	153103	Impact of agriculture supply chain bottlenecks on vegetable prices in India.
					Akshay Gupta	154106	
Abstract : The purpose of the paper is to study the various factors which influence the price of vegetables in the Indian market. Exploratory research was done in 2 APMC mandis after which secondary data from 3 APMC mandis from Gujarat was taken for analysis which included averages of the response from farmers, agents and retailers on a 5 point Likert scales on 18 factors impacting the price. National demand, national supply, number of sellers, government policies and season are the most significant factors impacting the vegetable prices. The government needs to focus on its policies & demand planning and forecasting to match the demand and supply resulting in reduction of volatility in the prices of vegetables.							
		5			Siddhartha Paul	154003	Study the effect of supply chain efficiencies on Carbon footprint and GHG
Abstract : The intent of this study is to improve our understanding of Carbon Footprint within the context of small scale manufacturing industry. The case study based approach is employed as a research method. Primary data is collected by site visits and interviews with Nitin Wire Group's Plant and Corporate management teams. The identification and measurement of direct and indirect carbon footprint is critical for assessing supply chain risks. Setting up a system boundary is the first step towards the study of carbon footprint in the supply chain. In today's carbon constrained world, developing a map of product carbon footprint is becoming increasingly important. Given the focus on manufacturing in MSME sector, sustainability issues in the industry have become pertinent. Since climate change and carbon footprint present challenges for many industries, increasing our understanding of how to integrate carbon footprint in supply chain management is necessary, but has seen little research in the small scale manufacturing sector. We have collected data from a small scale firm, "Nitin Wire Group" and mapped out the contribution of various phases to the Carbon footprint per unit production of the firm.							
		6			Soumendu Mukhopadhyay	151034	Impact of Supply Chain on Firm's Capital
					Souvik Dey	153079	
					Nakul Gupta	153085	
Abstract : Supply chain improvements can be quickly and easily linked to an increase or decrease in ROCE. A study of ROCE (return on capital employed) will be used for measuring the general management performances in relation to the capital invested in the business and for accessing whether a business generates enough returns to pay for its cost of capital. With this study we plan to get better clarity on how important role the supply chain & logistics system of Indian companies is playing in impacting the capital. Many companies have a significant untapped opportunity in their supply chain practice to improve working capital performance and increase cash flow							
17	MAH	1	Mahima Gupta	Great Lakes Institute of Management, Chennai	Subhaish Goswami	154044	Identifying Indian Consumer Buying Behavior using In-Store
					Gaurav Kumar	154054	

				Sagar Pandhoh	154060	Identifying Indian Consumer Buying Behavior using In-Store Messaging Service
<p>Abstract : In this Empirical Study, we built a model that predicts the effect of branding, bundling, promotions, frequent buyer, smartphones and in store messages on the store sales. These models can be used by stores to test if they should implement In-store messaging in their stores. We conducted a survey and got a training data set of 152 responses to build our model for classes: 0 and 1. 0: the class of people who would not buy products from the store if they used in-store messaging service, while 1: those who would buy. We have run discriminant analysis on the 6 IVs. Our model has predicted that, 17.1% of the people belong to Class 0 while 82.9% belong to Class 1.</p>						
		2		Pratik Basu	154050	Designing the ideal Snack food outlet for residential educational campuses
				Nishit Chandarana	154061	
				Srivatsan Iyengar	154068	
<p>Abstract : In most residential campuses, where sleep is an unaffordable luxury and hunger is at the canteen's mercy, there exists a business opportunity to develop an ideal snack food outlet that provides value to the students as well as earn an attractive return on one's investment. This paper aims to reveal the factors that encourage food consumption by students in the college premises, and thereby come up with an ideal food outlet design through regression techniques and observed Moments of Truth. As part of our research, questionnaires were distributed to 121 respondents (students studying in residential campuses across India), and the outcomes included a list of factors that the students considered to be significant the food outlet should possess. This paper provides insight into the factors influencing student consumption, and provides a mock outlet design that would cater to these significant factors.</p>						
		3		Kumar Rajan	154032	Factors affecting the success of Start ups
				Saket Mohan Jha	154039	
				Rajiv Ranjan Dutta	154088	
<p>Abstract : "9 out of 10 start-ups fail" is a common saying in the entrepreneurial realms. But why? How is it that a country having only a few million people with no natural resources can be the producer more start-up companies than large, peaceful, and stable nations like Japan, China, India, Korea, Canada, and the United Kingdom? This study is an attempt to answer these questions by addressing the factors that determine the success of start-ups. First, success and failure factors are identified through a literature review. Then the dynamics of these factors have been understood by developing a questionnaire that was distributed to entrepreneurs to understand the ground reality. The paper gives insights into what factors an entrepreneur must address so that the new start-ups can fare better.</p>						
		4		Srivani C K	152034	Using Predictive analytics to anticipate future best seller
				Varun Dabbiru	153084	
<p>Abstract : Thanks to the fast emerging social media marketing platforms and their reach to a large variety of audience in multiple fields at lower costs, more and more organizations today are looking forward to adapt the digital marketing methodologies. They have become powerful platforms to send messages in no time catering to the needs of audiences at a finger click. For Example: Facebook has around 1.35 billion monthly active users. In other words, Facebook's user base is just a hair smaller than the population of China, the most populous country in the world (with about 1.37 billion people). Stats like these help in convincing us that social media is indeed worth our time and energy. The numbers help us grasp just how much potential there is for engaging with prospective customers on the social web. They inspire us to act. It would not be surprising to know that these are impacting the "top of the mind" thoughts of the consumer and thus increasing the footfalls offline and online. These emerging resources are being tapped not only by entrepreneurs but also by multinational companies. Authors have also entered into the digital media space and thus are striving to increase their book sales. It now becomes important to understand the factors influencing the social media space significantly. This study is an attempt to understand the significant factors influencing best sellers today</p>						
		5		Himanshu Jain	151010	Vendor Performance evaluation in Automobile Industry using AHP
				Shashank Shekhar	151026	
				Samir Kumar	151098	
<p>Abstract : Today we increasingly face the problem of selecting between a numbers of alternative while making a decision. When the number of parameters that go into the final decision goes large then the decision maker is bound to make wrong choices or at least not the best available choice. The Analytic Hierarchy Process (AHP) is a mathematical technique for multi-criteria decision-making. AHP enables decision maker to make decisions that involves many concerns-</p>						
		6		Mukesh Shah	153090	Study on change in customer intention in E-Tailing after placing the order
				Krishna Chaitanya Yapalaparvi	153094	
				Swapnil Tejveer Sharma	154099	

Abstract : The increasing access to the internet has widened the scope of various activities be it social interaction, banking transactions, online shopping, ticket booking etc. These activities have led to rise of electronic commerce or e-commerce. The growth of e-commerce space has been remarkable and this has given a push to e-tailing, but still there are obstacles that should be overcome to make e-tailing a huge success. In the internet world where information is easily available has pressed to watch out for the reasons which affect the intentions of the customers. This empirical study investigates the variables that provide insights about the change in customer intention in e-tailing after placing an order. A survey of 110 customers having an online shopping experience was conducted using a questionnaire for an empirical investigation. This study tries to attain the objective by applying the statistical technique of factor analysis and extracted six important factors.

		7			Varun Bhardwaj	152049	Optimization of delivery models for e-commerce industry.
					Shishir Vivek Bhaskarwar	152075	
					Shantanu Ginodia	153026	

Abstract : Our study focuses on optimization of delivery models for e-commerce websites. We propose to study various delivery models present in India and how models like one day delivery can be used by hub optimization techniques and integer programming keeping constraints like cost and time. For transportation of goods various transport system like railways, roadways and airways will be used. In the initial stage we study only one state and apply all this techniques to obtain an efficient model for one particular state. Which could be increased later. An in-depth study of railways, national and state highways will be undertaken, along with hub optimization, optimal routes would be found out which will reduce the effort, cost and time of the delivery. A model will be created for a particular state and depending upon the type of delivery system the model will give us the number of hubs required, their location and the time required and the cost. It will help e-commerce giants optimize their supply chain for future expansion. This study has not included the current hubs present for any company.

		8			Nupur Agrawal	152007	Factors determining target customer and their acceptance towards same day delivery
					Abhinav Jain	153057	
					Shyam Kumar	153059	

Abstract : This study focuses on determining who can be the target customer and the different attributes which should be focused by the e-tailers to encourage same day delivery of the various types of goods. The survey was conducted on the sample size of 135 of both the sex, being regular users and age between 20 years and 40 years. The logistic regression was conducted on the gathered data with Hosmer and Lemeshow Test. Ultimately it is concluded that the customer is willing to pay extra delivery charges. Also, the customer would choose same day delivery for the product exclusively available on the website. The higher priced products resonate with this model

		9			Alok Sharma	153100	Brand Positioning on Social Media Sites and its impact on Company's Revenue
					Debanjan Paul	153104	
					Gagandeep	153114	

Abstract : Nowadays e-commerce is one of the most booming sectors. People prefer to buy many things online rather than going for brick and mortar shopping and in e-commerce space social media sites plays a very important role. These sites act like a promoter for e-shopping. It is observed that around 75% of internet users are registered on different social media sites and this is the reason why social media sites are always targeted by the companies for their brand promotion. But the real confusion arises that how the promotion can be made better through these sites. This paper aims to reveal and provide insights into the factors which tell the ways in which brand can be positioned on social media sites so that it puts a positive impact on purchase intention of the consumers.

18	SAN	1	Sanjoy Sircar	Management, Chennai	Rutvij Oza	151069	The Effect of Attrition Rate on the stock prices of IT companies
					Yogesh Ghariya	153062	
					Shakti Jakhar	154074	

Abstract : The purpose of this empirical study was to determine whether the attrition rate of IT companies has any impact on their stock prices. The sample refers only to large-sized IT companies of India – TCS, Infosys, Wipro and HCL. Quarterly attrition rate data for each of these companies for the last 5 years was collected through their quarterly reports. Stock prices before and after the quarterly report date were taken to find the change in stock price. Profit and revenue growth for each quarter were taken as covariates. The CNX IT index change was also included to remove the effect of macroeconomic factors. Statistical analysis was done using factor analysis and regression. The results show that attrition rate has a significant effect on the stock prices with a p-value of 0.016, while the growth factor does not have a significant effect. We conclude that the absolute growth does not affect the stock prices but the growth vis-à-vis the expected growth could be what actually makes an impact. Attrition rate shows a significant negative impact on the stock prices of IT companies, however a study including more variables which affect stock prices to improve the R-square should be conducted to verify whether the effect remains significant in that scenario or not

		2			Atrayee Bhattacharya	151035	Comparative Study of Cash Policies of Public and Private Sector Companies
					Amlan Jyoti Bhuyan	151041	
					Anuraj Bhadra	153074	

<p>Abstract : Compared to private corporates, a large number of state-owned companies have a huge cash pile. An analysis of cash rich companies which are part of BSE 500 shows that a majority of cash-rich PSUs have underperformed their private sector peers and benchmark indices. Studying the trends in the stock prices, it is observed that the market views private firms with a cash hoard as better bets, especially during a slowdown</p>							
		3			Manzoor.A	152099	Analyse the Causes of Non-Performing Loans in Indian housing Market
					Kaushik Purushothaman	153051	
					Vivek Anand	153113	
<p>Abstract : The Indian housing loan market is at its highest levels and profitability of this industry depends on its ability to recover the loans. Borrowers have to be screened carefully as a mistake here would increase the probability of the loan becoming an NPA. There are certain characteristics in a borrower's profile (captured in the application forms) that can be used to predict the borrowers who are more likely to default. To create this model (that predicts the possible NPA's), interviews with the top management of a housing finance company was conducted and secondary data from the company was used. The procedure of Logistic Regression is used to determine the correlation between the number of NPA's and the various characteristics that most likely cause NPA's.</p>							
		4			Dhulipalla Bharadwaj	151008	Identification of key drivers for selection of payment gateways in India
					Sreeram K Moorthy	151033	
					Pratik Mohanty	154051	
<p>Abstract : E-commerce has been the buzz word for the last decade or so in India and throughout the world. It is one of the fastest growing industries. E-commerce industry in India is worth \$10 billion with a growth rate of around 34% year on year as in 2012. The industry is expected to grow at the same rate over the next decade. This brings to the most important juncture in a transaction, Point of Sale and how the money flows from a customer to merchant, taken care of by a payment gateway. A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar.</p>							
		5			Samrat Ghosh	153045	Analysis of performance of mutual funds v/s direct investments by retail investors
					Anjaneya Mhatre	153046	
					Snehashish Laha	154045	
<p>Abstract : The main purpose of this paper is to analyse the performance of actively managed equity mutual funds versus direct investments into equity market indices. The study analysed the risk adjusted returns of four funds within each category across four different categories of equity mutual funds over a five year period from October 2009 to October 2014. The five year daily net asset values were sourced from the website of the industry body and analysed for metrics such as variance, alpha, Sharpe ratio, etc. This paper provides evidence of the superiority of equity mutual fund investments over that of the benchmark indices and also provides ranking data of mutual funds within their category as well as ranking of fund categories</p>							
		6			Aruna	153027	Management of working capital in different industries
					Vaibhav Roongta	154031	
					Nikhil Narsapur	154049	
<p>Abstract : Objective of this empirical study is to study these 3 aspects in some companies from different sectors like FMCG, Banking, Aviation, Pharmaceuticals, Infrastructure to name a few and to find better managing solutions for them. The study will analyse which component forms the major of the working capital, in different sectors. The cycle of sales and realization of proceeds impacts the efficiency of managing operating cost of any company. The study will reflect the relation between the working cycle period and earnings of an organisation</p>							
19	SAT	1	Satish S. Maheswarappa	IIM,Kashipur	Dhirendra Sinha	151092	Online Consumer Review Reading Termination Pattern and Decision Making
					Shishir Kumar	152095	
					Sudhanshu Jha	152096	
<p>Abstract : This empirical project is intended to study the pattern of reading of online reviews by consumers in the e-commerce industry. It studies the impact that reviews of various types have on customers after they read them. It studies how the reviews of positive connotation and negative ones impact the buying intention of customers. It also observes how different star rating reviews impact the buying decision of customers. This study has been done by observing the primary data on various e-commerce websites about various product categories: Experience, Search, and Credence, High and low involvement products. This experimental design was done by creating various sample catalogs to simulate online catalog and manipulate independent variables.</p>							
20	SHA	1	Shanthi K S	Great Lakes Institute of Management,Chennai	Pooja Badhwar	151006	Analyze whether FDI causes 'crowding-in' or 'crowding-out' of domestic investment in India
					Mayank Sharma	151088	
					Siddhant Parnaik	154011	

<p>Abstract : This study suggests that an integral key of the impact of FDI on development is through its effects on domestic factor markets, especially domestic investment and the gross domestic product. In this context, this study examines the links between FDI and domestic investment in India. We study the impact of FDI on domestic investment through the concept of ‘crowding – in’ and ‘crowding – out’ effect. Our analysis shows that FDI is closely linked with crowding – in of domestic investment in India. Inflow of FDI in India has caused the gross capital formation rate and the gross domestic product to rise over time.</p>							
		2			Varnika Arora	154036	Adaptation of Smart Devices by Indian Consumers
					Arihant Gupta	154048	
					Saheb Singh Lall	154055	
<p>Abstract : In an ever competitive era, innovation can be a key attribute in the success of any industry but it involves challenges on the marketing and technological front. From the consumer perspective it is important that various competing companies capture the consumer essence into the new product development. Thus it becomes highly important to understand the individual parameters that drive the technology adoption by the consumer. The purpose of this research is to study the factors that contribute to the Indian consumer’s behaviour in terms of technology adoption particularly in the field of wearable smart devices such as smart watches, smart rings, smart goggles, smart bands etc</p>							
		3			Shiekh Sajad	152005	Metallurgical Process Industries been able to optimize Supply Chain of Critical Raw materials
					Neeraj Poddar	152016	
					Anand Viswanath	154041	
<p>Abstract : Today manufacturing companies are hedging their bets by acquiring and maintaining safety stocks to counteract the potential disruptive forces of unanticipated customer demand. Although it sounds easy, this has been a daunting task for companies. Through this Empirical Research, we aim to evaluate the factors which drive the availability of raw materials (Alumina in this case) in a manufacturing industry and provide better visibility and understanding of their supply chain thereby equipping the planners with a better procurement and SCM model in order to reduce the inventory carrying cost & avoid sudden shortfall of supply.</p>							
		4			Divesh Mishra	151084	Impact of Foreign Investment in Export Behaviour of Domestic Firms in India
					Swagatam Basu	153061	
					Sumit Chaudhary	153101	
<p>Abstract : Foreign Direct Investment has taken a front row in India’s recent economic foreign policies. However there is a detailed debate on whether FDI has had the required benefits that were projected. In this regard another aspect of India’s current economic situation is its current account deficit, the easiest way to rectify which is through exports. In this regard, the following report tries to find relationships between FDI in Indian pharmaceutical industry and their export intensity in an effort to understand how they affect each-other and whether the benefits are as projected. We also try to look into other industry specific factors which might contribute to this relationship</p>							
21	SRI	1	Sriram.S	Great Lakes Institute of Management,Chennai	Sreenath	151054	An analytical comparison of Zomato’s and Cloudcherry’s Customer Delight Rating models
					Vignesh	152046	
					Aditya	152055	
<p>Abstract : With the advent of Internet into every industry and high competition between different organisations in various business sectors, there is an increase in consumers’ reliability on the reviews about an organisation. Let us take the example of Restaurants, Food lovers would like to check a review of a certain restaurant before trying out food at there. Of late, this is emerging as a trend in metropolitan cities of India. One such portal that serves as a restaurant discovery guide is Zomato. It gets reviews and feedback from consumers and let other consumers know. One other company that works in this space is Cloudcherry, which works on customer satisfaction model that helps the companies know about the feedback instantly based on real time data</p>							
		2			Jayadeep Balabhadra	151025	Relationship between ratings of restaurants and their metrics of success
					VVMNR Bhargav Babu Yakkali	152053	
					Katta P Siddartha	152091	
<p>Abstract : This empirical study aims at finding the correlation between zomato’s ratings of restaurants and the restaurant’s revenue in India. We mainly work towards finding relevant sources of the restaurant revenue such as food companies which are listed. In the study, we conducted a survey where in a sample of restaurants was chosen based on convenience sampling. The data related to the restaurant success metrics such as attitude of customers, cleanliness, price, quality of food, and service offered by the restaurant were collected through a questionnaire. All this data is analyzed through regression techniques to find the relationship between Dependent variables and Independent variable. Online rating do impact the success metrics of the restaurant and hence our hypothesis works true.</p>							

		3			Vamshi Krishna M	152008	Substitute model for RATER to capture Customer satisfaction more accurately in Restaurants
					Venkata Phani	153028	
<p>Abstract : Cloud Cherry company asked us to reduce the length of the questionnaire they use to capture customer experience as they are not getting enough responses from their customers. We got the secondary data from the clients of Cloud Cherry. After getting the data we have done reliability test to conform whether the data we got from Cloud Cherry is reliable for further statistical analysis. Our reliability test was success and we are good to do further analysis. Cloud Cherry is currently capturing the customer experience using RATER model. In this RATER model, there are five factors. Based up on their questionnaire, we understood there are many questions for Reliability and Tangibility and these had to be reduced.</p>							
22	SRR	1	Sriram. D	Great Lakes Institute of Management, Chennai	Varun Venugopal	151002	Does customization of online advertisements increase consumer purchase intention
					Tony Richards C	151015	
					Rahul Sharma	151039	
<p>Abstract : Customization of information communicated through online advertisements has helped marketers generate cash flows by affecting a customer's purchase intention. This study attempts to find out which factors influence a customer's purchase intention the most. By surveying a sample of 147 net savvy participants in the age group of 25-30 and analyzing the collected data using Factor analysis and Structural Equation Modeling, it has been found that among the factors namely, Trust, Price and Regulation; the first two are the most significant (p values for Trust, .035 and Price, .048). The marketers should, therefore, effectively communicate these factors in their online advertisements to positively affect customers' purchase intention</p>							
		2			Nirmal Raj	152013	Factors influencing customers to buy products which are exclusively launched in e-commerce
					Karthikeyan M	152090	
					Yogesh S	154035	
<p>Abstract : As eCommerce in India is exploding and the trend of products getting launched exclusively online is on the rise, it is important to identify the factors behind purchase of this products. Mobile phones, watch, gaming consoles and apparels are the product categories taken for this study. Netnography through product reviews by customers in ecommerce websites and questionnaire data collected from customers who bought the products were used with structural equation modelling for the analysis. Word of mouth, product credibility, website brand trust and value for money are the factors identified to be significant. Firms can launch products directly in online channel by focusing and optimizing the available resources based on the identified key factors thereby increasing the bottom line.</p>							
		3			Paul Gladstone Boon	152027	Impact of Brand Equity for medium scale B2B enterprises
					Krishnan Unny K	154019	
					Santhosh Krishnan	154076	
<p>Abstract : This paper focuses on study of antecedents of brand equity for medium scale B2B enterprises. The research is carried out by obtaining responses from pioneers in industries such as automotive, energy and IT/ITES sectors using reliable scales obtained from review of marketing literature. Further a structural equation model is presented which shows impact of factors like associations, value proposition, market share, history and heritage on brand awareness. Further it validates the relation between brand awareness, brand image and brand performance on brand loyalty which confirms customer preference and purchase intentions, validating the proposed research framework. Strong relations are established showing the importance of value proposition, in B2B brand building. Further there is strong relationship established between brand awareness, brand image and brand performance leading to brand loyalty.</p>							
		4			Sonali Ray Chaudhury	151051	Customer Engagement: A path towards Brand loyalty and Positive word of mouth
					Dhawal Sharma	154026	
					Rishank Singh	154101	
<p>Abstract : In modern world customers are the most important factor for any brand and each brand has different methodologies to engage them and keep them constantly satisfied. The primary purpose of our project is aimed at studying customer engagement which is directly dependent on involvement, interaction, valence and rapport. These are the independent variables and form the backbone of our study. To start with a questionnaire was prepared and floated to get the responses for two products i.e. phones and pizza, with respondents being mostly in the age bracket of 20-30 years. The reasonable Cronbach alpha paved way for further analysis. After performing regression analysis it is established that with significant p-values customer engagement does leads to word of mouth and customer loyalty</p>							
		5			Tushar Aggarwal	151014	

					Medha Gupta	153072	Pre-launch information for new product and effect on consumer's expectations and purchase
					Varun Singh	153111	
<p>Abstract : The aim of this research study was to find out that what all features of a New Cellular Device attracts most customers during the pre launch buzz to make purchase decision later. The found out factors are the ones that the cell phone companies should target during the creation of pre launch buzz. With the findings we would be able to safely conclude that consumers would prefer to purchase the cell phones that have created pre launch hype centred on factors eg Aesthetics of the phone, pre launch gimmick eg the one used by Steve jobs during I Phone launch and the exclusive applications launched with the device.</p>							
		6			Renju Koshy Zachariah	152026	Customer loyalty in e-commerce
					Manjit Singh	152070	
					Shashank Vemuri	152089	
<p>Abstract : This empirical study deals with understanding the various factors influencing customer loyalty in the e-commerce industry, specifically in the B2C area. It aims to measure the degree to which the customer uses economic considerations as the primary motive for selecting an e-commerce website and the extent to which an enriched shopping and service experience can improve customer retention. It seeks to identify ways by which e-commerce websites can enhance loyalty among customers by improving the hedonic value that they can add for the customer, instead of only focusing on the utilitarian values, thereby moving the focus of the customer away from price considerations. Market research will be carried out to gain insight into what customers value most and what potential strategies might be useful for e-commerce sites</p>							
23	SUR	1	Surendra Sundararajan	Professor of Finance, Faculty of Management Studies	Shweta Srivastava	153036	What are the Factors considered while making fair valuation of a company
					Siddharth Razdan	153064	
					Praveen Kumar Suman	153105	
<p>Abstract : The price of a stock at any given time is influenced by various factors. Many internal and external forces drive its prices. The scope of this study is focus on few key variables like- P/E ratio, P/B ratio, EPS, Debt/Equity ratio and net profit margin. The study is an attempt to capture the influence of each variable on the stock price. The study will also try to find out the correlation among each variable on the prices of a stock. In an attempt to gain better understanding of the effect of variables on the prices, we have reviewed around 30 empirical research papers, articles and essays authored by people across the world, the summary of which we're providing</p>							
24	SUE	1	Suresh Srinivasan	Great Lakes Institute of Management, Chennai	Alphy Kamalasan	154005	Has technology in the banking industry increased the performance of banks
					Rishabha Ganju	154009	
					Chintan Paresh Bhuva	154023	
<p>Abstract : This study examines the impact of technology on performance of SBI and associates. The researchers have done this research using primary and secondary sources of data thereby using annual financial reports of SBI and associates and floating a questionnaire to capture primary data. The statistical tool adopted in testing hypothesis was analyzed using descriptive statistics and regression. The major findings of this research revealed that, there is no positive impact of technology on the Profitability of SBI and associates but there is a visible positive impact on the Operating efficiency and Customer delight of SBI and associates</p>							
25	SWA	1	Swaminathan. T.N	Great Lakes Institute of Management, Chennai	Aparajita Mukherjee	154016	Brand Management Strategies of SMEs in India
					Navendu Vimal	154021	
					Manish Agrawal	154073	
<p>Abstract : In this empirical research we will assess how effective is the alternative marketing strategy like guerrilla, viral, word-of-mouth, brand building activities and event based marketing when integrated with social media platform in case of SMEs. The research methodology is both, qualitative and quantitative and is aimed at collecting data from SMEs followed by data analysis using Statistical tools like SPSS. We found that factors like founder's brand values, founder's core competencies, brand diversity, market coverage and brand portfolio to be significant in generating maximum responses from the target segments. We can conclude by saying that SMEs as they have constraints like financing, marketing budget, human resource, etc. should focus primarily on these above mentioned factors.</p>							
		2			Samer Akhter	151023	Attitude and preference of customers towards COD and Online Payments
					Atul Singh	151062	
					Dhiraj Khanna	152019	

Abstract : The Aim of this study is determine the factors which influence the attitude and behavior of consumer online while making payment and to understand the reason behind customer opting for the Online payment over Cash On Delivery(COD) and vice versa. It tries to understand the role of factors like Social norms, Risk, product price, convenience, tendency to have cash in hand etc, play in decision making process of customer. Implications of this study can be utilized by companies to improve their product offerings and online portal visible cues to encourage customer to go for the online payment method. Since Online payment method enables company in faster revenue realizations and increases the cash flow of the company it can help increase the bottom line of company

		3			Priyank Kapoor	152061	Impact of changing lifestyles on buying pattern of durables in urban India
					Anuj Gupta	152073	
					Prashant Sharma	152097	

Abstract : India, one of the fastest developing countries, has been going under a drastic transformation. With the development of country, the citizenry lifestyle has also shown new trends. Their lifestyle has been mainly influenced by the changes in social and cultural factors, their preferences, attitude, psychographics and demographics. A change in lifestyle is in turn changing the buying pattern of consumers. In this research a study was made on 240 respondents (online and offline) belonging urban part of India. The questionnaire mainly focused to gauge their lifestyle factors and their impact on buying behaviour with help of a 5 point Likert scale. Conceptualization of lifestyle consisted of four dimensions: Internet involvement, Brand consciousness, Fashion consciousness and Non-Cash buying (Usage of credit options and Usage of plastic money). Study indicated that all of the above mentioned lifestyle dimensions positively impacts the buying behaviour/pattern of consumer.

		4			Rajat Kedia	152031	Multi-sector comparison on requirement, acceptance and benefits of SMAC Technologies
					Abhishek Jain	152056	
					Shivam Arora	152072	

Abstract : SMAC is an acronym which stands for Social Media, Mobile, Analytics and Cloud technologies. In the current business environment, firms are using these digital technologies for seamless flow of information across the value chain and streamlining their business operations. SMAC creates an ecosystem that allows a business to improve its operations and get closer to the customer with minimal overheads and maximum reach. However, the relative adoption and benefits of the SMAC technologies varies across different industry verticals/sectors

		5			Pavitra Anaji	154030	Segmentation of Consumer Response to Social Media Marketing in the Indian Market
					Raghvi	154082	
					Mayank Vashishth	154089	

Abstract : Social Media is everyone's favorite hobby today. It is hence wise to use it as a medium for marketing. Our study is aimed at identifying the right target audience among Indian youth who will actually buy the product. To carry out the study, a sample of 100 students/working individuals with most of them falling within the age group of 15-30 were considered and were asked to take the survey, and the records were analyzed to arrive at 4 segments wiz. 'Active buyers', 'passive non-buyers', 'information seekers' and 'talkers'. Cronbach's alpha, clustering, and regression. Three segmentation bases: brand engagement, purchase intention, and WOM were use. Based on our study, the group of Active Buyers must be targeted to generate the largest amount of sales.

		6			Utsha Ray Chowdhury	151007	Social Media Marketing- An Awareness Booster or Decision Accelerator for Smart Phones.
					Aritra Das	151074	
					Sayantana Dutta	152092	

Abstract : Social Media Marketing is perhaps the most upcoming way of marketing a product in today's world. Social Media Marketing is at the peak of its lifecycle and Facebook, Twitter, LinkedIn and other social media websites have given it an all new dimension. The current tech savvy generation of the world is heavily into social media and this is the market that companies target via extensive social media marketing. With the advent of mobility and social media platforms, smart phones have taken an important place in the day to day activities of individuals. In today's heavily connected world, people have become extremely choosy about the smart phones that they buy and use. Company's try to innovate and come up with latest versions of smart phones with the latest features and technologies to satisfy the ever increasing needs of the customers. Since it is a highly competitive market with the likes of big players like Samsung, Nokia, Sony etc. fighting to capture the major shares, effective and innovative ways of marketing strategies is of utmost essence. This is why

		7			Rohan Shah	151052	Factors influencing Fans engagement and recall of IPL Team Sponsors and Loyalty
					Nupur Sharma	151056	
					Krunal Ajit	152050	

<p>Abstract : Indian Premier League (IPL) is a Twenty20 cricket tournament where different franchise teams participate for the title. IPL is the most-watched Twenty20 cricket league in the world and also known for its commercial success. During the sixth IPL season (2013) its brand value was estimated to be around US\$3.03 billion. The official website of the tournament is www.iplt20.com . Incorporating popular forms of social media, the website now contains a more holistic presence across all online mediums to empower user interaction. However post IPL season, franchises of teams are not able to engage their fans with IPL. Famous leagues of other sports like NBA, NHL, FIFA, BCL etc. use different ways to keep their fans engaged with them</p>							
		8			Akshata Patil	153005	Power of LinkedIn: Can LinkedIn replace the traditional job portals
					Namrata Raina	154006	
					Nipun Sahrawat	153037	
<p>Abstract : Our empirical study seeks to explore if LinkedIn has the potential to become one stop solution for the needs of both recruiters and the applicants, if it can replace other portals such as naukri.com, timesjob.com and monster.com, and if companies can do away with maintaining the careers page on their site. In this regard, the problem statement would be targeting to see how far LinkedIn has been able to progress in this direction and how far it has penetrated the job search market. In this regard, our empirical study aims at understanding the extent of effect on the number of job offers that are offered via Linked In, that is to say, all the factors that make LinkedIn more preferable and popular than the traditional and other portals for job search</p>							
26	TAP	1	Tapan Panda	Great Lakes Institute of Management, Chennai	Manikandan R	151042	Application of Gamification in FMCG Industry
					M Venkataraman	152059	
					Aniruddh Narayan	154059	
<p>Abstract : Gamification is the use of game elements and game techniques in non-game contexts. It refers to the social layer that involves engagement and loyalty, which exists on any enterprise or consumer-facing application. It is a key marketing tool that engages a customer to a brand and helps companies to gain a better competitive advantage in emerging markets. FMCG space is one of the key areas which have practical application of Gamification techniques, which helps brands to increase customer activity, build loyalty, broaden research and monetize assets. Social media and Mobile has helped FMCG brands to build a personal communication with consumers allowing them to nurture advocates and try out new product ideas</p>							
		2			Siddharth A	152006	Role of Paid Video Advertising in Consumer Engagement in Social Media
					Manpreet Kaur	152044	
					Kamesh S	153040	
<p>Abstract : Most people tend to skip the advertisements that come before the videos in social media websites, or do not pay attention unless it is very unique and cool. This paper studies the effect of incentivized online video advertising on the ad viewership and purchase intention of consumers. The idea is to introduce discount coupon codes at the end of these online advertisements which the users can redeem only during product purchase. A sample of 216 respondents belonging to the generation Z (people born in or after 1990) was asked to answer a questionnaire. The analysis was done using the Structural Equation modelling (SEM) technique. It was found that incentivized online video ad has a greater positive influence on consumer purchase intention than the non-incentivized ads.</p>							
		3			Bharathwaj	152029	Role of various attributes that influence consumer's purchasing behaviour
					Ashwin Narayanan	154027	
					Gautham K	154110	
<p>Abstract : Purchase intent and the effect of various factors on the same have been established in our empirical and a model has been developed for the same. We had grouped various independent variables under various factors namely Store Atmospherics, Packaging and Retail & Media. This grouping and its significance was confirmed with the use of SPSS AMOS. Using regression, the significance and beta weights of various independent variables was found and the inferences were found to be in accordance with expectations. Interaction effect was checked between IV's and various independent variables. After checking for correlation, mean centering was done wherever it is necessary and the effect of interaction variables were also studied on purchasing intent.</p>							
		4			Dhaval Jindal	151003	Customer retention - marriage or romance in the air- an Indian perspective
					Rajat Sharma	152003	
					Ankit Pranami	152054	

Abstract : Customer retention is a critical issue for method researchers, yet one that has gotten little consideration. While authoritative researchers have analysed firm survival as a ward variable in various studies, the survival of a between firm dyad has been dismissed. We draw from org hypothesis, exchange cost financial matters and the knowledge based view (KBV) of the firm to analyse the determinants of customer retention. Utilizing a novel board dataset of over a hundred customer connections of an expansive data engineering firm, we have the capacity survey how the historical backdrop of the exchange attributes between the supplier and their purchasers sway customer retention. Particularly, we find that customer retention is determined by past activities at any rate as much as activities that happened in the current exchange

		5			Aditya Agarwal	153089	What is the Best Mix of Features Impacting Popularity of Social-Networking Websites?
					Ayush Sinha	154071	
					Pragun Jain	154081	

Abstract : Social network sites are one of the facilitators of social networks. They provide a platform by creating opportunities for interaction among the members of social networks. For example, Facebook is a social network site that facilitates its users to form networks and interact with one another. Despite the failure of social network sites such as Sixdegrees.com and Friendster, some of the social network sites are still growing very rapidly. For example, Facebook has reached more than 4002 million users and LinkedIn3 has reached 66 million users. Another successful example is Twitter. Around four years ago, almost nobody was aware of the existence of a social network site called Twitter.

		6			Apurv Mishra	152004	Impact of social media on marketing. Media influence on consumer behaviour
					Kratika Saxen	153052	
					Sukriti Sinha	154029	

Abstract : The study examined the impact of social media marketing on consumer behaviour and its effect on consumer buying behaviour. To measure the impact we started with the literature survey and decided the variables after conducting a focused group discussion. Finally we conducted a market survey to measure the impact of the variables found above. Results showed that though there is an impact of social media sites like Facebook, YouTube, Foursquare and blogging sites, but the impact is not so significant. Also, YouTube has a significant impact on consumer behaviour. Results showed that the businesses should focus on selective social media sites to make the best use of them in impacting consumer behaviour thus minimising the cost of marketing. If a company motive is to engage the customers and to make them participate in the activities related to its product/services, it should use Facebook or YouTube as a social media platform. You tube is more significant as compared to Facebook, especially to the consumers who are highly engaged with You Tube to seek entertainment

27	VAI	1	Vaidy Jayaraman	Great Lakes Institute of Management, Chennai	Renuka Vadde	151075	Evaluate the effect of collaboration index of the performance of supply chain
					Steeve Renold	152063	
					Manojkumar SV	154001	

Abstract : The Indian urban consumers are becoming more sensitive and demanding. Urban household income and purchasing power are also on the rise. Under such circumstances, in order to ensure growth the supply chain must be adaptive and anticipative. Adaptive supply chains or supply networks are those that are flexible enough to meet the demand of changing customer markets. An adaptive supply chain requires greater collaboration and visibility between all points within the supply chain and all its extensions. Supply chain collaboration (SCC) is defined as two or more chain members working together to create a competitive advantage through sharing information, making joint decisions, and sharing benefits which results from greater profitability of satisfying end customer needs than acting alone.

		3			Kanul Dhawan	151024	Measure taken by Industries to avail benefits of Milk Run
					Ankit Sachdeva	151038	
					Minna Maria Thomas	153020	

Abstract : The objective of this study is to determine the benefits achieved by different industries by employing milk run in logistics management. For this purpose, the main benefits like reduction in transportation costs and productivity have been identified and a study on different variables/ measures such as logistics integration, route optimization, no. of assembly/ delivery locations and percentage of full truck load taken by industries to achieve these benefits have been done. Primarily, the qualitative technique like surveys has been done to gather and formulate data. By doing this, it's expected that these variables are likely to reduce the transportation/ distribution costs and increase the productivity.

28	VEE	1	Veeravalli. R.S	Great Lakes Institute of Management, Chennai	Anagha Choukhande	151031	Factors driving placements in B-School From Companies' Perspective
					Harshad Bansal	152081	
					Swati Malik	153033	

Abstract : In the past few years, MBA has gained a lot of popularity amongst students who desire an exponential career growth. This pattern has been consistent almost throughout the world, with Indian B-Schools differentiating in terms of providing campus placements. Over time, B-School placements have become the Unique Selling Proposition to attract cream of the available talent amongst applicants and also charge a decent part of the fees accordingly

		2			Sheenu Jain	152037	m-readiness: Factors affecting the launch of m-commerce from an Indian Organization's perspective
					Madhur	152042	
					Vatsal Goel	152079	
<p>Abstract :This research investigates the importance of various factors to gauge the m-readiness of the Indian businesses. While m-commerce has been flourishing, only existing e-commerce players have been seen creating mobile presence. The research focused on exploring various variables that can make a business more conducive for the growth of m-commerce. The survey questionnaire technique was used to gather data from respondents who have been working on this industry, using various social media channels. The respondents' data were analysed using regression and factor analysis using Statistical Package for Social Science (SPSS). This study finds that both "external and internal" factors are significant. And also, that Competitive Pressure and Business resources do not have any significant effect on the "intent to adopt" m-commerce by a firm.</p>							
		3			Shashank Pushp	151050	Study of Software licensing and asset optimization practices in IT companies
					Shwetank Pateria	153108	
					Aseem Bajpai	153049	
<p>Abstract : There are various software used in IT companies which are used by a lot of IT employees throughout the world. Usually companies install it in various systems. But the allocation of these systems are not timely monitored. As a result, Companies are not able to allocate specific software to the particular employees on time. This results in the delay of the project and subsequently revenue loss. We want to study the supply chain of these software resources in the industry and develop a better model with the help of SLO (Software license optimization) that may result in better productivity which will help the companies in better revenue generation. The companies using the legacy strategy of SAM (software asset management) and the small players who do not use the licensed software will be maximum benefited of this study.</p>							
		4			Anu Choudhary	151048	Data intergation between OSS and DSS on customer financial Institutions
					Akshay Bhaskarwar	152094	
					Saurabh Mehta	154069	
<p>Abstract : In modern world Financial Services industry is one of the biggest adopters of analytics administrations. The primary purpose of this project is aimed at studying Scope of Customer Experience Enhancement which is directly dependent on Customer Satisfaction, Services offered, Cost Control, Market or Environment effect and Quality improvement-risk management. These are the independent variables and form the backbone for study. To start with, a questionnaire was prepared and floated to get the responses for, with respondents being mostly being CXO's CFO's or senior management from various financial institutions. The reasonable Cronbach alpha paved way for further analysis. After performing factor and then regression analysis the results concluded which all factors are significant for mentioned dependent variable.</p>							
		5			Balaram Venkat	151063	Impact of Technology Investments on Productivity
					Meenakshi Gayathri Venkatachari	153007	
					Arjun Subramanian	153102	
<p>Abstract : The most significant aspect of every industry is to constantly assess its existing processes and find optimized ways to improve upon them. Nowadays, with too much emphasis on emerging technologies, investments in CRM and data decisioning systems, SMEs are looking for various options to invest and thereby to obtain maximum ROI. Our team has taken up this aspect and examined the impact of technology investments (SMAC), data decisioning system based investments, IT infrastructural investments and CRM & procedural investments on firm productivity. To measure the impact of various kinds of investments on firm productivity, we surveyed SMEs in Chennai that employs around 10 members and which invested in technology, IT infrastructure, CRM and data decisioning systems. With the survey results, quantitative research that involved factor analysis to identify 6 components and a linear regression were performed. The research results concluded that technology investments (SMAC) plays a significant role in improving firm productivity</p>							
		6			Vidit Tewari	151083	Factors Affecting the Success or Failure of Customer Loyalty Programs
					Deepak Balodhi	152012	
					Chandra Kant	154104	
<p>Abstract : The research study investigates customers' preference of a certain loyalty program over the other. From literature review hypothesis were identified which were further improved by performing focus group discussions and in-depth interviews. Regular shopping people who use loyalty cards were the target population. Random samples were selected from individual strata with a sampling frame of 110 people. A survey questionnaire was used to record the online responses of the target sample. Reliability analysis was performed for the responses obtained. Regression analysis for the above responses shows that our hypothesis that customer satisfaction is influenced by rewards, store environment, advertisement and promotion, redemption time, lower cost of enrollment and affordability were significant(*p<0.05) while personal information is insignificant(*p>0.05).</p>							

		7			Tanmoy Bose	151019	Competitive advantage attributes of an e-retailer over other e-retailers through differentiated marketing
					Prachi Gupta	151045	
					Yakshendra Bhardwaj	152033	
<p>Abstract : To study the major attributes that will provide competitive advantage to an e-retailer over the other e-retailers so as to carve out a space in the rapidly growing e-retail industry. Survey of 100 respondents and 10 member Focussed Group discussion. A survey was designed based on the Independent variables and Likert scale was used to analyse the responses. Factor analysis to combine overlapping factors was done to ultimately arrive at the major factors</p>							
29	VEK	1	Venkatesh Bangaruswamy	Navera Consulting, Chennai	Ayush Sahastranshu	152085	The financial behavioural dynamics and the investment pattern of young Indian professionals
					Surabhi Kashyap	154020	
					Sriraj Vora	154084	
<p>Abstract : Most of the existing research and studies have been varied across a wide range of age groups and have been specific to geographies. Since the majority of the Indian population lies in the age group of 21-30, we wanted to know whether the young professionals are aware of the different investments avenues and their psychological preferences and beliefs towards the investment options. Based on an extensive literature review, we developed hypotheses which were tested by carrying out a survey with a sample population. We found that equity investments are largely driven by the familiarity and knowledge about the investment options available. We also found that the perceived notion of financial knowledge was limited among the investors. This analysis shall be useful to institutions that look out for potential investors who can drive investments. It shall help them understand the primary issues concerning the investment patterns and how can they be taken care of.</p>							
		2			Nakul Vermani	152065	Behavioral and Structural changes needed to make NPS successful
					Apoorv Mohan	153058	
					Rajendra Singh Nayal	153097	
<p>Abstract : National Pension Scheme is a defined-contribution based pension scheme launched by government of India with effect from 1st Jan 2004. NPS is open to all the citizen of India (between the age group of 18 to 55) on voluntary basis. It is compulsory for the Central government employees (except armed forces). NPS is regulated by PFRDA with transparent investment norms</p>							
30	VIN	1	Vinit Thakur	Independent Consultant	Neelima Vegesna	153014	Framework analysis of Customer Satisfaction and Employee productivity in IT Support Industry
					Madhumitha L Reddy	153067	
					Harikamall Dhall	153109	
<p>Abstract : The aim of the study was to analyse the frameworks and metrics used by the IT support industry to meet the Customer Satisfaction and the employee productivity targets. The relationship between customer satisfaction, Employee satisfaction and Employee Productivity was analysed and reported. The data for the study was collected from SAP Labs India Pvt Ltd using survey and questionnaire to measure various IV'S, DV's and Control variables. The survey resulted in 108 data points. The data collected was tested for reliability using Cronbach alpha and further uni-variate ANOVA was used to analyse the statistical significance of difference between means across various groups of independent variables. The results revealed that customer satisfaction is significantly affected by employee productivity target levels while Employee satisfaction is not significantly affected by employee productivity target level.</p>							
31	VIS	1	Viswanathan.P.K	Great Lakes Institute of Management, Chennai	Puneet Gosain	151020	Operational Efficiency Analysis of Banks in India
					Gaurav Gupta	154037	
					Sundar Ganesh	154102	
<p>Abstract : This empirical study is aimed at studying operational efficiency of Banks in India. Banks we all know are an important asset of any economy and for an economy to grow Banks should be efficient and effective in their day to day operations ranging from opening an account be it current, savings or demat to providing loans such as car, housing, education. These operations should take minimum time and must be done in a cost effective manner. This study will provide banks a cost effective yet effective manner so that they can improve their operations and in turn their customer relationship which is a key of success these days</p>							
		3			Aarsh	154007	Enhancing customer loyalty in retail through analytics
					Amit Singh	154012	
					Talpita Chouhan	154070	

Abstract : In modern world customers are the most important factor for any store and each store has different methodologies to engage them and keep them satisfied to mangae a long term relationship. The primary purpose of our project is aimed at studying customer engagement which is directly dependent on involvement, pricing, facilities in the store and rapport. These are the independent variables which form the base of our study. To start with a focus group discussion was done and based on that questionnaire was prepared and floated to get the responses. The respondents mostly belong to the age bracket of 20-30 years. After getting responses validity of constructs was check by measuring reliability with the help of cronbach alpha. The reasonable Cronbach alpha paved way for further analysis. After performing regression analysis it is established that with significant p-values customer engagement does leads to word of mouth and customer loyalty