

Author. No	ID	Author-study no	Guide name	Affiliation of the Guide	Student Name 1	ID 1 (FT17)	Topics
<b>Top Five Stuides</b>							
32	VIS	5	Viswanathan.P.K	Great Lakes Institute of Management, Chennai	Satyam Barsaiyan	172074	Reducing cancellations and improving Customer satisfaction in cab industry using data analytics
					Anurag Shukla	173016	
					Swaroop Panda	173098	
<b>Abstract :</b> The aim of this study is to build a predictive model which can be used by Cab/ bus aggregators and equally valid for the airline industry. Based on our literature review we have found out that there are studies regarding the business model of the Cab/Taxi aggregators as well as on the airline carriers but with best our knowledge we didn't find any study which aims to build predictive model, which will ultimately help aggregator to control the overbooking, so that they don't end up cancelling the booking resulting in the loss of valuable customers as well as brand image takes a hit. In this study we have used Neural Network, CART and Random Forest algorithm to find out the most important predictor variables and methods are compared based on the confusion matrix. Based on our study we have found out that Neural Network accuracy is best and it is likely to increase over time							
4	BHA	2	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Srinjana Dhar	172091	Overcoming Challenges in Marketing Electric Cars in India: An Empirical Investigation
					Saptarshi Sinha	173081	
					Dwaipayan Bhattacharjee	174026	
<b>Abstract :</b> This paper aims to explore the various marketing glitches which the electric car manufacturers have failed to carry forward, and not only analyse but also overcome the various challenges faced by an organisation while marketing the Electric Vehicles (EVs) in India. Since there has not been much research and analysis on how to bring about a behavioural change in the consumers our study would help the organisations identify and bring about these behavioural changes. We carried out our study in a three stepped process, starting with Fishbein Analysis to classify the behaviour intentions of the end users, which were measured using a structured questionnaire from 115 respondents. After analysing the results of the fishbein model, we came up with one hypothesis and further divided it into 9 hypotheses and conducted an experiment with 180 subjects to gauge the critical factor which the electric car manufacturer should focus on to enhance the offtake of EVs. The third and the last step in our study included conducting a conjoint analysis which was again measured using 154 respondents to unravel the mysteries of the consumers mind, and measure the most crucial feature for the end user in an EV. This study was conducted exclusively for Indian citizens primarily residing in India.							
33	YUG	5	Yugandhar Veerabhadra Manem	Corporate	Ayan Paul	171025	Reasons for limited usage of debit cards at merchant outlets
					Aakash.B	171027	
					Bhansali Vivek	171029	
<b>Abstract :</b> With an increase in disposable income, Indians now enjoy a much higher purchasing power over the years. A whopping 97% of transactions by volume have been through cash. Despite having a substantial user base of 750 million cards, the mainstream customer is still hesitant to use debit cards at Point of Sale (POS) terminals in shops. Our empirical research further investigates upon this reluctance and aims to benefit merchants, banks and payment network providers, among other stakeholders. A survey questionnaire garnering 226 responses across major cities were used to analyse and arrive at the underlying factors. These findings will help banks target customers with more relevant offers and schemes, thereby increasing the usage of debit cards at merchant outlets							
26	SUR	1	Suresh Srinivasan	Great Lakes Institute of Management,Chennai	Anukriti Sethi	171020	Impact of auction pricing model on customers' willingness to pay & stakeholder satisfaction in the Indian cab services industry
					Akshit Mittal	174006	
					Zeeshan Akhtar	174104	

**Abstract :** The aim of this research is to study the various factors that affect satisfaction in customers, drivers & the service provider company – the three stakeholders in this system. Further, we aim to touch upon various pricing models currently in practice and customize a reverse auction pricing model suitable for Indian markets. Interviews were conducted from Ola, Uber drivers and taken survey feedback from taxi users in Delhi, Chennai and Bangalore. Based on data analysis, we have found that Internal Service Quality Factors (Comfort, safety and driver’s behaviour) and External Service Quality factors (Price Scale, Pickup delay, Availability) have a significant impact on customer satisfaction. Moreover, the proposed reverse auction pricing model have seen huge acceptance both in customers and drivers.

4	BHA	4	Bharadhwaj .S	Great Lakes Institute of Management,Chennai	Manav Kumar Aggarwal	172045	The Impact of Sales Promotion in Services
					Garvita Manwani	174027	
					Niharika Singh	174047	

**Abstract :** Prior research on sales promotion has been done on products, while very little work has been done across service industry. Service industry is majorly growing and hence there is a need to explore and understand the dynamics of it better .This paper introduces a framework that tries to link the attributes and properties of services to the kind of sales promotion. With this kind of mapping this research aims to bridge in the gap by catering the right perspective to classification of services. It builds a frame work for two constructs – Brand Equity And Purchase Intention exposing it to various user groups .By conducting an experiment on these groups, the effect of various attributes ( tangible/intangible) or properties (search/ experience/ credence) was studied with the combination of type of promotions (monetary/non-monetary) on the defined constructs. Behavior of customer (brand switchers/competitor loyal/potential users) was also taken into account.

## REMAINING 128 STUDIES

1	ARJ	1	Arjun Chakraverti	Indusage	Ashesh	171022	OLA vs UBER: Who will capture Indian streets?
					Ayush	171026	
					Prashant	173063	

**Abstract :** With the acquisition of Taxi for Sure, OLA has become the Market leader in the Indian App based taxi services market. However, with the entry of global giant Uber the equation may change drastically in the coming years. Uber is the global leader in this segment and is known in for dominating its competition in the global markets it enters. Uber has a very aggressive expansion strategy and has large funding to support this plan. Ola on the other hand is known for providing Value added services and options to capture every customer need. Their current market strategies and growth plan need to be critically analysed along with the consumer perceptions to determine the future leader among these 2 companies.

		2			Kumar Saurabh	173048	Buying behavior of Alcohol
					Yash Misra	173104	
					Amitabh Shekhar	174010	

**Abstract :** Increasing competition in the domestic liquor markets means that there is a growing need for wine and other alcoholic beverages, thus urging the producers and sellers to become more sophisticated marketers of their products by developing a better understanding of the needs of the consumer. Through this research, we try to identify the key underlying factors that affect the wine/alcohol buying decision-making process of consumers in the Indian domestic market. The primary data collection for the research will be conducted through a structured questionnaire completed by the wine/alcohol consumers in the Chennai region. This study is of value to academic researchers as well as to the wine/alcohol industry practitioners, as it furthers the understanding of the importance of various choice factors in the consumer’s wine-buying decision-making process

		3			Deblina	171036	Effectiveness of installing LCD displays in cabs to provide entertainment and advertisements
					Priyanka	171069	

					Kavya	173045	
<b>Abstract</b> : Indian market is ever growing at a fast pace. The changing technologies and new product segments in market have made it easy for entrepreneurs to come up with new ideas every minute and provide easier and faster solutions. One such segment is the taxi services segment. With increasing number of taxi providers and aggregators getting online with GPS enabled applications for smart phones it has become easier for an end user to book a cab within a matter of seconds. Cab aggregators like Ola and Uber have also enabled features like WIFI in sedan cars for premium users to make their travel and time spent in traffic more worthwhile. The purpose of this study is to tap into this potential market and make use of that ever growing industry and customer base. As the title aptly suggests, the study would analyse how installing 10 inch LCD displays in cabs to provide visual entertainment would help the revenue chain of the advertisers, who choose to display advertisements and the cab drivers. This way the travellers can be kept happy throughout their journey and this also provides a perfect platform for advertising to a very captive audience							
		4			Nirmal V S	171057	Factors that affect the success of Subscription model Ecommerce in India
					Vinu Krishnan R	172104	
					Roshan Thomas	173073	
<b>Abstract</b> : The purpose of our study is to explore the distinct elements of ecommerce in India which will affect the entry of subscription model based ecommerce services, favorably or adversely. There are a number of factors that differentiate the way ecommerce in India operates from other markets. We plan to conduct a qualitative analysis and an extensive literature review to identify the major factors which will affect customer acceptance of the model in India and how it varies from sector to sector. After identifying the various constructs, we will be choosing an optimum sample from the consumer base in India with the maximum variance. We are confident that a detailed and comprehensive analysis of the data collected for all the constructs and their interactions will provide us valuable insights into the factors that will drive the success or failure of the model in India. We hope that through this study, we will be able to derive significant conclusions and back them with sufficient data to advise upcoming businesses that might follow this model.							
		5			Nisha Jaiswal	173057	Customer centric factors driving photography as a determining element for smartphone sales
					Ankit Chadha	174012	
					Ankit Joshi	174014	
<b>Abstract</b> : This paper provides an overview of different photographic features offered by the modern day smart phones and their impact on sales of smart phones. It discusses the relative importance of these features for a sample population of age group 15 years to 45 years covering various Indian cities and towns. Relevant data for the study was collected through interviews, discussions and online survey with participants of all age groups under study and including both male and female population. The study resulted into proving some of the photographic features such as rear camera, picture editing applications and picture sharing on social media as very significant variables while some other features like front camera, scanner applications, augmented reality & OCR applications, video communication features etc. as relatively less significant variables towards sales of smart phones							
		6			Sravana Reddy	172087	Factor Influencing the customer satisfaction in Healthcare Services
					Pranshul Pahuja	174055	
					Prateek Jain	174056	
<b>Abstract</b> : Nowadays, a majority of healthcare organizations are looking into smaller but important details to make a customer's visit more satisfactory. This study, which is based on random sample of 200 consumers including corporate customers, customers with personal insurance and cash rich customers, aims to establish a structure of customer satisfaction construct in healthcare services in India. The analysis done on the results of the survey helped in building a model which establishes that the factors Physician care, nursing care and basic amenities have a statistically significant impact on the satisfaction levels of the consumer. The research will help the organizations establish a brand presence and appealing image which in turn will attract best medical personnel to join an organization.							
		7			Ruchir Thakkar	173074	Enablers and Inhibitors of E- Commerce in B2B segment
					Sahil Verma	173076	
					Srishti Singh	173095	

**Abstract :** As a segment, Business to business (B2B) has always been a focus because of its large size of business. Information technology and the Internet have had a dramatic effect on all the business operations. B2C companies are making large investments in e-commerce applications but for B2B companies it is just the beginning. Because of limited user base for now and highly systematic nature of the business, it is critical for companies to identify and understand the enablers and inhibitors of e-commerce in B2B segment. This study focus on the Two case examples demonstrate how the model can be used to guide the identification and specification of e-commerce success metrics. This study has been conducted aiming at finding out factors that enables or inhibits the person from adopting online procurement systems and tools for B2B transactions which will not only provide a distinct value addition to the scholarly world but also help managers in the aforesaid with a powerful base area to develop a suitable business proposal for e-commerce in B2B segment.

		8			Balaji Iyer	171028	Impact of Social Media Marketing Campaigns on Brand Perception and Purchase Intention
					Ramika Batra	171073	
					Rashmita Amireddy	171074	

**Abstract :** The advent of World Wide Web has brought people closer and has made businesses operate in new ways. The dramatic technological revolutions that followed gave birth to social media to serve as a new medium to interact with the customers. This article reviews the underlying determinants of advertisements posted on social media by firms to enhance the consumer's brand perception and purchase intention. The findings of empirical study point out that higher the firm indulges in social media engagement the more brand awareness it creates, brand image gets enhanced, EWOM spreads, and all this helps in conceiving a perception of the brand that can affect the consumer's purchase intention for the firm's product or service. It also established the fact that, in order to capture customers with more purchase intention towards a particular product, the campaign must focus on people with high social media engagement giving moderate preference to the E-WOM. This can provide insights critical for the success, and efficiency of the social media campaigns to firms and can be used as a frame of reference for future studies.

2		1	Anthony Paulraj	University of Manchester,Manchester	Prateek Chowdhry	171064	Reverse Logistics in Automotive Industry
					Satyam Monga	171080	
					Amit Laskaria	172011	

**Abstract :** The purpose of this study is to identify the factors which can be used to devise a strategy in the automotive set up. These factors can leverage the existing resources to fine tune the process of reverse logistics (RL) to enhance the overall productivity of logistic channel which directly impacts the customer experience. The survey was conducted from the business entities like OEMs, Tier-1 suppliers and authorized service providers and based on their responses major factors are identified impacting the efficiency of reverse logistics. The finding of this paper may help the logistics and supply chain manager to focus on the major factors in order to improve the logistics performance and maximize their profit.

		2			Shubhro Bose	172082	Success factors for Indian 3PL industry and their implication on industry performance
					Soamya Khare	172085	
					Rishabh Shukla	173071	

**Abstract :** This paper presents an exploratory and empirical study of the Indian 3PL industry in light of the key success factors and performance metrics. We contribute to the sparse literature that has examined the relationship between key success factors and performance in the Indian 3PL context. Importance of the key success factors for various performance metrics is established through dependency relationships which provide a guideline to managers for allocation of scarce resources. This study offers insights and identifies key success factors that vary in their impact on operations and financial performance measures.

		3			Manmanth Kumar Y	171051	Service requirement for terminal (last mile) delivery in e commerce
					Karthik Rajendran	173044	
					K Srinivasan	174035	

**Abstract :** With the influx of e-commerce-fueled home deliveries, the last mile plays a crucial role in logistics. The focus of the study is to reveal the connotation of the last mile problem and to find out customer's primary requirements, which could affect the ability of a firm to respond quickly and efficiently to changing customer needs in last mile delivery support and services. A survey was conducted to find out critical factors affecting loyalty and satisfaction of a customer towards a logistics service provider. Two regression model were run, to findout the critcal factors affecting customer satisfaction and the other to find out the ones affecting loyalty. This will help the logistics service providers to identify aspects that help retain customers and hence have a competitive advantage in the industry.

		4			Anam Fatima	171012	An Empirical Analysis to achieve Operational Excellence in Organic Food Market
					Bhavuk Arora	171031	
					Gaurav Pandey	171042	
<b>Abstract :</b> Several studies focus on organic food chain from either the consumer or totally from supply chain perspective. However, there has been very little effort put in integrating both the approaches and providing empirical evidences from countries like India. The purpose of this study is twofold: first, it identifies the motivation, attitudes, beliefs and personal values behind the Indian organic food consumer's purchase intention. Second, it goes a step further and uncovers the operational factors, mainly cost and availability, which plays an important role in affecting the purchase intention of end consumer. The study also reveals some insights that are important for setting up a new organic food supply in India.							
		5			Bhawana	173024	Empirical study on Impact of RFID Technology in Supply Chain management
					Gagandeep Singh	173033	
					Naveen Mathur	173056	
<b>Abstract :</b> Supply chain management handles the flow of goods and services; it involves the movement of raw materials, their tracking and inventory management. However, real time tracking of actual data is a major concern and hence wireless technology such as Radio Frequency Identification (RFID) is being used to provide real time visibility of the products or goods. In our Empirical research we have studied the impact and potential of RFID on Supply Chain Management. The prime focus of this empirical research is to explore the advantages and liabilities of using this technology. The study has evaluated the benefits of RFID and analysed Return-on Investment (ROI) of implementing RFID in Supply Chain Operations.							
		6			Avasarala Chaitanya	173023	Factors affecting the implementation of IOT in Healthcare sector in India
					Rashmi Dwivedi	173069	
					Rohini Gupta	173072	
<b>Abstract :</b> There is a growing requirement in healthcare industry to obtain real-time information and data of patients so as to provide them efficient and timely care, and thus improve performance of healthcare. We have tried to explore one such upcoming technology, Internet of Things (IoT), for this. This study aims to outline the factors which are responsible for adoption and sustained use of IoT, particularly, wearable products in the healthcare industry. We conducted a qualitative research to find out factors creating hindrance in technology adoption. A survey questionnaire and in-depth interview was carried out with doctors of different hospitals to collect data regarding how they rated these factors. Further analysis proposed that technical factors are significant while administrative factors aren't. Thus it suggested that though these devices are costly, hospitals are ready to invest in them, but the look and feel and ease of usage of such devices plays an important role for them.							
		7			Dheeraj Santosh V	171039	Agility and Flexibility of logistics in Retail
					Harikrishna J	172030	
					Dheeraj K	173028	
<b>Abstract :</b> Logistics sector in India is poised for accelerated growth. With rapidly changing market environment and increasing technology, there is an uncertainty developed in the demand of customer preferences. Our study is to examine the logistics involved in the retail sector for the products to reach end consumer, how quickly firms were able to adapt to unforeseen changes in the external environmental factors and to respond to a variety of customer requirements in due time with available resources to serve the customer. In our empirical research, we will study the challenges that are currently being faced in the Retail market logistic sector, examine the innovative responses to address unpredictable challenges and also detect the market opportunities which arises with the better agility and flexibility in the logistics to retain and increase the market share and value.							
		8			Natasha Sinha	172050	Supply Chain Inventory Optimization and Predictive Analysis for Food Industry
					Shivangi Singh	172078	
					Vaishal Shah	172098	

**Abstract :** This study is about analysing the efficient inventory management for a food chain company thereby optimizing ordering quantity and minimizing inventory cost. We study the food management of campus-canteens, affordable dining halls, and office canteens etc. where the inflow of veggies in inventory is huge and daily demand is also constant or increasing. It involves dissecting existing order and inventory management of selected samples and then applying analytical models on the forecasted demand to optimize inventory and supply chain management. Our aim is to see whether in this segment of food sector, optimization models serve to the amendments of the profitability. It analyses the significance of various inventory or supply chain factors and their significant impact on the overall profits.

3		1	Bala V Balachandaran	Great Lakes Institute of Management,Chennai	Shilpa Tejwani	173084	What would be the impact of GST on Revenue earned by Government
					Jagjyot Sobti	174031	
					Jatin Chauhan	174032	

**Abstract :** The Goods and Services tax (GST) is a comprehensive tax levied by state and central government to replace major indirect taxes. It is not just the addition of VAT and service tax but an improvement of the overall tax system. It is also expected to improve tax revenue for the States and Centre and remove the cascading effect of the current tax system. A cascade tax is a tax that is applied at every stage of supply chain without any deduction for the tax paid. Removal of cascading effect will positively affect tax payers whose incentive to escape taxes would reduce.

4	BHA	1	Bharadhvaj .S	Great Lakes Institute of Management,Chennai	Anand Shankar R	171014	Marketing Clothing Online: Empirical Analysis to Overcome Challenges
					Bharath Venkatesh	172025	
					Deepthi Jyothish	174025	

**Abstract :** In this article, we perform an experiment in which we try to measure the purchase intention of an online apparel purchasing customer in two different scenarios. One with the presence of a fit analytics tool and other without a fit analytics tool. By doing so we are trying to see whether is a change in purchase intention of a customer. The market for online apparel industry is huge and a merchant spends 8.1% of his sales on reverse logistics and returns can erode the margin of the merchant. The results revealed that there is a significant increase in purchase intention of a customer when there was a fit analytics tool was present and it was also found that when perception of fit increase then the purchase intention also increases.

		3			Chayan Malik	172026	Use of Appropriate Emotions in Advertising: An Empirical Analysis
					Digant Dutta	172027	
					Abarnita Sen	174001	

**Abstract :** The global market is ever growing at a fast pace. The disruptive technologies and new product segments in market have made man's life much easier than what it was before. If we actually look into the underlying factors which drive the plethora of innovations, we will find it is: emotions. It is the whims, needs, desires of man driven by emotions that lead to the implementation and propagation of products in the market. And it is emotions again that control the success of the products and their widespread popularity. Humans have impressionable minds and the timeless recipe of advertisements proves the fact. Advertisements have always been used to exploit the sentiments of common man, and at times to leave an indelible impression on their minds. This psychological aspect of consumer behavior has been penetrated by the companies to the extent that have earned them customer loyalty for lifetime. If we observe the business trends of the successful companies over decades we will find that advertisements have made a significant contribution in their growth, especially when they play with human emotions in a subtle way.

5	BOB	1	Bobby Srinivasan	Great Lakes Institute of Management,Chennai	Ashish Shekhawat	171023	2008 Financial Crisis
					Ritesh Mahajan	174071	
					Samrendra Narayan	174075	

**Abstract :** The world embarked upon the millennium curtain raising the dotcom bubble burst, terror attacks, and accounting scandals with fears of impending global economic slowdown. In order to tranquilise such murky environments, the finance think-tanks in USA started a spiral of lowering Federal fund rates, and signed Commodity Futures Modernization Act of 2000 (CFMA) which established modernised regulation of financial products known as derivatives. With a torrent of cheap money inflow and surging liquidity, the finance industry's dominant players such as Goldman Sachs, Lehman Brothers, Bear Sterns and Citigroup, came for ride alluring the restless borrowers in the environment of cheap credit, which slowly and gradually defined the path for 2008 crisis resulting in loss of 50.4 million jobs (World Bank) and \$15 trillion (CNN report) worldwide.

					Shubham Bansal	171085	Non-Performing Assets in Indian Public Sector Banks and Future Effects on Economy
		2			Priyam Dixit	172064	

					Isaac.P.I	173040	
<p><b>Abstract :</b> The increase in NPAs shows the necessity of provisions, which bring down the overall profitability of banks. Therefore, to improve the efficiency and profitability of banks, NPAs need to be controlled and reduced. Gross Non-Performing Assets (NPAs), as of Dec 2016, of 38 listed Indian Banks stood at Rs.5.7 trillion and a loss of ₹ 18,000crores. As 70% of business remains with Public Sector Banks (PSBs), huge burden of NPAs and consequent loss is shared by them. Taking multiple economic factors as dependent variables and underlying factors of PSU banks and NPAs as independent variables hypothesis is created to understand the future implications of current state of NPAs in PSU banks of future growth of Indian economy.</p>							
		3			Priyank Bindal	171067	Comparison between IT and banking sectors
					Ravikumar Thakkar	171075	
					Pulkit Gupta	173065	
<p><b>Abstract :</b> The purpose of our study is to compare the performance of IT and banking sectors. This performance will be measured by the historical stock prices of particular stocks for both the sectors. We have defined certain independent variables which have been impacting the stock market performance of any company in general. We are going to study how and to what degree these variables affect the stock market performance of the company. These variables are going to be put under study with dependent variable individually. We will use tools like R and SPSS for employing methodical techniques for getting the reliable output.</p>							
		4			Akshay Parekh	171008	Portfolio design for personal finance to maximize returns
					Udit Deshpande	171101	
					Sakil Ahmed	174086	
<p><b>Abstract :</b> The study focuses on the risks that are associated with the different investing options. It involves how different events in present and the future will affect the prices and consecutively will affect the worth of our investments. Keeping in mind the present net worth of the individual and other factors like age, Income level, expected returns and risk capability, we aim to come out with a portfolio that is designed for the individual's personal investment. The portfolio aims at striking the balance between the various investment options to give out the expected returns after the number of years planned. The study also considers the liabilities that the individual currently has and the probable debts he might incur in the future. It also involves investing in a way that also provides tax benefits. the portfolio can be easily configured to match a different investor's goals and expectations with a different investment levels.</p>							
		5			Aditya Agarwala	172004	Developing a predictive model for selecting stocks
					Ankit Sharma	172015	
					Anuj Raut	172017	
<p><b>Abstract :</b> Algorithmic trading plays an increasingly important role in equity markets. There is always a challenge in trading large order volumes. This challenge is met today with trading algorithms. An investment decision gives out various specifications and constraints. It is important to choose a trading strategy that ensures best execution under given marginal constraints. It is important to have a deep understanding of market microstructure for developing automated trading strategies for stock markets. It is essential to know how market quality is affected by market designs of trading platforms and by fragmentation of the market. The main attribute of market quality is trading costs. Algorithmic trading is implemented to optimize trading costs and execution risk by taking into account market microstructure aspects. Our empirical research and analyses of trading volume and order book characteristics would also help in understanding trading strategies.</p>							
		6			Ankit Ahuja	173013	Factors affecting the stock price of Banking Industry
					Ankit Maheshwari	173014	
					Amartansh jain	174008	
<p><b>Abstract :</b> The aim of this study is to investigate the factors affecting the banking sector stocks. The study used monthly and quarterly data from the year 2008 to 2016. The study includes variation of banking stocks with variation in inflation, interest rates and Bank Nifty. Other macroeconomic and geopolitical factors affecting banking sector stock are not part of this study. The study is conducted by taking variation in stock prices of SBI, ICICI and HDFC which are largest public and private banks respectively in India and are listed on both NSE and BSE. These are banks with highest traded volumes. Although research is done on volatility of stocks in Indian stock market, this research is specifically related stocks of banking sector and factors affecting banking sector.</p>							

6	EAS	1	Easwar Krishana Iyer	Great Lakes Institute of Management, Chennai	Manmohan Sharma	172046	Inhibitors to adoption of Smart Homes in India
					Priyanshi Sharma	172065	
					Vaibhav Malhotra	172097	
<b>Abstract :</b> In the era of technology and modern lifestyle, advanced technological systems that allow the automation of domestic tasks are developing rapidly. They enable communication between home and users, and enabling the house to become artificially more intelligent, the term Smart Homes have been in discussion. The pre-purchase decision for the acceptance of smart homes in India is governed by many key independent factors. To validate this proposition, 120 prospects those eventual willing and capable of re-transforming their homes to smart homes were chosen from various geographies. A questionnaire was circulated and responses were collected from the users in detail about their preferences. The findings attained from the respondents clearly indicated a sharp reduction in operating expenses, and strategic planning and programming needs to be executed to avoid early technology obsolescence.							
		2			Soumika Sarkar	173092	The fallout of Brexit
					Sowmya Kora	174105	
					Siddharth Saxena	174108	
<b>Abstract :</b> This research report focuses on determining the reasons that lead to Brexit and understanding the fallout of Brexit through content analysis (explained in detail below). Content Analysis is a research technique to make valid inferences by interpreting and coding text material. By evaluating various data types like articles, journals etc., through which qualitative data can be converted into quantitative data. Just a brief about Brexit, earlier this year, Britain had exited from European Union due to various internal and external reasons. In this research, we will go through various articles and journals published inside and outside Britain related to both pre and post Brexit, to understand the driving factors from both the viewpoints. The Hypothesis is generated based on the analysis (more details are							
		3			Devang Singh	173026	Inhibitors affecting the adoption of Digital Wallets in India
					Mehak Malhan	173052	
					Kanika Mehrotra	174036	
<b>Abstract :</b> With the world continuously moving towards digital age, digital wallets facilitate much easier and fast way of payments and serves as a transactional link between buyers, banks and sellers. But still, this e-wallet system is not well accepted amongst Indian consumers due to various reasons. In this study, we have researched and analyzed the consumer pattern towards digital wallet usage. Based on a broad literature review of digital wallets, we arrive at six key consumer behavior related variables that inhibit the adoption of digital wallets. Using a comprehensive framework of Factor analysis for independent variables and then Multiple Regression Model, we arrive at significant variables that explain the reluctance and hindrance amongst consumers for adopting digital wallets.							
		4			Lakshmi Kiran Murala	171050	Analysis of inhibitions towards adoption of e-readers in India
					Jupudi Anil Kumar	172036	
					Neha Asthana	174044	
<b>Abstract :</b> Since inception, e-readers gained popularity as means to increase the learning effectiveness and flexibility of usage but there are lot of factors that inhibited the customers from purchasing the e-readers. This study is intended to identify and analyze those inhibitors through established research methodologies. This study will examine what impacts an individual's intention to use an e-reader and focus on the reasons why people are hesitant towards adopting the e-readers. We will also understand the factors that are responsible for their subdued growth and lack of popularity with respect to the printed materials and other alternatives. These factors could be technical, psychological, social, economic or personal inhibitions.							
		5			Sanjay Ninan George	171078	Challenges that eCommerce Startups Face While Trying to Enter the Market
					Vishnu Sekhar	171105	
					Swathic	174091	



**Abstract :** There are many factors that affect the success or failure of a startup. They can be related to the financial aspects, marketing strategy, operational efficiency, regulatory mechanism present in the home country etc. Through this empirical study, we wish to identify the effects of these factors. A detailed literature review followed by extensive personal interviews were used to identify the major factors and this was followed by a detailed survey of close to 150 participants who had prior experience with startup companies. After collecting the data, we performed quantitative analysis using SPSS. Result suggested that inability of startups to raise funds and also to utilize them properly were the two major factors that inhibit their success. Hence, promoters of new ventures must use their resources wisely to improve their chances of raising funds and also exercise caution while utilizing it.

7	ELA	1	Elan Kumaran	Great Lakes Institute of Management, Chennai	Dhivya	171040	Impact of interview attire and appearance on interviewer's perception
					Kishore	172040	
					Aishwarya	173067	

**Abstract :** With changing trends and perceptions around business casuals and personal grooming aspects, we this study aims to understand how this impacts interviewers. A combination of qualitative and quantitative study is used to observe the attributes that influence the first impression of the interviewer. The depth-interviews focus on a variety of thoughts around the need for a blazer, tie, Indian formals for women, well-groomed beard, hair-dressing etc. A survey taken from interviewers of mid-level executives would help ascertain the key attributes that they consider drives their first impression. This empirical research renders an ideal attire and appearance that will have a positive impact on interviewers' evaluation in today's business environment.

8	JAY	1	Jayraj Rau	Consultant, Chennai	Bhoomika Bansal	173025	With overpowered consumer, has e-commerce killed customer adhesion? – Factors influencing brand loyalty
					Vivek Shakya	174102	
					Vishesh Agrawal	174103	

**Abstract :** In a world where even the brick and mortar biggies like Walmart and Barnes & Noble have competed and spent billions on gaining market share and a loyal customer base, it is evident that customer loyalty is paramount in this era of competition. Likewise, their online counterparts are facing similar issues these days. The notion of loyalty has become a central construct due to consumers' easy switching behaviour on the web. Every e-commerce player agrees that building loyalty is not just a key strategy but a necessity. The E-commerce companies' future would be dependent on how best it is able to acquire and retain a customer. The purpose of this paper is to explore the impact of the newly evolving electronic commerce features like intuitive shopping Baskets, hassle free return policies, availability of new products etc. on customer's E-loyalty.

		2			Surabhi Taori	171091	Is the present our real future : Real time marketing with Big Data
					Tarun Atri	171098	
					Zinia Gaba	172105	

**Abstract :** Our own is an extreme accommodation era, incessantly bouncing at a splitting pace. So to cater the needs of such a fast paced cohort, marketers have come up with unprecedented agility, catching audience before the content goes stale, a dynamic personalized content marketing called real time marketing. Our research has Big Data as the technological aspect behind R.T.M. Our objective of the study is to do a market research on the factors that influence purchase of products marketed real time and to see if these factors match with the Big Data analytics. Also, we would be studying the future of R.T.M. and its effectiveness along with possible solutions to overcome impediments such as need for speed and content creation.

9	MAN	1	Manu Vora	Business Excellence Inc	Ruchismita Chakraborty	171076	Effect of green supply chain management on consumer sensitivity and buying behaviour in automotive industry
					Anshula Rajendran	174017	
					PushpitaSaroj	174060	

**Abstract :** Globalization has resulted in drivers to improve environmental performance for enterprises worldwide. The rise of global manufacturers has brought about new issues such as environmental concerns (SCM) in the context of the automobile industry in India. Through this empirical study we will understand various challenges, drivers and barriers to the adoption of green supply chain management (GSCM) practices. A statistical analysis of various drivers, practices and performance of environmentally and socially conscious supply chain can be then carried out in the case of an automobile cluster in India. We will examine consumers' understanding of environmental awareness and empirically investigate the association of demographic profile of consumers and sustainability of supply chains. Green supply chain management (GSCM) is emerging to be an important approach for enterprises to improve the performance. The purpose of this empirical study is to identify implementation level, major drivers, various practices and performance of environmentally and socially-conscious supply chain management.

		2			Jishnu Goswami	173043	How efficient supply chains can improve profitability of Indian Pharmaceutical companies
					Saswata Pal	174076	
					Udit Chigulla	174094	
<b>Abstract :</b> Indian pharmaceutical industry has seen tremendous growth and has flourished over the last many years. But because it has been into genericized drugs, profitability has been a point of concern. We look into how efficient supply chains can improve profitability of players in the drugs space. We look into factors such as average of IT investments, intangible aspects of the supply chain as in investments into R&D expenditure and first mover advantage and more tangible ones like inventory turns. We have looked into the publicly available data of 30 companies in the CRAMS space and the filings to the USFDA and have found that first mover advantages and inventory turns to be significant variables. We conclude by extending our discussions to managerial and policy implications.							
10	MON	1	Monika Mittal	Great Lakes Institute of Management, Chennai	Abhishek Ranjan	172003	Factors influencing employee's perception on Bring your own device (BYOD) in workplace
					Rishin Mitra	172070	
					Deepika Sethi	174024	
<b>Abstract :</b> The aim of this empirical study is to find the factors influencing employee's perception on Bring Your Own Device (BYOD) in the workplace. BYOD can be described as the use of employees' privately owned devices for working Purposes. Today smartphones, tablets and other mobile devices have become an integral part our lives. Due to the increased convenience and efficiency of these devices, more and more organizations are looking for ways to implement these devices into their information technology (IT) infrastructure. BYOD is often linked to several advantages and challenges for both employees and organizations. So an employee's acceptance of BYOD is not only dependent on his/her perceived benefits but is also impacted by various perceived concerns.							
		2			Neha Singh	171055	Analysis of Factors affecting adoption of IoT for Smart-homes
					Rajeev Dulani	172068	
					Prateik Sadarangani	173064	
<b>Abstract :</b> This empirical study focusses on analysing factors influencing adoption of IoT based smart homes in India. From a qualitative study, we found that attributes such as - Perceived Usefulness, Perceived Ease of Use, Security and Privacy, Energy conservation intent, and Social and Subjective Norms would play an important role for the Indian population to adopt IoT based smart homes. A survey conducted in the Tier 1 and Tier 2 cities of India shows that factors such as Security and Privacy, Perceived Usefulness, and Perceived Ease of Use would be the primary drivers for IoT technology in India. This paper is aimed at the corporate houses that plan to launch IoT in the Indian market in various forms and can be used to decide upon the attributes of IoT they need to focus on to increase IoT visibility and awareness in India.							
		3			Ashish Bansal	172019	Visibility and Effectiveness in Supply Chain: An Internet-of-Things (IoT) perspective
					Priyatam Varanasi	172066	
					Priya Pariyani	174058	
<b>Abstract :</b> Every object will have an IP address, an antenna and be online. Sensors tied to the cloud will turn on everything making all things connected and smart. Things taking to things, connecting devices is said to be estimated over 100 billion by 2020. What will our cars say to our coffee-machines about us? That's an interesting question that remain to be answered. In this empirical research study, we will try to focus on the effectiveness and efficiency of supply chain in the presence of Internet-of-Things (IoT). We will also imply emphasis on the flexibility and visibility of a supply chain required in the organization. Along with these, we try to find out potential problems in the organization in which IoT might fail.							
		4			Pareesh Bhombay	171060	Impact of IoT on Logistics -Evaluating operational efficiency pre and post IoTization
					Piyush Prashant	172058	
					Vatsal Chittranshi	172100	

**Abstract :** This empirical study aims to assess the impact of IoT services on various aspects of logistics operations .We aim to draw a comparison between functioning and efficiency of the company before and after they implemented IoT .We have taken four independent variables and studies its impact on Logistics Efficiency: The dependent Variable. The four independent variables are: Fleet management, Information quality, Information sharing and Visibility. Visibility is the core component of optimizing a logistics supply chain .If visibility is observed in the processes incorporated in the logistics then we can easily pinpoint that where is the system or process lagging. Visibility can be achieved if and only if the relevant information is shared is accurately and rapidly. Therefore we have taken our next two independent variables as information sharing and information quality. The last independent variable we have chosen is fleet management i.e. how the corporations are managing their fleet power. We have tried to show the impact of these independent variables on the dependent variables.

		5			Chaitalee Salvankar	171033	Impact of inter-organizational systems on supply chain effectiveness
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**Abstract :** With many firms adapting the global supply chain it is imperative to study the connection that exists between the various players (firms) which form the supply chain. All the players in the supply chain hierarchy must interact with each other at some point of time to make it more effective. This study will empirically analyze performance and efficiency of the supply chain on the basis of various connections that exist across the supply chain. The study concludes that use of Information technology, collaboration between the partner firms and visibility of IOS are the key factors in the successful operation of any supply chain.

		6			Ina	171045	Impact of IT on Firms Performance- An Empirical Analysis
					Jayendra Kumar Yadav	173042	
					Koustubh Purohit	173046	

**Abstract :** In Today's era, every firm is doing a huge investment on IT infrastructure to develop strong IT capabilities which can provide huge financial returns. Superior advantage over competitors can be achieved by resources that are firm specific, valuable, rare, imperfectly imitable, and not strategically substitutable [VRIN] by other resources. This study analysed the impact of firm's infrastructure capability, business spanning capability, proactive stance, human resources and business experience on firm's performance in terms of return on assets (ROA). Survey questionnaire consisted of 19 Questions based on above parameters and we conducted survey of 127 employees working in different companies. Regression analysis shows that companies should invest more on Infrastructure capability as per Industry type which would improve their productivity and performance.

		7			Abhinav Bhatnagar	173003	Assessment of Supply Chain Risks for vendor selection with Analytic Hierarchy Process
					Akash	173009	
					Anjali Chandra	173012	

**Abstract :** This paper mainly concerns with the assessment of various supply chain risks that are present in the supply chain , and these supply chain risks are further used to choose vendors by conducting Analytical hierarchy Process. Various supply chain risks factors were identified through a literature review and then a hierarchy of criteria and their sub criteria was formed. Supply chain professionals of various retail outlets were chosen to give the respective ratings of the various criteria and sub criteria. Their ratings were further quantified by conducting AHP on the data obtained form 20 such respondents. The results obtained from the AHP showed the respective rankings and preferences of various supply chain risks for various product categories namely perishable, non-perishable, durable and non- durables. It was found out that Quality and Continuity of Supply were the two topmost risk factors for the FMCG products and Cost and Continuity of Supply were the two topmost factors for the durable products. Hence, this study not only elucidates the importance of various supply chain risks while the selection of a vendor is done but also exposes the important attributes of a product that could be pitched in for a proper marketing campaign.

		8			Sriram	171090	Analysis of factors involved in implementation of Cloud ERP systems
					Sushri Jena	171093	
					G Bhargav	173035	

**Abstract :** The purpose of the research is to analyze and measure important parameters involved in the successful Cloud ERP implementation in different industries. We conducted an exclusive qualitative study that involved focus group discussions and one to one interviews with people who had prior experience in ERP/Cloud ERP (as a part of implementation, consultants, end users, etc.) that helped us to identify the list of variables which are critical for Cloud ERP implementations. We have surveyed around 120 respondents through an online questionnaire from various organizations (mainly IT and manufacturing) to accomplish the study. A linear regression at 95% confidence level on the data tells that the hypothesis we made is really significant and helps us identify the important factors involved in the implementation.

		9			Shobhit Sharma	171084	Effects of Use of IOT in supply chain in E-commerce
					Shresht Garg	172079	

					Jyoti Kumari	172037	
<b>Abstract :</b> E-retail is the sector competing mainly on their supply chain capabilities, product quality and customer responsiveness. However there are many speed breakers in this journey like information lag, less responsiveness and lack of agility. The findings of this study give the solution to these issues with adoption of IOT. The study validates that Visibility and agility of supply chain can enhance efficiency and effectiveness of supply chain significantly. Also there is significant chance to increase the income centrlicity of the products sold by information and automation effect of IOT. Increasing the capacity of IOT in an organization to increase the visibility, agility and income-centrlicity can give competitive advantage to e-commerce business in current times where customer responsiveness, quick and smart-decisions win the game.							
11	NAV	1	Naveen Das	ISB Hyderabad	Surbhi Jain	174090	Factors influencing consumer perception of luxury brands in India
					Uttiya Saha	174096	
					Vijayanand S	174098	
<b>Abstract :</b> The study aims to find out the basic drivers of consumer perception for a luxury brand in India and tests whether the factors such as financial value, symbolic value (hedonism, prestige, conspicuousness), functional value (quality, performance, uniqueness), experiential value (service & in-store experience, emotions) and promotional activity (advertising campaigns, social media) affect the consumer perception or not. The research was performed with the help of a 5-point likert scale survey by around 160 people from all regions of India where majority of the people lied in the range of 16-35 years of age. Multiple linear regression and Factor analysis revealed that majorly functional and symbolic value affected the consumer perception for a luxury brand along with the family income level.							
12	PUR	1	Purba H Rao	Great Lakes Institute of Management, Chennai	Dipayan	171041	Impact of online booking on tourism and hospitality industry in India
					Amit	174009	
					Amrit	174011	
<b>Abstract :</b> This study attempts to understand the drivers for the preference of online booking for travel and tourism. There has been a spurt of travel booking portals in India, facilitating customers for booking of travel and accommodation. Essentially, these travel portals offer packages/product which includes travel & accommodation, apart from acting as an interface for rail, road and air booking. The values that draws customer to travel portal are attractive offers, generally a bundle of offerings, & ease of booking. Advance booking facility, transparency and time saving are important decision factors that has led to increase in online travel booking a preferred choice over offline booking or via travel agent. The study recommends travel portals to focus on these dimensions.							
13	PIY	1	Piyush Shah	DSIMS	Nishant Singh	173058	Effect of service elements on consumer satisfaction in e-commerce industry in India.
					Ruchir Jain	174073	
					Krati Bhargava	174038	
<b>Abstract :</b> With the popularity of Internet technology and in-depth applications, e-commerce is at unprecedented pace. Globalization of e-commerce has provided many opportunities but in developing country like India, it is still in the initial stage if development. It, thus, becomes essential to identify and improve the e-commerce environment for customer satisfaction. This study tries to showcase how service elements relate to the customer satisfaction in the e-commerce environment with the help exploratory factor analysis. The results show that web user interface, user comfort and trustworthiness exhibited significant positive effect, where user comfort has the strongest effect on the consumer satisfaction.							
		2			Deepak Kumar	171037	Experimental study on effectiveness of countermeasures to reducing Bullwhip effect
					Prashanth B	174053	
					Sunrita Choudhury	174089	
<b>Abstract :</b> Supply chain management (SCM) is the oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer. The bullwhip effect is a distribution channel phenomenon in which forecasts yield supply chain inefficiencies. It refers to increasing swings in inventory in response to shifts in customer demand as one move further up the supply chain. In this experimental study we have made an attempt to understand the countermeasures to minimize the bull whip by simulating a beer game.							
14	RAK	1	Rakesh Singh	Consultant	Shishir Singh	174080	Factors affecting success or failure of mandating Ethanol-Petrol Blending in India.
					Snehil Bhattacharya	174088	

**Abstract :** Government of India mandated blending of 5% ethanol with petrol in 9 States and 4 Union Territories in the year 2003 and subsequently mandated 5% blending of ethanol with petrol on an all-India basis in November 2006 (in 20 States and 8 Union Territories except a few North East states and Jammu & Kashmir). Ministry of Petroleum and Natural Gas, on 1 September, 2015, inter-alia has asked OMCs to target ten percent blending of ethanol in Petrol in as many States as possible. In countries like US, blending is allowed up to 10%. Subsequent to Brazil's bio-fuel programme, which began in 1976, close to 94% of cars sold in Brazil are flexible fuel cars that can handle ethanol blends from 18 per cent upward.

					Kaushik	171047	Supply Chain Infrastructure affecting the penetration of e-commerce in Tier-2/3 cities
					Vatsal	171102	
					Jayshree	174034	

**Abstract :** India in 2016 is moving at a rapid pace with approximately 7.0% growth rate per annum. In this fast moving economy e-commerce segment has emerged as a rising star. This sector is expected to grow at an exponential rate over the next five years (2016-2020) .To support this growth India needs strong foundation of supply chain infrastructure and logistics to strengthen the backbone of these businesses. Without a strong foothold in this area moving forward and supporting businesses in the future is going to be a colossal task. The development of supply chain infrastructure is one of the major parameters to define the e-commerce penetration in India.

		2			Shivkumar Chelluboyina	173086	Demand planning and forecasting in supply chain: An assessment
					Saurabh Mathur	174077	
					Vivek Ranjan Sarsawat	174109	

**Abstract :** Demand forecasting a key solution for the manufacturing companies seeking a way to succeed in today's competitive and complex business environment. Forecasting is the basic tool for every manager to make decisions. Two compelling challenge in making a good forecast are to decide what are the factors that affect the sales or profitability for the company, and to identify the best forecasting model. Advances in computer technology has enabled many companies to come up with SCM planners which helps in better forecasting thereby helping the company maintain the optimum production level. This paper analyses the sales data of the company from the past to arrive at a conclusion as to forecasting technique the company must follow. Additionally the study conducted in this research considers factors that affect the sales of the company.

		3			Ashish Ranjan	172020	Effect of privatization on public sector undertakings (PUS) in India
					Shivam	174081	
					Sidhart Shankar	174085	

**Abstract :** For more than a decade since the economic liberalization takes place in India a key component –privatization –stayed dormant. The standard clarification has been that governments could not overcome the many vested interests from lease chasing officials and clergymen to open segment exchange unions. What's more ideational resistance in India's elites has additionally been credited to the virtual nonappearance of privatization in India's financial changes. Privatization is a procedure by which the administration exchanges the gainful movement from the general population division to the private area. Numerous nations of the world—modern market economies, the previous communist economies (having a place with Central and Eastern Europe and Soviet Union), and a vast number of creating nations having a place with Asia, Africa and Latin America — have propelled gigantic projects of privatization amid the time of last two-three decades or somewhere in the vicinity.

15	RAJ	1	Rajamanickam M	ProXL Consulting	Parikshit	171061	Factors driving Customer Satisfaction in Software development Life Cycle
					Naveen	172051	
					Prajvith	174054	

**Abstract :** The study analysis the various factors that drives customer satisfaction in custom software development. Survey, telephonic and online interview was conducted among clients of IT majors(B2B) to study the influence of 7 independent variables namely On-time delivery, reliable product, meeting business requirement, cost effectiveness, adaptability, working software modules, comprehensive documentation on customer satisfaction in software development. The detailed statistical analysis of the results showed that variables - Working Software Module, Cost Effectiveness, On-time Delivery and Reliability significantly impact the dependent variable Customer Satisfaction in the decreasing order of priority. Thus, these 4 factors have significant impact in driving the customer satisfaction in custom software development.

		2			Anurag Karanam	171021	Assessing the factors that contribute to software productivity in Agile development life cycle
					Aarsha Nandakumar	173001	

					Preeti John	174057	
<b>Abstract :</b> Businesses are increasingly getting complex every day. The traditional methods of software deployment often get cumbersome as the user requirements change. Businesses want Agile methodologies emerged as a reaction to the traditional ways of deploying software and a need for an alternative to get away with heavy documentation and extensive planning. With Businesses moving to agile methodology, a lot of emphasis is being placed on effectiveness of software deployment and on the value created to the Business. One way of creating value to the customer is to minimize costs and to improve productivity. The need of decreasing lead times and being flexible in fast fashion introduced involvement of various stakeholders in the process as being crucial to their ability to attain high levels of customer satisfaction.							
16	RAA	1	Rajan C.R	Great Lakes Institute of Management, Chennai	Mohd. Aadil	171053	Analysing the impact of User Experience on E-commerce websites/Apps.
					Kapil Arora	174037	
					Manvi Kapoor	174040	
<b>Abstract :</b> This study aims to empirically examine and compare the consumer choices across e-commerce and m-commerce by understanding the significant factors that influence consumer decision on adoption of one channel over the other. The factors examined in this study are perceived usefulness, perceived ease-of-use, social influence, perceived cost, perceived risk, personalization and ease of technology adoption. The study sample consists of 176 respondents. Data was analyzed by employing factor analysis and regression analysis. The findings revealed that perceived ease of use, perceived usefulness, social influence, and personalization are positively associated with consumer adoption of m-commerce over e-commerce in India. Moreover, perceived risk and ease of technology adaptation were found to have negative effect on consumer adoption of m-commerce in India							
		2			Debayan Sinha	171035	Telematics & IOT in Cars: An Enhanced Customer Experience
					Sanchit Thareja	171077	
					Rishi Kamal	174070	
<b>Abstract :</b> Our study aims at measuring the impact of these intelligent systems on brand perception, brand loyalty, perceived value of the product & service, customer retention and the overall customer experience in the Indian market. The idea is based on presently available hardware and software platforms that are already running in a different set of applications in a different set of vehicles. The application in this segment will be focusing on an onboard diagnostic system that can relay data to a central server that allows the car company to keep an eye on sales & important technical metrics							
		3			Ravi Raj	174067	Impact of Hospital Operations on Patient's Preference to choose a Hospital
					Tripti Singh	174092	
					Vipul Gupta	174099	
<b>Abstract :</b> In this study two factors namely: Patient satisfaction and Patient Loyalty are taken to understand elective patient's preference to choose a particular hospital. Six and three observed variables were taken to estimate both these factors respectively. Data for the study was collected pan India irrespective of the city, gender age or any other demographic constraints for only elective patients. Many multiple linear regression with different structures were performed to determine the significant factors that drive patient preference for a hospital. Patient satisfaction is mostly driven by medical personnel care and ease of admission process. Patient loyalty is driven by trust in doctor and peer reference. Collectively patient satisfaction, loyalty and acceptability of insurance drives patient preference.							
		4			Akhil Vasudevan	174005	Factors influencing consumer switch between Physical Retailing and E-Retailing
					Arun Satyanarayan	174020	
					Hasita Gavankar	174030	
<b>Abstract :</b> The past few years has seen a tremendous boom in e-retail industry in India. What started out as an alternative for purchasing Books and Apparels, the potential of e-commerce has led to new startup companies entering markets which were hitherto considered to be difficult to compete against recently, there has been a lot of talk about how online retail has been dominating traditional retail in India. Forecasts have been made that eventually the traditional brick and mortar retail will die out to online retail. But, both have been equally notching up growth numbers, indicating that the threat that has been forecasted is still quite off.							
		5			Bhyrav Mirle	171052	Leveraging the existing strong delivery network of E-Commerce players to enhance their market share in India

					Ravi Teja Varma Bhupathi Raju	173070	
					Yeswanth Balsada	173105	
<p><b>Abstract :</b> With the fierce competition in the e-commerce sector in India, logistics and distribution networks proved to be the main differentiation factor between them. These companies with such strong logistics in hand can always go for a horizontal diversification as their growth strategy which would increase their performance objectives. Qualitative Study revealed that Food and Liquor are two areas that these firms can enter. Customer's view on different factors that affect the delivery of these products had been collected through a survey. On analysing this data, variety turned out to be the main factor among all others in food delivery. On the other hand, variants in alcohol turned out to be the main factor in liquor delivery.</p>							
		6			Suveer	171095	Factors affecting growth of air traffic in Tier II & III centres
					Tanuj	171096	
					Tushaar	171099	
<p><b>Abstract :</b> Our research paper is based on the factors affecting air traffic growth in India measured through increased customer satisfaction from air-travel. Higher the customer satisfaction, greater the air-travel implying growth in passenger air-traffic. Sample size comprises 178 respondents aged 18 to over 51 years; with monthly income levels from less than ₹20,000 to over ₹100,000; gender distribution of 65% males and 35% females; and different travel purposes. We collected primary data from people who travel or will travel by air and further interpreted results by running reliability tests, factor analysis and multi linear regressions; and found that at 95% significance level customer loyalty and passenger safety significantly affect customer satisfaction. Thus, airlines should work on improving safety and customer loyalty.</p>							
17	RAG	1	Raghu Iyer	Associate Faculty - CA	Shekhar A Maharaj	171082	Medical Tourism in India - A financial analysis
					Mrinal Ayush	172049	
					Ujjwal Gupta	172096	
<p><b>Abstract :</b> The number of medical tourists that India has received has been consistently increasing and it has considerably increased the revenues of the healthcare providers in India. The aim of this empirical study is to establish that the healthcare costs in India are lower than that in US, UK, Singapore, Malaysia, Mexico and Thailand and to forecast the total revenues of Fortis, Apollo and Wockhardt Hospitals from foreign exchange over the next 5 years. Using the Kruskal-Wallis test, this study establishes that medical costs in India are significantly lower than that in UK and US and while they are comparable for rest of the countries, the average costs are still lower in India. Using the exponential smoothing method, this study forecasts the total revenue from foreign exchange for the three hospitals in 2021 to be up by</p>							
		2			Amish Dhawan	171010	Effect of takeover of ING Vysya by Kotak on their financials
					Amlan Dasgupta	172013	
					Aman Raj	174007	
<p><b>Abstract :</b> The merger of Kotak Mahindra Bank and ING Vyasa was one the biggest mergers in recent times in the Indian Financial Sector. The merger of two of the biggest private sector banks in the country resulted in the forming of fourth largest private sector bank in India. Through our study we are trying to analyse the impact of this merger on the balance sheet of both the companies before the merger and the combine's merger after the merger.</p>							
		3			Prashant Nainwal	172060	Study on Financial Risk Assessment approach of different companies in market
					Paritosh Singhal	173061	
					Nityam Goel	174050	
<p><b>Abstract :</b> The objective of this study is to inspect the execution of two default forecast/prediction models: the Z-score model using Discriminant analysis, and the Logistic model on a dataset of 20 companies (solvent and default). The financial ratios obtained from the references are used as independent variables whereas Rating (Solvent/Default) is used as the dependent variable. The research discoveries establish the prevalence of Logistic model over Discriminant analysis and exhibit the noteworthiness of accounting ratios in predicting default or determining the probability of default (PD).</p>							

18	RAM	1	Ramanathan S	Param Consulting, Chennai	Anand Raghuthan	172014	Influence of ERP systems on business process agility
					Ashutosh Mishra	172022	
					Gurpreet Singh	172029	
<b>Abstract :</b> The purpose of this study is to understand the influence of strategic, technological and people factors in an organization on the effectiveness of ERP systems on business process agility (responsiveness to unforeseen business changes).The data in this study is collected through a self-administered survey from 20 odd firms with responses from mid-level managers handling various departments who understand the functioning of ERP systems. The study reveals that all the 3 above factors are statistically significant on the hypotheses tested but in the following order of preference: Strategic factors (most important factor) People factors; Technological factors. This study guides organizations in weighing and prioritizing business factors to ensure greater effectiveness of ERP system usage.							
19	SAN	1	Sandeep Budhiraja	IIM - Calcutta	Saumil Sharma	171081	Will Payments Banks succeed in India
					Monika Asthana	172048	
					Shikha Sharma	172093	
<b>Abstract :</b> Payment banks are the new stripped-down type of banks, which are expected to reach customers mainly through their mobile phones rather than traditional bank branches. Paytm introduced payment through a mobile wallet model to India. While PayTm started off as a service for adding credit to burner phones, it has evolved into the country's largest e-wallet repository, allowing customers to pay utility bills, buy bus tickets and pay for cab rides. Now Paytm plans to build on its base of urban middle-class clientele to become a pseudo bank—accepting deposits, offering peer-to-peer money transfers, even providing a debit card for cash withdrawals.							
20	SAJ	1	Sanjay Sircar	Great Lakes Institute of Management,Chennai	Keshav Muralidhar	171049	Influence Of Working Capital Management On Profitability In The Hospital Industry
					Shikha Arora	172077	
					Arun Raveendran	173019	
<b>Abstract :</b> Working capital management has traditionally been studied in the manufacturing industry due to its relevance in terms of effectively managing cash & inventory. This paper attempts to assess the impact of working capital management on profitability of companies in the service industry, where the requirement of managing current assets is quite different from that of the manufacturing industry. A cross section of different industries within the service sector has been considered to gain a clearer perspective on the sector as a whole, as opposed to just a single industry. The study has been done using secondary financial data (Balance Sheet & P&L) of companies. The multi-linear regression analysis conducted reveals an insignificant impact of management of working capital on profitability.							
21	SHA	1	Shankar R L	Great Lakes Institute of Management,Chennai	Manas Mangla	172044	Impact of Investor Sentiments on the Stock Prices
					Achyut Anand	173007	
					Himanshu Dubey	173039	
<b>Abstract :</b> The world of trading provides investor's an opportunity to share their opinions about the stock price movement and their ideas about the trend of a particular stock price movement in the near future on various financial forums, trader's blogs, trading platforms message boards and social media websites such as twitter. These messages can be used to extract the sentiment or mood of the investors through the analytical processes of text mining. This study starts with the literature review of the existing studies in the field of sentiment analysis through text mining both in finance and non-finance domains.							
		2			Akshay	171007	Impact of FII flows on the Indian equity market
					Achamthavirthan	173006	
					Purnima	174059	



**Abstract :** We study the impact of foreign institutional investor (FII) flows on equity stock movement in major stock exchanges like NSE, BSE in India. We exploit daily trading data for FII purchases, FII sales, DII purchases, DII sales along with the change in interest rates (repo rates) & inflation rate (CPI Index) of the economy and study their impact on the volatility of the Indian equity markets. We find that the volatility in the Indian stock markets is largely determined by the Net DII sales & purchases, variability in the inflation rate & interest rate set by RBI. We contradicted the general hypothesis that volatility in the Indian stock market is determined by the net of FII sales and purchases.

22	SHW	1	Shweta Pandey		Akash Awasthi	172007	Factors driving the adoption of online channel for music consumption in India
					Pushkar Pedgaonkar	172067	
					Krishnakant Singh Bhadoria	173047	

**Abstract :** Online music streaming have become popular medium to listen the music in India after the advent of digitization and easy availability of internet services at affordable charges. However, the pace at which this industry is growing adding millions of consumers every year the challenge before the industry is to come up with a model to retain consumers to use legal and original music and generate revenue. Few studies have been conducted in western countries and Europe to understand consumer behavior but due to cultural difference and preference of consumer which varies from region to region there was a need a conduct similar study in Indian context. The objective of the paper is to find the influence of price consciousness, perceived usefulness, social influence, perceived ease of use and hedonic motivation on adoption of digital channel for music consumption and the moderating impact of age. A sample of 190 respondents in the age group of 18-35 years was collected using online survey and the results were analyzed using exploratory factor analysis and regression analysis. This study has been built on TAM model which is extended to occupy factors like social influence, hedonic motivation and price consciousness as previous studies derive that these factors help consumers adopt online channel of music consumption.

		2			Maitri Chaturvedi	172043	Exploring factors that drive customers to use mobile commerce applications in India
					Moneshwar Sharma	174042	
					Nikhil Joshi	174049	

**Abstract :** This study adapts and extends the Technology adoption model where it empirically analyses the impact of social influence (SI), perceived cost and trust in addition to perceived usefulness (PU), perceived ease-of-use (PEOU) on the consumer intention to use (IU) mobile commerce (m-commerce) in India. The study contributes to extant literature by extending the TAM model using the SI, PC and trust constructs. The findings reveal that PU, PC and trust have a positive impact on IU m-commerce in India while PEOU and SI have no significant impact. Hence, companies involved in m-commerce should focus on improving the usefulness of the system, trust (security, privacy protection) and reduce the cost of services to improve the adoption of m-commerce.

23	SRI	1	Sriram D	Great Lakes Institute of Management, Chennai	Abhishek Kulkarni	171005	Effect of package size in FMCG sector: An empirical investigation
					Ankit Makan	171017	
					Preeti Irny	172063	

**Abstract :** With the splurge in retailing in India since the liberalization, consumers have been flooded with options in what they buy and how much they buy. Package size of consumer package goods plays a pivotal role in communicating the need for purchase. For instance, a typical shampoo or detergent powder comes in varying sizes. Marketers and FMCG majors leave no stone unturned to cater various segments of the market. From a consumer point, there could be 'n' number of reasons to go for a 100 gram pack and not a 500 gram, or vice versa. Essentially, change in package size variety mirrors the changing needs of the consumers today. It is because of this change in perception and attitudes; we see small pack sizes of packed foods and single-serve packages of juices and energy drinks stacked next to jumbo-sized versions in the super markets.

		2			Giridharan	171043	Role of advertisements in consumer sociology of children
					Venkatesh	171103	
					Shivam	174082	

**Abstract :** The study explores the factors that help in making children in 7-13 age group think and behave the way consumers do, thus helping in their “consumer socialization”. The research was mainly conducted in the Indian context, urban working nuclear families in Indian metro cities of Chennai, Mumbai and Delhi. Face to face interviews with parents and observations of their children’s buying patterns indicated six factors to have a significant influence in socializing children as consumers, namely peer influence, family influence, product attributes, value to consumer, perception of offers and retailer attributes, in the descending order of their significance. This conceptual model was validated further by an online survey, respondents again being urban working parents in India. Using exploratory factor analysis, we could prove three of the above factors to be significant. These findings can help marketers of children’s’ products to take informed decisions while conceptualizing their marketing campaigns/offers.

		3			Akshay Gupta	171006	Effects of service characteristics on customer engagement for different types of services.
					Bharat Kumar	171030	
					Abhishek Gulati	173004	

**Abstract :** Services are at least to some extent produced and consumed simultaneously. Customers participates in the production process at least to some extent. The Service is normally perceived in a subjective manner. When services are described by customers, expressions such as experiences, trust, feeling and security comes to our mind. Since most of the feelings and customer centric values are intangible hence we need a way to measure them and how they exert a value in the minds of customers. Services are a series of activities or processes which are produced and consumed simultaneously, they are inseparable. Goods are produced, sold and then consumed whereas the services are sold and then produced and consumed. Therefore, inseparability is an important characteristic of services which proves challenging to service management industry.

		4			Akshay Natarajan	173010	Factors affecting the partonage of home grown brands
					Dinesh Kumar K	173029	
					Lahari G V S S	173049	

**Abstract :** India is an emerging economy where the consumption percentage is growing at a rapid pace. The promotion of “Make in India” campaign has encouraged numerous in-house businesses and this trend is expected to continue. India has a tremendous growth potential in the FMCG segment, its food retail market is expected to reach 61 lakh crore by 2020. According to the 2016 edition of “Brand Footprint”, home grown brands in FMCG sector dominated where Parle, Amul, Britannia occupied some of the top spots. Home grown brands like Patanjali are emerging and challenging the established Indian and global companies. Even in sectors like Accessories, Bags, Automobiles, there is an increasing market in India because of the presence of a relatively larger young population. But with growing competition, the home grown brands would need to re-invent their market strategies to stay fresh and relevant.

		5			Souseelya R	172086	Effect of Augmented Reality on Customer Experience and Patronage in e-commerce
					Sravanthi B	172088	
					Prabakaran G G	173062	

**Abstract :** The aim of the study is to explore the phenomenon of Augmented Reality (AR). This interactive technology has gained popularity among consumers, which is evident from the reception of apps such as Pokémon Go and The Makeup Genius by L'Oréal. AR enables digital material to be superimposed or modified on any physical object. AR is beneficial for companies and brands contributing to customer satisfaction which can lead to an increase in customer loyalty, repetitive purchasing or a greater market share. AR will enable marketers to populate their literature with virtual content and provide analytics to monitor their campaigns regularly. During the study, a sample from the population was exposed to a simulation of an AR enabled platform and asked to respond to a survey to validate the factors influencing the customer experience. The findings from the study will help prove that AR can be used in e-commerce businesses as enhancement to their business models. The study substantiates the degree of acceptance of AR in e-commerce among its various consumers.

24	SRD	1	Sridhar Samu	Great Lakes Institute of Management, Chennai	Arun A T	172018	Analysis of supply and demand constraints in farm equipment rentals
					Divya.S	172028	
					Hidhaya Preetham M	172032	

**Abstract :** The objective of the study is to analyse the mismatch in demand and supply dynamics of farm equipment. The study aims to help farm equipment manufacturing organizations, by providing insights on the demand dynamics and add value to end-users of farm equipment, the farmers. The feasibility and market-readiness of the Indian farm market for a pay-per-use model over the buy-for-use model of farm equipment is tested. Due to the presence of varied agro-climatic zones in the country, the parameters helpful in identifying the demand function are also examined.

		2			Anisha Shenoy	171015	Effect of influencers in online purchase
					Anitha Krishnakumar	171016	
					Jayashree S	174033	
<b>Abstract :</b> Reviews from people whom customers know, are different from reviews from strangers. This study analyses the impact of peer endorsements on the purchase intention (PI) and willingness to pay (WTP) on online e-commerce sites. A 2X2X2 factorial was designed to study the effect of three factors namely reviewer type – Friends or strangers, review type – positive and negative, and product type – utilitarian and hedonic. A combination of experiment and survey was used for data collection in which each participant was given a scenario, (one of the 8 unique combinations of the above variables) and then responses were taken to measure PI and WTP. Univariate ANOVA on the collected data reveals the following; Negative reviews have more impact on PI and WTP than positive; PI was higher when positive reviews were from strangers than friends; Positive reviews increased the PI of the brand of the product than for the product itself. We also analyse the theoretical and managerial implications of the results, keeping in mind the limitations.							
		3			Alok Pathak	172009	Factors Influencing Impulse Buying During an Online Purchase Transaction
					Shubham Saxena	173090	
					Sravanthi Kondapalli	173093	
<b>Abstract :</b> The study is going to be about the different factors which influence the impulse buying in the e-commerce world. There are lots of similar studies have been done for the Brick and mortar stores earlier but not all the concepts of brick and mortar stores impulse buying studies usually applied to the online shopping world. Hence it is a totally new and interesting area to study hoping that the results will be fascinating and may be utilized and applied to an e- commerce world as on what factors should they focus in their website to increase the sales due to impulsive buying of the customer. An impulsive buying is an unplanned decision to buy a product or service which is made just before a purchase. It is an important element of retail marketing and retailers have perceived the same for a long time. Generally, small (not so costly) items that are bought by the customer at the spur of the moment comes under the ambit of impulse purchase. However impulse buying is a deeper as a concept than “spontaneous purchasing” .It is related to a sudden urge in the customer to buy that thing immediately having no regards to the consequences. The customer spot it and be in the mood to respond positively for that purchase.							
		4			Akanksha Agrawal	172006	The effect of social media advertising on consumer purchasing intention in India
					Rishabh Gupta	174069	
					Vivek Kumar	174101	
<b>Abstract :</b> Social media is a powerful tool to socialize without being physically present anywhere. It has revolutionized the way of traditional marketing of products and services. The trend of using social media as a potential source for information and shifting away from traditional media like television, radio, newspaper, magazine etc. is increasing day by day. Therefore, there is an urgent need to create effective online marketing strategies for companies to sustain under the changing marketing dynamics. This empirical research offers a conceptual model and theoretical insights to the existing research on social media advertising and purchasing intention of consumer. It also highlights the different aspects of online advertisements which influences the customer’s buying behavior. This paper also tries to examine the factors such as Entertainment, Frequency and Personalization and their effects on the person recommending it to others							
		5			Sri Kalyan Balijepalli	171089	Customer preferences towards Sports Shoes in Exclusive V/s Multi brand retail outlets
					Venkata Aaditya Kureti	172102	
					Gangisetty Rohit	173032	
<b>Abstract :</b> The visibility of brands today is much better than what it was before. Buying behavior of people on branded shoes is a changing one. While a number of people visit the showroom with a brand in mind, many others may prefer to focus on smart looks and styles without any particular brand in mind. In this study we would like to understand the preferences/recognition in buying a product from a Single/Exclusive store vs. a Multi Brand Outlet within a Mall. We chose to perform this Experimental research on Sports Shoes as a product. The purview of our research will be restricted to the major sports shoe brands in India. Our research would be primarily based in Chennai. We are planning to visit the Exclusive Stores of the Major Brands (Ex: Adidas, Reebok, Puma...etc.), Multi Brand Stores (Ex: Shoppers Stop, Lifestyle) located inside Major Malls (Phoenix, etc.) located in Chennai to conduct our research. Before we proceed with our quantitative research, we are planning to conduct the qualitative research using secondary data, In-depth Interviews and Focus Groups and based on the data obtained through qualitative research we shall finalize the variables to be measured (Example for sports shoes: Variety in Stores, Pricing Differences, Accessibility).							
		6			Shishir Kumar D	171034	Examining Consumption constellation in the underlying purchase of a product

					Dhavleen Kaur	171038	
					Kashika Gupta	171046	
<b>Abstract :</b> The consumption constellation is defined as “a cluster of complementary products, specific brands, and/or consumption activities associated with a social role” (Solomon and Assael 1987). Consumers encode and communicate through consumption a desired social role (either actual or ideal) and its attendant values. It is proposed that consumers organize information about product/person associations in ways that resemble other types of cognitive categorization, where an object’s attributes are used by the perceiver to assign it to a category. Observations about the goods and services a person consumes – like personality traits or the properties of natural objects – also may be encoded as category attributes and used to define, retrieve, and assign meaning to social categories.							
		7			Bhanu Prashast	172024	Effect of vernacular on E-Commerce websites
					Shruti Kapoor	172080	
					Shreeja Verma	173087	
<b>Abstract :</b> This paper describes the ways in which language affects the way users seek and find information on a website, and their level of satisfaction with the site’s offering. The authors identify degree of complementarity between the presence of vernacular language, images of the product and technological proficiency of the user as important factors in determining website effectiveness. The theory was tested through an experimental design with two levels of complementarity to manipulate the three factors in conditions of high consumer involvement. It involved subjects from different parts of the country randomly assigned to one of the experimental conditions. The results show an interesting pattern of interactions among the factors, which has important implications for managers of new and established websites.							
		8			Ishita	172034	Analysis of the factors that will make the Video-on demand market successful
					Rohit	172071	
					Samhita	172072	
<b>Abstract :</b> Video on-demand allows subscribers to view programming in real time or download to view later. A VoD system may comprise of a standard TV receiver along with a set-top box. Alternatively, the service can be offered over the Internet to personal computing devices or smartphones. Inspired by the huge opportunity presented by on-demand content, we focused on identifying the drivers behind major inflection points and analyzing fundamental challenges that might need due consideration. By analyzing consumer behavioral factors like demographics, psychographics, customer preferences in terms of depth of content, tendency to pay for subscriptions, subscriber consumption of advertisement and personalization, we introduce a model which suggests what factors are likely to have a high impact on the purchase intention of consumers and maximize adoption by the masses. We also observe a surprising result in terms of the effect of individual factors versus the effect of the interactions among the factors. The results have important implications for entertainment companies, Internet media companies, and any other players that plan to capitalize on the impending escalation in the popularity of video-on-demand content in							
		9			Smriti Capoor	171087	Factors influencing customers' preference for customized Mc. Donald's burgers in India
					Om Shivam	174051	
					Rituraj Singh Girnar	174072	
<b>Abstract :</b> Customized food gives one the freedom to eat what he/she wishes to. Giving customized food can be tricky on the food brand’s part but the number of options that a customer gets out of customizing food is incredible which in turn increases the revenue share of the brand as it reduces food wastage and leads more people to try out the brand. On the other hand, it is also risky for the brand as there are a lot of options that it can provide and still not satisfy the customer. So basically, customization is a game of gamble. But brands are still adopting it to gain customer top of the mind share.							
25	SRK	1	Srikanth P	Great Lakes Institute of Management, Chennai	Sneha Chavan	172084	High Frequency Trading and jobbing in Bulk Market
					Nikhil Kumar Gupta	174048	
					Rahul Jain	174063	

**Abstract :** This research studies high frequency trading, specifically with respect to bulk markets. Bulk and block trades are two major high volume stocks available in the share market. The main difference between bulk and block trade is that block trading is done in a particular time slot outside the normal share market timings. Block and bulk trades work on the market information and deals happen in a matter of few minutes. In the recent years, the share of algorithmic traders has increased in these markets. High frequency trading is very pre-dominant in the block market and many researches and exploration have been done to analyze the profits earned by algorithmic traders. Though many studies are already performed in the field of block markets, not many studies have been performed with respect to bulk markets. Hence, our study is focused on the kind of traders that involve in bulk deals. The study tries to understand the returns that traders gain in a bulk market.

		2			Anshika Sinha	171018	How personality affects investment choices
					Harshit Sodhani	172031	
					Manu Prasad	173051	

**Abstract :** The objective of our study is to establish a relationship between the personality traits of an individual and their investing behaviour. Contrary to the rational investor hypothesis, recent empirical evidence shows that investors are exposed to a wide variety of biases. Primary among them are Risk aversion and Illusion of Control. Numerous studies have established that the relatively stable personality traits (as measured by OCEAN questionnaire) are the primary factors behind these biases. The attempt is to build on existing research and establish, via an experimental study that investing decisions and the biases have a strong correlation to the personality traits of the individual. We use experimental treatments. In one treatment we allow the participant we give control to the participants to choose the endowment allocation between bond and stock while in second treatment we cut down participant's choice for allocating the endowment.

		3			Abhishek	172002	Analysis of profitability of Indian Banks and its correlation with its valuation
					Prateek	172061	
					Pravek	172062	

**Abstract :** Banks play an important role as an intermediary in the financial system. Our economy cannot function without banks. By attracting savings and disbursing credit, banks are the oil for the wheels that keep the economy turning. Banks also make up almost 30% of the Nifty Index. On the other hand, the guiding principle of business value creation is a simple construct that companies that deliver and sustain a return on capital that exceeds their cost of capital create value over time. The Global Financial Crisis of 2007-08 and the recession that followed are only the most recent reminders that when corporates and investors forget this guiding principle, the consequences are disastrous. With this as a backdrop we have titled our study 'Analysis of profitability of Indian Banks and its correlation with its valuation'.

		4			Ashok Singaravelan	173021	Growth and Performance of Mutual Funds in India
					Neha Kumari	174045	
					Rajan K	174066	

**Abstract :** In this paper we examine the growth and drivers of fund flows into open-ended equity mutual funds in India. We evaluate the growth of funds with respect to performance indicators, namely, NAV and AUM. The analysis of AUM growth has been done using panel regression in R Studio and Tableau. In the period of study, we found that direct plan has grown tremendously within a short span of time compared to regular plan. Average fund flows to direct plan has been increasing at the expense of regular plan. This trend can be attributed to the unhappiness of retail investors with regular plan due to its suboptimal returns and high distribution fee. We perform a panel regression analysis of funds and find that AUM, NAV, Plan type and option type are significant drivers of fund flow to a mutual fund scheme. The study also finds that distribution fee is a major factor that attracts investments into mutual funds and schemes with lower distribution fee is preferred by the investors in the long run.

		5			Sambaran	174074	IT Stocks
					Shailesh	174079	

**Abstract :** The focus of our empirical research will be on understanding and analysis of movement of IT Company shares as affected by the new contracts and deals signed by individual companies and to predict the future price share movement for the IT companies depending on the signing of new contracts. The effects of a new deal announcement by any company can be studied from the point of view of the stock prices of that particular company. Most empirical evidences suggest that new deals are an event of 'wealth creation' for the companies. However, the company may witness 'wealth creation' or 'wealth reduction' based on multiple factors at play in the market. The scope of study is limited to deal/contract announcement information in the stock market. There are many more types of information or announcements which affect the share prices of the companies such as stock splits, buy back and merger & acquisitions

26	SUR	2	Suresh Srinivasan	Great Lakes Institute of Management, Chennai	Ankur Rao	172016	Impact of adopting environmentally sustainable practices on performance of firms
					Pallavi Nigam	172057	
					Smruti Dash	174087	
<p><b>Abstract :</b> Although environmentally sustainable practices have been a topic of discussion in the last two decades not much has been done to measure the impact of adopting environmentally sustainable practices on the performance of various firms. As the awareness of environmental issues is rising there has been an increase in demand for environmental friendly business practices as well. But despite all the actions taken, the firms have little awareness of the benefits that arise from cost reductions due to these green initiatives. This empirical study will help to identify that whether adopting different green initiatives will merely reduce the carbon footprint or does it have a significant impact on the performance of organizations also. This study will not just be focussed on manufacturing industry but will also include other sectors such as IT industry, services sector, power and energy sector and other product based organizations.</p>							
		3			Pratik K Bidari	171065	Forecasting the effect of Merger and Acquisition in Indian bank sector
					Mayank Gaur	172047	
					Udit Karwa	174095	
<p><b>Abstract :</b> The field of analytics had taken the world over by storm and is widely used by businesses to predict the consequences of their decision. In this study we are predicting the merger of State Bank of India (SBI) and with its five major subsidiaries, SBH, SBM, SBBJ, SBT, and SBP. The model used for prediction is developed using historical data of mergers ranging from 1998-2012. The parameters considered here are ROE, LER, EATA, CS, LR, CR, TABA which are separated into buyer and Target and the consideration period is 1 year pre merger and 3 years post merger. Based on the results obtained a comparison is made on the performance pre and post merger.</p>							
		4			Devika Narula	173027	The impact of corporate governance and sustainability on organizational processes and performance
					Ashish Panigrahi	174021	
					Shivani Serukai	174083	
<p><b>Abstract :</b> The aim of this empirical study is to analyse the relationship between corporate sustainability performance and financial performance of an organization. In this empirical study, we investigate the effect of corporate sustainability on an organization's financial performance. For the purpose of the study, we used a sample of 250 companies across various industrial sectors, and find that corporations that had enthusiastically adopted sustainability policies– termed as High Sustainability companies – exhibit better financial performance as compared to a similar sample of firms that adopted fewer of these policies – termed as Low Sustainability companies. The financial performance of the company has been studied in our findings with respect to three metrics-ROA1, ROE2 and Financial Leverage3 of an organisation.</p>							
		5			Saswat Thakur	171079	Resource Optimization in a Hyperlocal Logistics Market
					Srinivas Tumbali	172090	
					Pratik Sarangi	172107	
<p><b>Abstract :</b> Hyperlocal is the next frontier for e-commerce companies to bring massive scale and deliver goods instantly. With the growing penetration of E-Commerce and increasing customer demand for quicker delivery, Hyperlocal Logistics Services with its various segments, have now become the buzz-word. Implementing a sustainable operational model is of prime significance. With Flipkart shutting down its “Flipkart Nearby” wing of hyperlocal grocery delivery service and Grofers reportedly shutting down operations in nine cities, it indeed raises eyebrow on the sustainability of the business model.</p>							
		6			Sanjeet Tibrewala	173079	Understanding stock market reaction to acquisition announcements
					Shekhar Pandey	173083	
					Shivani Dholakia	173085	
<p><b>Abstract :</b> The focus of our empirical research will be on understanding and analysing the stock market reaction to acquisition announcements. The effects of mergers and acquisitions (M&amp;A) can be studied from the point of view of the target company or the acquiring company. Most empirical evidences suggest that M&amp;As are an event of ‘wealth creation’ for the target companies, in the sense that target-firm shareholders generally enjoy positive short-term returns following the announcement of a merger/acquisition. However, the acquiring company may witness ‘wealth creation’ or ‘wealth reduction’ based on multiple factors at play in the market.</p>							

		7			Anuj Singh	171019	Helping traditional retail stores retain customers from the onslaught of e-commerce stores
					Nikhil Charly	171056	
					Vishnu Shankar	174106	
<b>Abstract :</b> Over the last few years, online stores have been increasing in popularity and size and with this, they have been taking a huge chunk of the customer market away from offline stores. The purpose of this paper is to explore the options available to offline stores to prevent customers from switching to online channels and to win back customers from online stores. The model proposes certain factors which are likely to keep customers loyal to offline stores and carries out a proper analysis and examination as to the validity of these factors. It finds that customer service quality and shopping experience are critical to make customers stay with offline stores. Theoretical and managerial implications of this study are also discussed							
		8			Priya Jha	171066	Effect of packaging characteristics on customer perceived product quality and brand preference
					Vareesh Shandilya	172099	
					Abhishek S	172106	
<b>Abstract :</b> Exhaustive research in the field of packing logistics, safety, ergonomics, sustainability and promotional features are pretty common across marketing and packaging, but research exclusively in the role of a packaging in customer's perceived product quality and brand preference is rare. Consumers depend on signals with extrinsic and intrinsic attributes, to solve their asymmetric information problem regarding product quality. The effect of various packaging attributes of a product and how the customers perceive them to gauge product quality and thus have brand loyalty was studied. The sample size taken was 150 respondents and methodology used was Judgment Sampling for consumers. The population considered here is female gender belonging to the age category of 20-35. The method used here is qualitative research where focused group discussions and In-depth Interviews were conducted to find the independent variables.							
27		1	Swaminathan. TNS	Great Lakes Institute of Management, Chennai	Arun Gupta	173018	Attitude and Perception in Technology Adoption by Vendors
					Jamil Ali	173041	
					Shruti Gupta	173088	
<b>Abstract :</b> In this rapidly changing environment, where technology is leading the strategic and innovation curve in organizations, there is a need for a comprehensive look into what is driving this shift in organizations around the world, be it Small and Medium Enterprises (SMEs) or conglomerates. There is a paradigm shift happening in terms of how a business is looking both outwards and inwards. The problem with paradigm shift is those inside it, are not aware of how it is happening and there should be constant research that needs to happen so that the organization can align itself with the changing dynamics. With Internet of Things (IOT) touted to be the next step in technology evolution, there needs to be a comprehensive study into the dynamic shift-taking place to improve the individual effectiveness and the overall evolution of the organization. The purpose of accepting a new technology should be to enhance the professional capacities and capabilities of the employees that include knowledge, skills or behaviours that are important for successful executions of the task in hand and the strategy envisioned by the organization							
		2			Anurag Singh	173017	Impact of IOT on quick replenishment to address fluctuating demand in OOH
					Sanjit Pandey	173080	
					Shambhawi Jha	173082	
<b>Abstract :</b> Consumer is regarded as the critical driving factor for any business to succeed and as Deming stated "Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them", So to achieve this we need to ensure high quality product/service accompanied with great customer experience which comes from pitching the right product at right time and inventory plays a vital role in this. The ideal inventory is planned through various forecasting techniques, but these forecasting have limitations that it can't cater to fluctuating demand. Indian market is the second fastest growing market in the world today, with an Annual GDP Growth Rate of 7.9%. The dispensable money in the hand of consumer is increasing due to this steady growth and that's affecting the buying pattern.							
		3			Priyanka Dey	171068	Exploring acceptance of IoT based IT applications and their impact in Business Marketing
					Radhika Raghunath	171071	
					Turjo Chakrabort	173101	

**Abstract :** This study aims to identify factors which affect acceptance of IoT and how this affects business marketing. Factors were identified by interacting with professionals working in IoT field such as IoT application developers, manager's etc. post which data collection was done using survey of 104 respondents in various organizational levels. Data analysis was completed using multiple regression and factor analysis where Attitude of IoT Acceptance and Efficiency were measured. Security Concerns (Risk & Vendor Lock-In) does not significantly impact whereas Awareness positively impacts IoT Acceptance at 95% significance. Monitoring & control has a positive impact on Efficiency while Optimization has no impact at 95% significance. This will help organizations to take steps to ensure widespread IoT acceptance to improve their efficiency.

		4			Manoj	173050	Feasibility & Impact of 3-D prototyping in Orthopedics in Indian Consumer Healthcare
					Sukanya	173096	
					Ankit Hazra	174013	

**Abstract :** The word 3d printing dates back to 1980's, at which time it was called Rapid Prototyping (RP). This technology today is revolutionizing nearly every industry on the planet from fashion to food service and aerospace to healthcare. The process was originally conceived as a fast and more cost effective method to creating prototypes for product development within industries. The first patent for RP technology was issued in 1986 for a stereo-lithography apparatus invented by Chuck Hull in 1983, who later cofounded one of the most prolific organizations in the 3D printing sector today. (Jia An, 2015)

		5			Tapan Garg	171097	IoT and Social Marketing' – Attitudes And Preferences In Geriatrics Towards Health Devices
					Tanvi Mishra	172094	
					Anugraha Kabra	174018	

**Abstract :** Geriatrics focuses on health care of elderly people. It aims to promote health by preventing and treating diseases and disabilities in older adults. Thus, medical devices play a vital role in modern healthcare and practically no diagnosis or treatment is possible without them. According to WHO, there are about 1.5 million of them. Medical software applications are designed to give devices a range of functionalities. For example, in addition to enabling a device to interact with the human body, a device could perform a host of other functions such as measuring blood sugar levels, monitoring heart rate and dispensing medication. This is where IoT comes into play.

		6			Sneha Dulani	171088	Factors influencing acceptance and purchase intentions of wearables among consumers
					Arjun Gopinath	174019	
					Bhavesh Dulani	174023	

**Abstract :** This study examines the factors influencing purchase intentions of wearables amongst Indian consumers, specifically, fitness bands. This was chosen as the topic due to the increasing focus on health. A total of 152 usable questionnaire responses were collected from a sample consisting of 23-40 yr olds, male and female, (GenY or Millennials), the sample had a good mix of people owning fitness bands and other IoT devices with varied incomes to get an unbiased data. Multiple linear regressions were used to test the research hypotheses. Coolness of the device along with trust and perceived ease of use, enjoyment and pleasure showed significant positive effects. Social influence also had a positive effect. Privacy concerns proved to have a negative effect.

		7			Saqeeb Ahmed	172073	Barriers in using robotic carts and sensors in warehouses which impacts efficiency
					Ankur Gautam Rai	173015	
					Md Shams Naqui Imam	174041	

**Abstract :** Errors, delays, misplaced items and redundancy in process is common in warehouse. With the competition upping the ante companies need to match it by driving efficiency. The most vital block in a product company is its supply chain system which leads to its warehouse management. The next wave of business improvement in warehouse operation is going to come from IOT – specifically with the use of artificial intelligence. This would range from the use of robot carts to sensor enabled items. It will help to track the items both within the warehouse facility and as it moves through the supply chain and into customer's hand. It will also help in reducing human intervention in warehouse management which will prevent the odd accidents that happen in warehouse and will improve the safety of warehouse. Warehouse management has traditionally lagged behind other applications when it comes to cloud based solution in warehouse operations. Studies indicate that around 45% of the CRM market consists of cloud based solution while only 21% of warehouse management system consist of cloud based solution.



		8			Akanksha Ahuja	173008	Social impact of technology and IoT on consumer lifestyles and integrated homes
					Amar	173011	
					Hanish Satija	173037	
<b>Abstract :</b> Technology has profoundly changed the way we behave and get things done at work, home, and increasingly while on the go. Through this research on technology and IoT ecosystem we intend to study the growing awareness and adoption of IoT in coming years and its unthinkable potential to deliver Smart things, smart homes and intelligent living. The sample respondents chosen for online survey were aged between 25-65 with a household income range of 5-25 lakhs. Reliability analysis followed by correlation and factor analysis revealed Perceived ease of use, perceived usefulness and perceived risk to be the commanding variables for the study. The study is useful for better diffusion of IOT based smart home products.							
28	VAI	1	Vaidy Jayaraman	Great Lakes Institute of Management,Chennai	Nihar	172052	Growth Strategy of Social Entrepreneurship
					Nisha	172053	
					Vatsala	172101	
<b>Abstract :</b> The focus of the study is to develop a process/ model for social enterprises, which can help overcome challenges that they face with pricing their product & optimising cost. For our study, we have taken Zori, a footwear manufactured by the rural women of Gujarat, under the social enterprise, Village Elegance (VE). We used Conjoint Analysis to identify the best variant of Zori that VE should focus on. The study considers 3 major attributes based on literature review. The survey result and regression outcome, indicate that - low design, indoor purpose and 12 months' durability are the preferred levels for the 3 attributes. We maximized the profit through solver. This process can be extrapolated on any product of social enterprises							
29	VEE	1	Veeravalli R S	Great Lakes Institute of Management,Chennai	Aabhas Mathur	171001	Analysis of potential of E-ICU and its driving factors in India
					Abhishek Kumar	174003	
					Richa Tuteja	174068	
<b>Abstract :</b> With the technological advancements, healthcare industry in India has grown significantly, specifically the critical care unit. Surgical, cardiac and traumatic ICUs cater to a major portion of patients being treated in ICUs. However, several factors, like lack of physician coverage etc., suggest for advancements in ICU setups. So, the e-ICUs were conceptualized in the US and since then the mortality rate per year has declined by on an average of around 20% of the total CCU statistics. This study aims at analysing and exploring the drivers that would enable the growth of e-ICUs in India through an empirical analysis using interviews and online survey methods for around 140 respondents. The findings of the study possess significant policy modifications and implications.							
30	VID	1	Vidya Mahambre	Great Lakes Institute of Management,Chennai	Shubhanshu Yadav	171086	Study on Customer preferences to switch from traditional to FinTech payment banks
					Ranju Nair R	173066	
					Rahul Chawla	174061	
<b>Abstract :</b> The research is to study the preference of urban consumers, who are shifting from traditional banking and card-based payments to mobile and wallet-based payments. The study is focused on the consumer preferences to generate insights on what the FinTech companies can bring in, as features, to capture market share and improve their revenue model. Results indicated that Poor Infrastructure of Traditional Banks, Ease of use (Convenience),Peer to Peer Lending,Userexperience,High Interest Rates,Investment Options, Annual Income have a significant impact on the customer preferences in switching from traditional banks to FinTech banks.							
		2			Aditya Mundhada	172005	Identifying market susceptibility through customer profiling under sharing economy in India
					Amitesh Pandey	172012	
					Kartick K	172039	

**Abstract :** Collaborative consumption is a peer-peer based organized systems or networks, in which participants share access to good and service using online services. In this paper we are analyzing the impact of sharing economy on Indian consumer market. We have profiled Indian customers on what are their motivations to participate in Collaborative consumption. We have profiled customers by surveying them on how they use a C2C service like Crowd funding, B2C service like Carpooling. The results reveal that Behavioral Intention of Participation towards carpooling is influenced by attitude towards collaborative consumption, Trust, Service excellence and Digital Literacy. In the case of Crowd funding, Factors like Trust, Digital Literacy, Community Belonging, and Trend Inclination positively influence Behavioral Intention of people towards participation

		3			Kaustubh Behere	171048	Predictive analysis to determine 2 wheelers market in Indian states by 2025
					Saurabh Aloni	172076	
					Srinath.S	172089	

**Abstract :** This study presents the Gompertz function of per capita State Net Domestic Product (SNDP) to predict the 2 – Wheeler ownership in various Indian states by years 2020 and 2030. This prediction is in the background of increasing income levels for the middle class population and against a background of increasing energy consumption and emissions associated with the potential demands of on-road vehicles. We forecast the level of 2 – wheeler ownership in various states in India a based on the previous panel data’s obtained from various government platforms. The results show that the per capita ownership data for more developed states are suitable for prediction of vehicular ownership data for lesser developed states in India. The study finds that state level ownership data developed as an S- Curve. Based on the sensitivity analysis, the impact of different Gompertz curve parameters and GDP growth rates on vehicle ownership are also analyzed.

		4			Raamprasad C	171070	Model for predicting share prices through analysis of social networking sites
					Lokesh A R	172042	
					Sri Hari B V	173094	

**Abstract :** Stocks across the globe are on the primary sources of investments for institutions and individuals alike. A stock of a company provides a share of the company’s future investment in return for the investment that has been made on the stock. There are about 60 stock exchanges (that allow for stock trading) in the world with a market value of close to 69 trillion USD. There is no scientific method to predict whether a stock will be profitable or not. In a stock market, millions of people pool their intelligence to try and figure out the future growth of the company. This projection is based on constant stream of inputs in the present and projecting it to the future. Typically, investors use financial statements of companies, changes in sector, changes in the global economy etc. In order to gauge, all the mentioned sources of information would have to read thoroughly or one would have to depend on the judgement of others.

		5			Thulasiraman J	172095	Analyzing market response for a mutual-fund like product which mitigates risk factor
					Gaurav Kumar	174028	
					Gautam Netalkar	174029	

**Abstract :** The Mutual fund (MF) in-spite of being able to give good returns has not seen a healthy participation from the Indian Households. A country with one of the highest gross domestic savings in the world, 29.8% of GDP (World Bank, 2015), but with a lowest MF to GDP ratio in the world, 7%, shows a significant scope for further expansion of Indian MF industry. On this premise an empirical study was conducted amongst 132 individuals to analyze risk perception and motivation factors influencing MF products in 5 districts. The results showed that benefits & reputation of MF, risk appetite and early losses have a significant impact on an individual’s risk perception and motivation to invest in MF

		6			Sai Teja Idamakanti Reddy	173077	Fundamental Indexing: Analysis of Returns
					Anshu Budithi	174015	
					Shwetha Jagannathan	174084	

**Abstract :** The Study focuses on the relative performance of fundamentally indexed portfolio vis-à-vis the SENSEX index from the period April 2011- March 2016. Traditional funds and investments are weighted by market capitalization. Fundamental Indexing challenges existing assumptions by including Fundamental metrics of the company for the valuation of the stock prices The approach of our research is called “smart beta” in the investing parlance. This form of using different parameters such as book value per share, earnings per share and free cash flow to the firm to construct portfolio is new and disruptive in India. Our objective is to find a strategy in which we find a solution to outperform the market, while maintaining affordable price paid by clients. In order to achieve this, we intend to test the strategy of fundamental indexing in the Indian Stock market.

		7			Neha Mittal	171054	Establishing a relationship between income and health
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					Pooja Mathur	171062	
					Trisha Kalita	173100	
<b>Abstract :</b> Sedentary, consumption based lifestyles are placing entire population at serious health risks; obesity is the prime example. Increased sitting time, consumption of junk food, lesser physical activity, increased time on the computer screen are some of the reasons. The purpose of this paper is to establish a relationship between income and health of an individual. Health has been measured using various parameters such as level of physical activity, BMI, eating habits and working hours. Regression analysis was done on the sample data collected from people in age group of 20-60 living in the urban areas through online survey and printed questionnaire. It established that high income does not guarantee good health.							
		8			Akshay Sharma	171009	Factors effecting Medical Tourisam
					Ashish Anand	173020	
					Anshul Nagar	174016	
<b>Abstract :</b> This study attempts to figure out the major factors which affect medical tourism, factors which make any particular destination more attractive to potential travellers, from medical as well tourism point of view. The research method being used is survey in which a questionnaire was prepared and primary data was collected from over 280 respondents. Statistical analysis of the collected data has been performed using techniques such as factor analysis and multiple linear regression. Factors which are concluded to be significantly affecting medical tourism include destination competitiveness, quality of healthcare service at the place of residence and at the destination and the cost associated with treatment at the place of residence as well as at the destination.							
		9			Neha Mittal	171054	Establish a relationship between income and health of an individual
					Pooja Mathur	171062	
					Trisha Kalita	174100	
<b>Abstract :</b> This study attempts to figure out the major factors which affect medical tourism, factors which make any particular destination more attractive to potential travellers, from medical as well tourism point of view. The research method being used is survey in which a questionnaire was prepared and primary data was collected from over 280 respondents. Statistical analysis of the collected data has been performed using techniques such as factor analysis and multiple linear regression. Factors which are concluded to be significantly affecting medical tourism include destination competitiveness, quality of healthcare service at the place of residence and at the destination and the cost associated with treatment at the place of residence as well as at the destination.							
		10			Garima Gaiind	173034	Effects of Disruptive Innovation on Retail Sector
					Gaurav Godara	173036	
					Himanshu Dawar	173038	
<b>Abstract :</b> This study examines the effects of disruptive innovation on the retail sector by taking in to account both financial performance and non- financial performance indicators as the factors of measurement. Qualitative Data was collected for understanding the financial performance of retail sector by in- depth analysis of annual reports of few organizations. Data for non-performance indicators were collected from urban and semi urban areas across India with the help of a structured questionnaire considering only the population that is aware of know-hows of shopping both offline and online. Factor analysis, Regression techniques have been employed to analyze the data. The study has revealed that the effects of disruptive innovation on retail sector is determined by the scale of an organization (financial performance). Improving the scale of an organization increases the finances of it. Also, Customer specific and product specific features are responsible for affecting the non-financial performance of retail sector in context of disruptive innovation.							
31	VIN	1	Vinit Thakur	Independent Consultant	Ashutosh Kumar	171024	A Study of Reverse Supply Chain in E-commerce industry
					Nitesh Mishra	173059	
					Shruti Sahay	173089	

**Abstract :** In an era dominated by online shopping, Reverse Supply Chain has assumed utmost importance. E-commerce returns are expected to reach more than 30 percent of the projected e-sales, according to a recent study by Shorr Packaging. Reverse supply chain in an e-commerce environment is a challenging part of any business. Customer service is essential in retaining them at the same time a bad return experience undoubtedly reduces the chance of a customer coming back for a repeat purchase. By incorporating new strategies to optimize this process, shippers can increase customer retention. Based on this scope we explored the basic reasons behind the return of goods across the major e-retailers, the segment that has got the highest return rate and the most preferred e-commerce company. The result were obtained through a questionnaire from the audience which uses digital platform to buy their products.

		2			Amit Makhija	171011	Effect of Supply Chain Management on Customer Satisfaction in E-commerce industry
					Nitesh Singh	172055	
					Piyush Bhise	174052	

**Abstract :** In an era dominated by online shopping, Reverse Supply Chain has assumed utmost importance. E-commerce returns are expected to reach more than 30 percent of the projected e-sales, according to a recent study by Shorr Packaging. Reverse supply chain in an e-commerce environment is a challenging part of any business. Customer service is essential in retaining them at the same time a bad return experience undoubtedly reduces the chance of a customer coming back for a repeat purchase. By incorporating new strategies to optimize this process, shippers can increase customer retention. Based on this scope we explored the basic reasons behind the return of goods across the major e-retailers, the segment that has got the highest return rate and the most preferred e-commerce company. The result were obtained through a questionnaire from the audience which uses digital platform to buy their products.

		3			Aathira	171002	Factors affecting reverse logistics in a 3 PL company (Supply Chain-Operations)
					Nithin	172056	
					Vineeth	171104	

**Abstract :** Products, components, materials, equipment and even complete technical systems may go backwards in the supply chain. Some products may have to be reworked during manufacturing due to unsatisfactory quality, or good materials and components being returned from the production floor because they were left over after production. Reverse logistics is fast becoming an integral part of total supply chain circle. Several forces drive reverse logistics, like, competition and marketing motives, direct economic motives and concerns with the environment. During the last decade, reverse logistics has obtained recognition both as a research field and as a practice.

		4			Himanshu	172033	An Empirical Study on Queuing Systems in McDonald's
					Ashutosh	173022	
					Dipayan	173031	

**Abstract :** This paper has helped in establishing the importance of queue length and wait time in decision making of the consumers. Importance of the wait time has been established by regression model after surveying 100 respondents for data collection. A simulation model is developed using Forio Simulation. This Simulation model will help in making decisions about the number of service counters or support staff required to attain a certain customer service level, based on prediction of queue length and waiting time. In designing queuing systems we have to balance between service to customers and economic considerations. We have find that waiting time in queue significantly affects the customer satisfaction. Given, the economic data related to the queuing system cost and cost of wait time of the consumer, an optimal solution can be obtained using simulation model.

32	VIS	1	Viswanathan.P.K	Great Lakes Institute of Management, Chennai	Shivansh Sharma	171083	Factors affecting hospital choice decisions in Tamil Nadu
					Sumit Jaggi	173097	
					Rahul Shukla	174065	

**Abstract :** This study examines the factors affecting hospital choice decisions by patients for healthcare services & to help the existing & new entrants in the industry to strategize & become the best healthcare providers in state of Tamil Nadu in India. Data were collected from villages, sub-urban areas like Mahabalipuram, Chengalpattu, Kalpakkam and cities like Chennai & Pondicherry of Tamil Nadu state with the help of a structured questionnaire. Factor analysis, ANOVA techniques have been employed to analyze the data. The study has revealed that the factors that affect hospital choice decisions of patients are overall performance of hospital on cost-effectiveness & tie-ups with insurance companies and specialized doctor's availability for outdoor patient care.

		2			Sneha	173091	What factors lead to high attrition rate in IT companies in India
					Vikas	173102	

					Vedarth	174097	
<b>Abstract :</b> This study aims to investigate the major factors for high attrition rate in IT, which is vital for every company to understand in order to thrive in Indian IT industry. The study surveyed respondents in age group 23-35 and working in IT industry. The study uses linear regression model to establish relationship between attrition and various possible causes which were clubbed together based on work-related and net worth factors using principal component analysis. The statistical findings show that at 95% confidence level, work life balance, role clarity, work environment, location of work place, onsite/opportunities, compensation and brand image of the company are some of the factors that employees consider extremely significant.							
		3			Abhilash Dutta	172001	Impact of credit distribution strategy on non performing assests - A Prescriptive approach
					Abhay Shah	174002	
					Rahul Namdev	174064	
<b>Abstract :</b> Non-performing assets have emerged as one of the major concerns for banks all across India. NPAs are a reflection of the performance of banking sector. Over the years, several initiatives have been taken by government to curtail the growing NPAs, even though it's highly impossible to achieve zero percentage NPAs. In order to improve the efficiency and profitability, the NPAs need to be curbed. This study aims to specifically look across industry sectors, demographic groups (urban, semi-urban, rural etc. population) to identify potential segments that contribute most towards NPAs. Using regression analysis, the study was able to prove the hypothesis that Personal Loan has impact heavily on NPAs. NPAs were also impacted by urban and semi-urban region lending's. Moreover, this study showcases a prescriptive model based on previous years' data to forecast NPAs for the coming year using double exponential smoothing time-series forecasting.							
		4			Rajeev Swaminathan	171072	Demand Forecasting for Perishables – A Supply Chain Optimization Approach
					Brindha S	171032	
					Rajalakshmi M	173068	
<b>Abstract :</b> In this study, a forecasting model is proposed for the perishable food industry. The model uses the Holt-Winters method for forecasting that uses triple exponential smoothening and considers the impact of seasonality. Perishables industry with its low shelf life of products has been challenging and hence if the forecasting is too optimistic it leads to wastage. And if pessimistic view on demand is taken it leads to huge opportunity cost since they do not have stock to sell. And in a very competitive landscape, this would prove to be a bad idea. Sri Krishna Sweets and their SKU sales data was taken for getting the results. The model results can be used by the food industry to reduce their wastage							
		6			Pallav Abhishek	171059	A study on the factors leading to Non-Performing Assets (NPA)
					Sushrit Anand	171094	
					Dinesh Singh	173030	
<b>Abstract :</b> Non-Performing Assets (NPAs) has been hurting the banking system and Indian economy from a long time. The operating efficiency of banks have decreased because of this and their cost in recovering it has also increased now a days. It is the ability of the banks to identify the defaulters before lending or as early as possible that makes them better in managing NPA. It takes into account various factors like Quick Ratio times, PAT as of Net Worth, Total Net Worth, Cash profit as of Total income of the companies to find out the possible defaulters. This study is statistical analysis in nature and methods used are Random Forest and GBM. It uses only secondary data that is taken from ProwessIQ software, and thesis work that is already done on the topic.							
		7			Nitish	173060	What drives amazon India's growth which makes it a threat for market leaders
					Samiksha	173078	
					Vishal	174100	

**Abstract :** With the outburst of usage of internet in India, e-commerce has emerged as a big market. Many e-startups have emerged in the industry as a result of this boom and made their mark. A lot of innovative ideas have been put to practicality. However, some of the startups have lost the battle and have gone down the drain. A fair idea of what actually drives the e-commerce success would help the emerging and existing companies to perform better and to be stable in the market. The aim of the study is to analyze the factors that have made AMAZON INDIA grow at a phenomenal rate which has given the local market leader, Flipkart a run for its money. What are the various drivers which make its formidable growth possible in the e-commerce sector when the same market conditions are prevalent for the competition? Analyzing how one can gain competitive advantage to grow and survive as a market-force in this time of stiff market competition and growing customer base will be beneficial. An established regression in this area of study can help companies take better decisions, and strategize accordingly. Based on existing data, we aim to estimate/forecast the weighted focus areas, which can then be used to optimize the funds, investment and strategy

33	YUG	1	Yugandhar Veerabhadra Manem	Corporate	Mohit	173053	Valuation of player while bidding in IPL
					Mrinal	173054	
					Namana Tejeswar	173055	

**Abstract :** The Indian premier league is the highest –profile professional Twenty20 cricket league in the world and is contested every year by franchise teams representing Indian cities. Made on the lines of the English premier league, IPL has surpassed several major international leagues in terms of viewership and gross earnings. The IPL is unique in the sense that unlike EPL, IPL holds official auctions. The franchises bid against each other for specific players and the bids have gone as high as 2.5 million in the past.

		2			Jyoti Ranjan Patnaik	172038	Using queuing theory to reduce patient's waiting time in hospitals
					Nishant Goyal	172054	
					Sidharth Aggarwal	172083	

**Abstract :** A patient has to go through several departments for diagnosis. In a more technical terminology, there are several nodes a patient has to cross to access a service. The node where the waiting time of the service is more than desired is where the bottleneck lies. Lean Six Sigma methodology would help in identifying the root cause of the issue and help us in targeting the issue reducing a patient's waiting time in hospitals. We will use data collection techniques such as interviewing the management, doctors, staff and the patients. Also we will collect data through questionnaires to gather information on the arrival and waiting times of patients in a hospital. A research methodology will be devised to study the data collected and identify the bottlenecks in the system.

		3			Ameya Purandare	172010	Effect of extensive spare-part procurement model on supply chain efficiency and costs
					Suhrud Patwardhan	172092	
					Rahul Hublikar	174062	

**Abstract :** Any manufacturing industry spends up to 6.2 % of its revenue on spare-part management. Spare-parts demand planning is challenging as almost 70 % of the demand is intermittent. To avoid this, most industries overstock the spare parts, leading to redundant inventory costs. We have tested if a central procurement system catering to few companies in one locality can reduce these costs and improve company's performance. We have collected spare-parts data physically from manufacturing companies and suppliers in and around an industrial hub. The results showcase a clear improvement in performance of manufacturing company if the sourcing is done from a central procurement model. This can be implemented in region-specific industrial hubs characterised by similar manufacturing companies across geographies.

		4			Ashutosh Antapurkar	172021	Generating Insights by applying Analytics for Retail firms
					Raunak Jhanwar	172069	
					Satyarth Gupta	172075	

**Abstract :** The paper empirically investigates parameters of a marketing campaign which can influence customers' purchase decisions. The paper also analyses relationship between customer demographic variables, purchase characteristics and customer spending. The paper uses marketing campaign data, demographic data and past purchase data of a U.S. based retail apparel firm's 5148 customers for the year 2015. The study uses logistic regression, neural network and classification and regression tree methods to predict customer purchase decisions and annual spending. Findings suggest that demographic factors like customers' age, employment, and campaign parameters like mode, duration and number of contacts during campaign influence customer purchases. A customer's income, ethnicity, count of transactions and average basket size are the factors that determine his/her annual spending for purchases from the retail firm.