

ABSTRACT PGPM 2018_2019

study no	Guide name	Affiliation of the Guide	Student Name 1	(FT19)	Topics
1	Arjun Chakraverti	Indusage	Mayank Taneja	192048	Analysing Home Insurance market in India
			Navsheen Kaur	192053	
			Tanya Kamra	192098	
<p>Abstract : Insurance is a means of protection from financial loss. It is used to mitigate risk and hedge against contingent losses. Insurance provides a safeguard against a possession or ownership for a premium paid in the form of insurable interest. Home Insurance is a property insurance that covers a private residence. Home Insurance policy consists of wide range of protection against losses occurring to the insurer in the form of damage to the house, its contents or loss of any other personal possession of home owner and accidents that can happen at home. In this Empirical study, our objective is to conduct a research on the options available for home insurance in India, analyse factors affecting demands of home insurance and propose a model to analyse risk involved with the home insurance when compared to other types of insurances. We aim to focus on key parameters impacting the volatility of Home Insurance market and compare the Indian market of home insurance to the relatively established western home insurance markets.</p>					
2			Musfera Akmal	193047	Influence of Augmented Reality on Purchase Intention of Indian e-retail customers
			Rohit Poonia	193066	
			Shubham Sinha	194079	
<p>Abstract : Augmented Reality (AR) is an upcoming technology wherein the real-world objects are placed in a virtual environment to help the user understand the look and feel of a real-life object in any other virtual setting. AR finds its use in a vast number of applications including games, sports, military etc. This study addresses the effect an AR application would have on the shopping behaviour of customers when different customer dimensions such as 'product knowledge', 'ease of use', 'Technology aversiveness' etc. are taken into account. This study first finds out the different customer dimensions that are relevant for the use of AR in shopping using the qualitative analysis -done through focus group discussion and personal interviews and then evaluates their significance using the quantitative approach – which is the statistical analysis of results collected through a survey floated among the sample chosen.</p>					
3			Twarit saxena	192099	Introduction and efficacy of Unified/Coalition loyalty program in Indian Market
			Vipul Soni	192101	
			Ronak Khandelwal	192107	
<p>Abstract : Unified Loyalty Program is a reward program in which there is a single account which records the rewards granted to a customer for usage of various avenues and services. The rewards can then be redeemed across the avenues which have been clubbed together. This one-place reward system will roll out in US this year. So in US, we will be witnessing the customers earning and redeeming points across Marriott, Ritz Carlton and Starwood Preferred Guest using a single card. In a nutshell, we can see that it will be easier for the customers to shop, relax and use services mind free while earning and redeeming points using a single card. It will also be easier for the service providers and outlets as they can capture the un tapered customer segment and demand.</p>					
4			Sanjay Krishnan	191076	A study on waiting time in restaurants
			Shreyas S	193078	
			Vivek Soma Sundaran B	193103	
<p>Abstract : In many service industries, customers have to wait for service. When customers have a choice, this waiting may influence their service experience, sojourn time, and ultimately spending, renegeing, and return behavior. Here in our study we are looking at time in a different point view which is, waiting time in restaurants. Based on different parameters collected from the literature reviews and qualitative study such as time of the day, day of the week, number of people and drinking, time spent was collected through interactions with different hotels. The results show that a longer waiting time relates to renegeing behavior, a longer time until a customer returns, and a shorter dining duration. To find out the impact of the consequences of waiting time, we use the empirical findings and data collected in a simulation experiment.</p>					
1	Anbumathi.S	Great Lakes Institute of Management, Chennai	Ramachandran	191110	Factors driving word of mouth and its effects on consumer behaviour

			Sai Medha	192075	
			Meenakshi	192108	
			Rabin S K	193059	

Abstract : With time there has been a transformation in consumer perception towards purchase of products or service. Consumers traditionally were influenced by enquiring about products or services from their friends and family enabling them to zero down on their purchase. With the advent of digitalization there has been a shift, with consumers relying on electronic word of mouth to finalize on their purchase. We as consumers have always focused on reviews while purchasing a product or a service, be it online or in a brick and mortar. But we have never thought through the reasons and factors that led us to ultimately purchase a product or consume a service. Our keen interest to learn about this trigger towards consumers purchase intention led us to research more about the same. The rise of new media channels with time has offered a fertile ground for consumers to communicate about their views with the world.

1	Bala V Balachandran	Great Lakes Institute of Management, Chennai	Renny H Dash	192073	Formulation of smart beta ad feasibility in Indian financial market
			Smriti Shukla	193082	
			Prateek Pattanayak	194057	

Abstract : The present benchmark index in Indian financial market like S&P BSE SENSEX & Nifty 50 are based on market capitalization of companies giving efficient returns. The corresponding Beta in the existing market measures the responsiveness of the security to the market portfolio (SENSEX and NIFTY) variation measuring only the systematic risk component associated with any return. Hence the beta is solely based on market capitalization thus ignoring significantly important factors like volatility, liquidity, quality, value, size, momentum etc. In this study we aim to test statistically if the other factors could also impact the returns in excess of the index significantly in the context of Indian financial markets. If found statistically significant, such factors could be used to formulate a more comprehensive index that takes into consideration factors of quality, size, value and momentum.

1	Bharadhwaj. S	Great Lakes Institute of Management, Chennai	Pulkit Arora	191062	Impact of telematics on customers: an empirical analysis in the auto industry
			Riya Jain	191067	
			Tegsaran Sodhi	194093	

Abstract : Automotive telematics constitutes the applications of Global Positioning System (GPS) navigation, multimedia entertainment, wireless communications, vehicle health monitoring and automatic driving assistance systems. Auto manufacturers use telematics to make their vehicles smarter and gather data which can be used to assist the auto manufacturers in improving their products, customer experience and enhancing brand loyalty. As it stands the market today, telematics is currently dominated by commercial vehicles and fleet operators. This study aims to understand the benefits of telematics, how a similar implementation can assist personal vehicle owners, their acceptance of automotive telematics and how it impacts customer relations and sales of manufacturers.

2			Sumit Goel	192093	Online Groceries: Issues and Challenges
			Rajeev Khanna	193064	
			Shubham Tiwari	193079	

Abstract : The Internet has been increasingly used to facilitate online business transactions between business entities and consumers for various products and services. One of the applications that has received much attention in the last few years is Online Grocery Shopping (OGS). There is, however, no concrete evidence that OGS has been widely adopted as initially predicted. To enrich the existing studies in this context, which are currently limited, this paper explores the Australian consumer's perception of Online Grocery Shopping in order to identify some factors that may foster or hinder its acceptance. The Technology Acceptance Model (TAM) is employed to provide the theoretical foundation for this study. Based on the empirical data collected from a survey, the findings demonstrate the strength of the TAM in exploring the acceptance of OGS in India. In addition, the visibility of OGS was also found to be an important factor for its acceptance by the community.

3			Siddharth Bhati	191084	AI to help detect alcohol in drivers
			Sahil Cordeiro	193070	
			Vaibhav Chauhan	193096	

Abstract : This empirical study is focused around the development of a vehicle-based concept device that is primarily concerned with the detection of blood alcohol levels in drivers and aimed at promoting road safety. The concept is the brainchild of Mr. Sastry, a distinguished alumnus of Great Lakes Institute of Management. Apart from alcohol detection, the ambitious concept focuses on solving several unsolved problems at one go and, in the process, also improve our social structure via responsible driving and improved traffic monitoring. The device will primarily focus on four pressing issues in today's society that are relevant across countries and cultures. These aspects are: Drunk Driving, Women Safety, Traffic Congestion, and On-board Diagnostics. Though there is promising research going on in the various fields mentioned above, there is immense scope and opportunity for an amalgamation of the various features on a single product. Research that is being conducted around devices for Drunk Driving, Women Safety, Traffic Congestion and On-board Diagnostics are still in their nascent stages. The research will have to progress significantly before being able to launch a consumable product

4			Karthik V	191039	Issues in Marketing of Smart Wearables: An Empirical Analysis
			Renuka S	191063	
			Sandesh	192077	

Abstract : The smart band market globally has a sales volume of roughly 44 Million Units (as of 2017). The projected growth is about 51 Million Units by 2023, with a CAGR of roughly 4% during 2017-2023. These statistics indicate that there should be a very clear and effective marketing strategy to market these products. The core objective of our study is to enhance the marketing strategies of firms that produce smart bands. We analysed the key factors that drive the purchase intention of the smart bands. The study was conducted in 3 part analysis – an experiment, a survey and a conjoint analysis. From the experiment, we observed that celebrity endorsement significantly impacts purchase behaviour. From the survey, we observed that economic value, self-efficacy and openness to experience have a significant impact on purchase intention. And from the conjoint analysis, we observed that attributes such as brand image, health tracking ability and price are significant.

5			Dip Joy Choudhury	191028	Patient Perception of Unethical Practices in the Medical Industry: An Empirical Analysis
			Karthik Kethireddypally	192039	
			Sravva Maddineni	192091	

Abstract : Medical negligence cases in India have been growing at an alarming rate of 110% per year. Of this figure, nearly 90% involve hospitals. In this study, we look at some of the unethical medical practices in the country in order to determine a communication method that is able to raise awareness among the mass public in the most effective manner. We have used different communication approaches in experiments involving two different segments of subjects where their response to our experimental communications were measured. We used message framing techniques in different vignettes to find out which framing technique is more effective in enlightening subjects about two different kinds of unethical medical practices in India. We found that a value-based communication approach is more effective in communicating moderately serious health care-related issues to a less knowledgeable section of society.

6			Anupama	194011	Growing the Organic Food Market in India: An Empirical Study
			Jijendra Kumar	194032	
			Nikitha Ravi	194109	

Abstract : Globally, the organic wave seems to have swept across entire spectrum of food products. From farm produce, to meat, to seafood, to dairy, 'going organic' is transitioning from being a fad to a way of life. A heightened sense of environmentalism along with widespread alarm at the prospect of ingesting pesticide residue or preservatives is prompting a shift to safer, more natural options. While this wave has picked up since the 1990s in the west, particularly the US and European markets, the consumption of organic food is still negligible in India. It is perplexing to think that such a healthy food substitute with high growth potential is yet to find traction in the market. This motivated us to look at the various factors impacting the consumer attitude towards organic food products and subsequently affecting their purchase intention. We found numerous literatures identifying these factors but in every research study, the buck stops with understanding the factors

7			Vivek R	194101	Automatic Car Wash Stations: Analysis of Market Potential and Related Issues
			Srivatsan T V	191090	
			Aakaash Rajagopal	193001	

Abstract : Today with changing preferences and growing incomes, a typical middle-class or upper middle-class Indian consumer will move around in a sedan or SUV. Several thousand Audis, Benz, BMWs, Volvos, Hyundai's, Hondas, Mahindra's and more have hit the Indian roads in the last five years taking the overall motor count to over 200 Million! As India is speeding ahead in the global car consumer market, the professional car wash segment has also picked up to join the race. With respect to the automatic car wash segment, the Asia Pacific region comprises of several developing countries such as China, Japan, Australia, and India are witnessing a high growth in their population, further generating high demands for sophisticated devices and luxurious life in the region.

8			Nitin	192056	Consumer Sensitivity towards data privacy India vs US
			Sabya Sachi	194066	

Abstract : Long privacy notices by companies collecting data lead to consumers becoming vulnerable. In this empirical research, we wished to study how the willingness and attitude of consumers to share personal data change if companies use techniques such as videos, gamification and leader board with and without an annual subscription fee - A fee charged by a company to avoid using consumer data for marketing purposes. The design of our study included experiments for data collection. We found that both, attitude and willingness of respondents improved with privacy policy explained in terms of gamification and video along with annual subscription fee. We also created clusters of consumers and the treatment that works best for them for direct use in the industry.

1	Easwar Krishna Iyer	Great Lakes Institute of Management, Chennai	Akshay Sankar	192009	Inhibitions of the acceptance of Intelligent Personal Assistants
			Wamika Kapur	192105	
			Nair Dipak Udaysankar	194041	

Abstract : An intelligent digital assistant is a software service, possibly coupled with a specialized hardware device, such as a smart speaker, personal computer, tablet, smartphone, or wearable computer (such as a digital wristwatch), which offers some interesting set of the abilities of a traditional, human assistant, such as controlling electronic home devices, browsing, conversational commerce, financial transaction, and several similar tasks using voice and natural language processing (NLP) backed by artificial intelligence (AI). The most prevalent examples in the current market are Amazon Alexa/Echo, Apple Siri, Google Assistant, and Microsoft Cortana. Some of the widely known services which they provide are playing music on demand, controlling lights such as Philips Hue, ordering food via Zomato, booking cabs via Uber or Ola, storing financial information for faster transactions.

2			Archana Sekar	193018	Factors inhibiting new product development in technology startups
			Roshan James	193067	
			Saikrishna Viswanathan	194067	

Abstract : Technological innovations, disruptions and products were traditionally created and improved by well-established firms and institutions. But startups have been the new players in the market. It doesn't take much to understand the impact technology has had in the modern day and startups seem to be the front runners in the present day. From everyday technology like e-commerce, communication to complicated ones like ticketing, trading, etc., startups have made a mark in various industries and sectors. The success and growth of startups depends on the new products they make and launch in the market and hence New Product Development becomes critical for these firms. Thus it is of extreme importance to understand the factors that drive the success and failure of new product development in these firms. This study is aimed at understanding and statistically proving significance of factors that inhibit new product development in technology startups. It is not very clear as to which of these factors can be considered the most important or critical. This study is an attempt to statistically analyze how the factors interact, correlate and how significant each variable is in new product development.

3			Saiprasanth Menon	191072	Investigating Customers' Hedonic Expectations fulfilment of Smart Wearables
			Smriti Sukhija	191085	
			Usamah Beg	193095	

Abstract : Purpose – The purpose of our study is to identify the key psychological determinants of smart wearables adoption (i.e. affective quality, relative advantage, mobility, availability, subcultural appeal and cost). Design/methodology/approach – Develop an extended technology acceptance model (TAM) that integrates into original TAM constructs and thereby measuring customer intention to buy (IU). An online survey to assess the proposed psychological determinants of smart wearables intention to buy. Findings- The AQ and RA of smart watches were found to be associated with perceived usefulness, while the sense of MB and AV induced by smart watches led to a greater perceived ease of the technology’s use. The results also indicated that the devices’ subcultural appeal and cost were notable antecedents of user attitude (AT) and intention to use, respectively.

4			Prikshit	193058	Why marriage men and women is increasing in India
			Vineet	193102	
			Simar Jeet Singh Bindra	194082	

Abstract : Through our project we identified various factors which were resulting in shift of marriage age of women in India which directly impact the sales pipeline management of online matrimonial websites. We have maintained demographic diversity based on location, education and nature of work of the respondents. In our research we are able to identify certain internal personality characteristics (like premarital intimacy, desires etc) as well as external factors (like family size, education etc) that affects marriage age and eventually leads to bull whip effect in sales of online matrimonial business models.

5			Angel Saxena	191009	Study of effect of nostalgia on consumer buying across three industries
			Rishabh Saxena	191065	
			Mayank Sharma	193042	

Abstract : The purpose of our study is to examine the effect of nostalgia on consumer buying behaviour across different industries. For our research we have taken products from FMCG and automobile industries. Design/methodology/approach – A total of 132 respondents were exposed to advertising containing nostalgic as well as non-nostalgic cues and then survey was conducted to measure nostalgic element in consumer buying preferences and measures of attitudes and intention. Hypotheses are tested using Regression and other relevant analyses.

6			Kruti Rao	191041	Market Penetration Challenges faced by Electric two wheelers in India
			Mudit Dewan	191048	
			Satwik Rai	192081	

Abstract : This study explores market penetration challenges faced by electric two wheelers in India and proposes an integrated adoption model. Results of a structural equation modelling analysis with 988 samples indicate that drivers’ intentions are predicted by one negative factor (cost) and three positive ones (satisfaction, usefulness, and attitude). In addition, the total standardized effects of potential factors on the intention are computed. The current study also validates the original technology acceptance model. Based on the results of the current study, practical and academic implications with potential limitations are examined and presented.

7			Harneet Singh	192036	Sentiment Analysis & Decision Outcomes : A study using Content Analysis
			Madhumanti Ghosh	192044	
			Nikita Makkar	193052	

Abstract : In this study, we examine the editorials of 3 national dailies over a 4 month period which represents the public data about a national brand. We expect that examining this communication can reveal longitudinal patterns in the perception of the brand. Empirically, we utilize academic expert panels to build a set of keywords across three sentiment classifications and utilize content analysis to examine it. The editorial communications offer valuable feedback about brands. A model is built to r the brand sentiment in a three-class sentiment classification. We examine three-class classification to target the mild sentiment expressions as well as eight emotions that are of particular interest to understand minute emotion associated with the brand. In the period of the study, it is expected that the sentiment of the content will shift across dimensions. The proposed approach and vast majority of features identified are applicable across brands, allowing researchers and brand management practitioners to quickly generate highly effective editorial feature representations for sentiment analysis on other brands.

1	Gaurav C	Industry Expert	Nishant Sodani	191051	Impact of toss on a match
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			Nishant Rajpoot	193054	
			Parth Repe	194053	

Abstract : Winning is the goal of any sport. Cricket is one the most watched sport now a days. Winning in Cricket depends on various factors like home crowd advantage, performances in the past, experience in the match, performance at the specific venue, performance against the specific team and the current form of the team and the player. Factors contributing to winning games are imperative, as the ultimate objective in a game is victory. The aim of this study was to identify the factors that characterize the game of cricket, and to investigate the factors that truly influence the result of a game using the data collected from the Champions Trophy cricket tournament. According to the results, this cricket tournament can be characterized using the factors of batting, bowling, and decision-making. Further investigation suggests that the rank of the team and the number of runs they score have the most significant influence on the result of games.

2			Apoorv	192017	Predictive Analysis of the Cricket ICC World-Cup 2019
			Jagrat	193035	
			Vaibhav	193097	

Abstract : Predicting outcome of any sports event has always been a centre of attraction for many people in different parts of the world. Cricket was one of the first sports to use statistics and analytics as tools for illustration, comparison and prediction. Cricket is played in 3 formats: Test Cricket (5 day Match), One Day International (ODI-50 Overs) and Twenty-Twenty (20 Overs). Through our research, we are going to do a predictive analysis of ICC Cricket World Cup-2019, which will be played between 10 teams in ODI format and is scheduled to be hosted by England & Wales. The outcome of a one day international is affected by several factors.

1	Nachiketas. N	Great Lakes Institute of Management, Chennai	Adaveni Sandeep	193004	What drives consumer attitudes and intentions to adopt digital platforms?
			Kumar Sameer	193039	
			Nikhil Singh	193051	

Abstract : The paper studies the factors important for a consumer to be engaged while adopting a payment platform. Also, it tries to study the weightage of importance that users put on various factors while using a payment app. In this paper you will also find the perceptual mapping of various applications among Indian youth. The surveys were conducted in the city of Chennai among the Management students. Although, the data collected were heterogeneous, in order to get more heterogeneity in the sample, population can be chosen differently. Few major apps in the Indian market was also examined and the perception of consumers were plotted. It was in sync with the number of downloads and the ratings given to these apps on Google play store.

1	Narendar Rao	Northeastern Illinois University	Archit Kashyap	191016	Key Determinants driving the success/failure of Mergers and Acquisitions
			Kaushik Padmanabhan	194035	
			Neha Jain	194045	

Abstract : Every organisation in any industry has some common motives such as sustained growth, high profitability, maximization of shareholders wealth to name a few. But in this era of intense competition, companies have to efficiently utilise their resources and capabilities in order to have a competitive edge over others and be extremely relevant in the market. To achieve this objective, companies are on a constant lookout for new strategies. Traditionally, companies have always resorted to taking advantage of the imperfections in the market in order to have a competitive advantage. They have always played on economies of scale and scope in their own space. In other words, organic growth was the only method considered to achieve higher profits.

1	Rajan C R	Great Lakes Institute of Management, Chennai	Bhavya Jatwani	194020	Downtime Analysis of IT solution in various Industries
			Mayank Chaudhary	194039	
			Neha Gulia	194046	

Abstract : As seen in today's world, lot of companies are shifting and taking the electronic route which comes with its own challenges. Besides issues like training, transitions, infrastructure, one of the crucial aspect happens to be "Downtime", simply meaning outage of services. Researches have shown that a significant number of online companies have gone bankrupt — a phenomenon often referred to in the popular press as the dotcom bust. However, this study aims to examine particular aspects of such B2C (Business to Customer) industries who have taken this route of internet commonly known as "going online". Essentially, this study concentrates on how the customers respond to such service outages.

2			Ankita Kumari	193014	Customer Loyalty in General Insurance Sector
			Asish Kumar Pathy	193023	
			Mehak Sharma	193043	

Abstract : Increase in demand for motor insurance will be a by-product of rapidly expanding auto industry, thus making it the highest share earner among non-life insurance premiums earned in India. This led us to study the factors that drive loyalty in this sector. For this, we collected response from 240 people through a survey. Out of that 230 were relevant responses comprising 178 males and 152 females; Majority (220) were <30 years old. We found Cronbach alpha for each DV and IV, analysed correlation matrix, performed regression, factor analysis and factor rotation on the data. Out of the 9 IVs, 'Premium paid' (p-value = 0.02) and the 'ease of renewal' (p-value = 0.00) were the significant factors.

3			Animesh Vyas	191010	Impact of Gender on Impulse Buying of Apparels
			Derick Kurian	191026	
			Gurkirat Singh	191034	

Abstract : One of the many aspects that can influence a decision on purchasing items is their gender. Males and females approach shopping with different motives, perspectives and rationales among other considerations. Both want different types of products due to the difference in their upbringing, for example in their social and psychological behaviour along with various other factors. They are also likely to have different thought process while obtaining these items. It can even be noted in our day to day activities that both genders are completely different when it comes to decision making, be it their personal life, professional life or even while eating or shopping. Clothing and apparels, such as watches, shoes, etc. is one area that perfectly falls under this categorization and hence it has been chosen as our domain of study

4			Divya R	191108	Factors that enhance the market share of ice cream manufacturers
			Chandrasekar N	192023	
			Priyaramanathan	192068	

Abstract : Sales of ice cream in India increased by 13% per year over the past 5 years which is the fastest growth rate in the world. Both the government and companies have been investing in India's cold chain infrastructure, which is necessary to transport perishable products. Also, Indians are getting wealthier and have more money to spend on treats like ice cream. Currently the major market players are Amul, Vadilal, Mother dairy and Arun. While the annual sales of ice creams dropped by 1% in the US and by 2% in the UK, Indians went from eating about 180 million litres of ice cream in 2011 to about 335 million litres in 2016—and that number is expected to double in four years.

5			Saurabh Chawla	191080	Customer Expectation and Satisfaction with Online Food Ordering Portals
			Ekta Singh	192030	
			Gaurav Mahani	192032	

Abstract : While e-commerce is rapidly spreading around the world, the food industry also began to take its' place in the growing area. The food-technology sector is expected to touch at least \$2.5 billion by 2021 from its current size of about \$700 million, according to a report by consultancy firm RedSeer Management. The online food delivery market is growing at a steady 15% quarter-on-quarter in terms of daily food orders. Bengaluru-based Swiggy leads the stack with a 35-38% market share, followed by Zomato at 25-30%, according to RedSeer. UberEats, the food delivery business of cab major Uber Inc., which was already operational in several countries, entered the segment in India last year.

6			Gaurav Nanda	192033	How the online market plays a role in retail business?
			Akhil SA	193009	
			Monish Nair	193045	

Abstract : While e-commerce is rapidly spreading around the world, the food industry also began to take its' place in the growing area. The food-technology sector is expected to touch at least \$2.5 billion by 2021 from its current size of about \$700 million, according to a report by consultancy firm RedSeer Management. The online food delivery market is growing at a steady 15% quarter-on-quarter in terms of daily food orders. Bengaluru-based Swiggy leads the stack with a 35-38% market share, followed by Zomato at 25-30%, according to RedSeer. UberEats, the food delivery business of cab major Uber Inc., which was already operational in several countries, entered the segment in India last year.

7			Deepshikha	192027	Feasibility of Multi-brand Automobile showrooms in India
			Jagpreet	193104	
			Gaurav	194024	

Abstract : This empirical study aims to determine the feasibility of multi brand car retailing in India. This has been conducted by first analysing the various pain points faced by the customers with the existing mode of car dealership. The satisfaction level of customers towards existing channels has been calculated using various factors like convenience to purchase, total purchase time, visits to the dealers, browsing/ surfing on internet. The inception of Multi Brand Car retailing comes from the fact that consumer's preferences are getting changed continuously. In India the majority of the car shopping process has moved online, but still the visit to the nearby car dealership remains a crucial step in the car buying journey

8			Raghvendra shahi	193061	Factors that drive willingness to buy Sustainable Clothing
			Rahul Pandey	193062	
			Sharma Sonam	193074	

Abstract : In the last decades sustainability has become a major topic in society. The population is growing, which has increased production and has resulted in a negative impact on the environment. The fashion industry has become a big contributor to the negative impact on the environment through fast fashion. Although consumers continue buying low price garments on a weekly basis, more and more consumers are becoming more aware of sustainability. Still the conversion of people to buying sustainable clothing is not as high. Hence, understanding the purchase intention of people and factors that affect the buying behaviour becomes critically important. This has led to the purpose of the study, which is to explore consumer's attitude towards sustainability within the fashion industry and factors that affect their willingness to buy sustainable clothing.

9			Sushant Kumar	192095	Value Relevance of accounting information in Indian corporate
			Sameer	191074	
			Satya Prakash	191109	

Abstract : The value relevance has been defined as an ability of a financial statement information which is used to capture and summarize the firm's value. Value relevance is one of the measured as the statistical association between financial stock market values and statement information or returns. And the main reason for doing the study is examining and measuring the variables that have been affecting the value relevance of accounting information in our Indian corporate sector and the study has been done by collecting data about the financial information on book value, earnings, share price and dividends of the various BSE 500 companies during the period 2014- 2018 by using the Ohlson model.

10			Bharti Bachani	191020	Impact of Digital Marketing on Customer Behavior
			Bharat Issar	194018	
			Gurjas Kapoor	194026	

Abstract : Digital Marketing is defined as buying and selling of information, products, and services via internet. Digital marketing has posed many challenges to the marketer in retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the new generation's buying behaviour. The buying behaviour and pattern of people has great influence in the purchasing behaviour, hence in this study, "Impact of SEO & Social Media Marketing on Apparel Online Shopping" is the core issue. The study reveals that most people have access to the digital media and how SEO & Social Media Marketing impacts their decisions in online apparel purchases.

1	Raghu Iyer		Abhijit Mishra	192003	Significance of Put-Call ratio on derivatives and its impact on stock market
			Nikhil Wakhloo	192054	
			Debasish Dash	193027	
<p>Abstract : The following study aims in ascertaining whether Put/Call ratio act as a causality factor for the Nifty index. We have studied historical data of Nifty 50 Index for the past two years and have come up with different hypothesis for aforementioned. We use Volatility Index (VIX) and Put Call Ratio (PCR) as independent variables for our regression analysis, whereas the Nifty Index was taken as dependent variable. To test the validity of the purported causal relationship, we have used regression of price variable on the put/call ratio</p>					
1	Rajeshwari K	Great Lakes Institute of Management, Chennai	Harmanjeet Chadha	193033	Consumer Factor Leading to adoption of IOT devices
			Shrey Rai	193077	
			Harit Magoo	194027	
<p>Abstract : Availability of high-speed internet and increase in disposable income have made smart devices the next big thing in home appliance category in India. Estimates suggest increase in penetration from 1.5% to 9.5 % in next 5 years. There are certain idiosyncrasies attached to Indian consumer when it comes to adoption of new technologies. The study aims to identify factors which influence adoption of smart home devices by the Indian consumer. Data was collected using a survey of 130 respondents. Most individuals were urban, between the age of 20-60 and having exposure to technology products and access to the internet. Data analysis was done using Linear Regression. Perceived Usefulness, Performance, Trust and Social Influence were found significant for adoption of smart home devices by Indian consumers.</p>					
2			Ayush Singh	193025	Marketing strategy for the indigenous mobile brand to revive themselves from Chinese onslaught
			Kaushik Bhattacharya	193037	
			Nihal Mehta	194047	
<p>Abstract : India remains a large market for smartphone manufacturers. About 350 million people out of the country's 1.2 billion popular currently own a smartphone. Just last year, more than 100 million smartphones were shipped in India, according to IDC. Chinese brands have always offered low prices, and they continue to do so. However, the market has also changed. Now, the low pricing of devices has become the bar that others have to compete against. The main reason behind the fall from grace for Indian brands, however, is the failure to gauge a fundamental shift in the market—when India suddenly moved from 3G to 4G in a matter of months and Reliance Jio changed the game completely. Over the past four years, Indian smartphone vendors have lost about 35 percent of the market to Chinese companies. All of the Chinese companies operating in India have additionally adjusted their logistics to better match the local policies.</p>					
3			Deepak	193028	How digital entertainment companies can increase their user base in India?
			Dhruv	193029	
			Nikita	193053	
<p>Abstract : The world is going digital and this is especially true in the case of entertainment. Online streaming is getting popular by the day and has successfully made inroads in minds and eyeballs of the millennial population. What makes digital mediums tick is its easy, fast and convenient access to entertainment content. This content is available at the fingertips of the user and can be downloaded or viewed online. As per the definition, a digital entertainment company provides an online platform available to users to stream shows on television sets, PCs, laptops, and smartphones. These platforms are in the form of an app or a website and need internet services to operate. The most prominent ones in the current setup in India are Netflix, Amazon Prime, Hotstar, YouTube, Voot TV, and ALTBalaji.</p>					
4			Yaswanth Kumar D	191105	Optimal Ad Placement in small or medium websites
			Abishek Janardhanan	192006	
			Sai Lakshmi K V	193071	

Abstract : Advertisement is the main source of income for most of the small and medium sized websites. The obstacle faced by the websites is that they cannot reach out to multiple vendors to advertise. The gap is bridged by advertisement aggregators like Google AdSense. This model is called a two sided market (P. K. Kannan, March 2017) place where the advertisers can display the advertisement and the users of the website are the target audience and can click on relevant advertisements. The owner of the website is the platform provider that is providing a common space for both parties to benefit from and will make revenue from the transactions. The Goal of any platform provider is to maximize the profits that can be generated from the numerous transactions taking place by both parties. There are predominantly two models for advertising CPV or CPM (Cost per view or Cost per Impression) and CPC (Cost per click) model. In any of these forms of advertising there are various factors that will decide the revenue generated like the size of the advertisements, the color of the advertisements, the context of the advertisements relative to the place of positioning, the positioning of advertisement in a website.

5			Prathamesh Shanbhag	192065	Positioning Strategy of Black Tea to Institutions
			Muruga Prasana	193106	
			Vignesh K	194108	

Abstract : After the Indian economy opened up there was a lot of growth in the beverage industry of our country especially in the tea market. Currently India is one of the largest exporters of tea in the world especially black tea. But the current domestic black tea brands are facing a lot of competition both domestically and internationally. Also, majority of the business for black tea brands happen in the B2B market rather than B2C. So, it is crucial for brands to understand how to position themselves especially with respect to product and pricing so that thrive in the B2B market.

			Lohit Varma Penmatsa	191053	Analysis of factors affecting the Brand equity of Consumer Electronics in India
			Pavan K M	192059	
			Swapneel Subbhash Kamat	193090	

Abstract : The rise in the internet penetration across the country has currently boosted the online market which play a significant role in bringing the buyers and consumers together . After the e- commerce advancement in India, online shopping and fashion stores have increased in number. while majority of the fashion purchase is moving towards online.It is rudimentary to understand and analyze various factors which will affect the preference of items which are purchased online.the commerical value which can be derived from the consumer's perception of teh brand name of product rather than the product itself is brand preference, which is the prime focus of this study.

1	Rajamanickam. M	Managing Partner, ProXL Consulting,	Anurag Kundu	191013	Impact of deve ops in IT operations
			Praneta Priyati	191054	

Abstract : Organizations are introducing agile and lean software development techniques in operations to increase the pace of their software development process and to ove the quality of their software. They use the term DevOps, an acronym which stands for development and operations, often used as an umbrella term to describe their efforts. DevOps, as an important newly emerging concept, is proposed to overcome the conflict between development team and operations team. Manual testing practices have already been automated using DevOps framework but the execution of DevOps in development and operations has huge potential which needs to get explored.

1	Ram Jankairaman	Darla Moore School of Business, Columbia	Sadat Khan	191069	Analyzing the Business Model of Small-Town Fast Food Restaurants to Increase Revenue
			Snigdha Kamath	191086	
			Vimal Kumar	193101	

Abstract : Western culture has seeped into the Indian society, and this is evident in the clothes that we wear, the food we consume and the lifestyles we lead. The food industry in India has been booming in the recent times, owing to the rising disposable income of the middle class. This has resulted in foreign fast food chains aggressively increasing their presence in the country. The Indian restaurant market was valued at Rs.20,400 crores in 2016 and is expected to grow to Rs.51,000 crores by 2021, according to industry body National Restaurant Association of India (NRAI). The Indian fast food market is growing at an annual rate of 22%, reaching Rs. 24,665 crores in 2021 from Rs.9125 crores in 2016.

1	Sanjoy Sircar	Great Lakes Institute of Management,Chennai	Ankit Tripathy	192015	Investment Portfolio Management
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			Anurag Guru	192016	
<p>Abstract : Wealth Manager or Portfolio Manager round the world create portfolio to optimize the money given by the client and facilitate them with return as per their willingness to take risk. A portfolio is a group of financial assets such as stocks, bonds, commodities, currencies and cash equivalents as well as their funds counterparts like ETF, mutual funds and closed funds. Every financial asset has return and risk associated with it, like stocks are considered to be higher risk but they give higher return while bonds are considered as low risk and give a lower return.</p>					
2			Ankesh Singh	193013	Predicting change in business cycles using stock market liquidity and volatility
			Monika Dashora	193044	
			Navneet Soni	194043	
<p>Abstract : This research aims at usage of financial variables such as liquidity and volatility of the stock markets to predict the turning points in a business cycle (expansion-peak-contraction trough). The stock market movement reflects the perception of participants about the current state of the economy. The change in business cycle can be determined by a sharp change in real GDP, industrial production, consumer price index and real consumption. For our research we take Nifty50 as the benchmark index and with the help of fluctuations and liquidity in the benchmark index, we try to predict the changes in business cycle (CPI, GDP and IIP). The empirical results found that there is a positive relationship between Stock market volatility and CPI, Stock market Volatility and GDP</p>					
3			Abantika Bhowmick	191001	Default Risk analysis of Financial Institutions in India
			Abhishek Singh	191004	
			Nikhil Goyal	193050	
<p>Abstract : Non-performing assets (NPA's) are one of the biggest problems the banks are facing today. It is one of the primary indicators of credit risk and reflects upon the health and performance of the banking industry in the country. Throughout the years, there has been a significant difference in the magnitude of NPA's between Public, Private and Foreign Sector Banks. The study aims to analyse the factors leading to such anomalies. The study uses only secondary data, primarily collected from government websites – consisting of both Macro-economic variables (Unemployment, Fiscal Deficit etc) and Micro-economic variables (Size of Institution, Income etc). After applying statistical models, the study finds Institution Value (Net Earnings and Total Assets) along with Regulatory Factors as Basel norms with a confidence level of greater than 97%, p-value <0.03. The results of the same can be used to incorporate some of the institution values that have less NPA's, along with predicting NPA's based on the macro economic variables</p>					
1	Sandeep Srivathsan	Great Lakes Institute of Management, Chennai	Amit Raj	191008	Analysis of Accident Patterns along ECR – Stage 2
			Karthik D	191038	
			Parikshit Karun	193056	
<p>Abstract : There are one fourth of the total vehicle (20 million) available only in Chennai of the total vehicle in Tamil Nadu. Chennai has been a high accident area over a longer period of time. The idea is to find out the black spots and what the factors are which influences the accident propensity in the selected region. The sample group is all the people driving in the selected area of all age group and all gender. We will first collect FIR data from police station for this region and apply regression technique and rank ordering to find out the top black spots and the reason for the accidents. We have also collected survey data signifying the responses of people from the selected area and their views for the accidents and reasons. Based on the analysis of the FIR data received we will provide our solution to reduce the accidents in the region and try to remove the black spots. We also intend to come up with an algorithm to identify black spots and accident based on the regression techniques applied.</p>					
2			Aravind S	191015	Feasibility Report for a Greenfield project on scalable manufacture of Chemical Product
			Gautam Nair	191032	
			Jacob Thomas	191035	

Abstract : Purpose: Find out the feasibility of setting up a Greenfield plant in other locations of the country or expand the current plant capacity in response to increasing economic and technological challenges under competitive pressure. Design/Methodology/Approach: Key Financial, operational and business data of the firm will be collected and analysed. The solution methodology would be to do analyse the data for demand clustering and formulate a financial model to determine the merits of options available. Expected Findings: The factors that would significantly influence the decision are the market demand of the chemical, transportation cost of finished goods, transportation cost of raw materials, payback period, Customer service level regulations, extant regulations and other emerging factors. A financial model to explore merits of future expansion strategies

3			Arun K	192020	Analysis of Surface Congestion at Airports
			Levin K	192043	
			Vishnu Gopakumar	192102	

Abstract : Air traffic is expected to continue to grow in India, hence improved methods for dealing with the increased demand on the system need to be implemented. Surface congestion is a problem faced by most major airports resulting in increased taxi times, fuel burn and emissions. The airport surface is one area where system inefficiencies are especially evident in the form of congestion. A study conducted on one of the major US airports estimated that the airport was congested by about 16% of the time, and that more than 27% of its departures took off when the airport was in a congested state. It is accounted that at major airports over 32 million minutes of departure taxi delay causes over 130 million gallons of excess fuel burn at a typical taxi fuel burn rate of 4.1 gallons/minute.

4			Sarath S	191078	Study of Surface Congestion in Airports - Effects and Measures
			Jeffy Jose	194031	
			Vipin Hegde	194100	

Abstract : India, a country of roughly 1.4 billion people, which amounts to almost one-sixth of the total world population is steadily moving towards air travel for commuting from one city to another. As a result of this, Indian airport, especially in bustling metro cities, is a very busy place, carrying millions of passengers every day and thereby aircrafts make money by the hour of flight time. As the economy is gradually heading towards new heights, quite a lot of it depends on Aviation industry for international trade. It is safe to say that any cost reductions that can be done on the Aviation Industry affects positively on the overall outlook of the economy. Our Empirical study deals mainly with the reduction of taxiway traffic, with the help of K-queue theory for Pushback schedule for delayed flights. This will in turn reduce the emissions of the gas that comes as a result of burning Air fuel, which is dissipated during taxiing into or out of the runway. The economic and environmental advantages of implementing this particular strategy in airport terminals and taxiways would greatly reduce the green-house gas emissions.

5			Indrajit Chakrabarti	192038	Study of Ground Operations Management in Aviation Industry
			Nikita Manchanda	192055	
			Pradeep Kumar Rajaraman	192061	

Abstract : The aviation sector is a booming industry and it has significant impact on the economy of any country as well as the daily life of people. Inter-city as well as International trade and commerce are facilitated significantly through the aviation industry. It has also empowered transporting large volumes of passengers in comparatively shorter period of time. Airports are the gateways for the aviation industry and they serve as the access point for the surrounding community. They form an integral part of the operations of any airlines. The ground activities of an aircraft starts from the time the aircraft lands till the time it reaches the runway for take-off. There are several operational activities involved in this process.

6			Dipayan Bhattacharya	193030	Predicting brand retention rate of electronic gadgets using behavioral analytics
			Moumita Choudhury	193046	
			Deblina Sen	194021	

Abstract : In a competitive market of electronic gadgets, it has often been observed that even loyal customers tend to switch their brand, especially when it comes to use of Mobile phones. Our goal is to identify the reasons for this kind of brand switching using behavioral analytics. Further we wish to find out marketing solutions and reduce incorrect advertising.

7			Amritha Rajeevan	192013	Sentiment Analysis to predict the outcome of a movie
			Aswathi Venugopalan	192021	
			Aswathy Menon	194013	

Abstract : The main objective of this research is to do a sentiment analysis using viewpoints of the consensus about movies to predict the success of the movie. Movie industry or Cinema has the one of the most profound impact on the world since its inception. Social media has become one of the most popular communication medium among internet users. Millions of users share their opinions daily, therefore making it a rich source of data for opinion mining and sentiment analysis. Considering our context of predicting movie success, that has always been one of the most unpredictable circumstance and therefore we intend to collect data from any social media platform and try to infer about the ways Indians respond to a movie and how these reviews affect the box office collection. We have discussed the methodology to prepare a corpus from any social media for sentiment analysis and opinion mining.

8			Ashit	191019	Predicting patient's disease using their EMR history
			Ankit	192014	
			Archit	192019	

Abstract : Meet Jack Smith (age 50). Jack has been diagnosed with Stage 2 Lung Cancer. He is undergoing chemo and targeted therapy with a hope to fight and defeat the deadly cancer. However, this treatment is tricky and sometimes more dangerous than the disease itself. The treatment for Cancer - be it palliative or curative - is riddled with numerous infections, complications and side-effects. Jack is a very sincere and a dedicated professional, and is devoted to his employer, besides being the sole bread winner for his family. After being hospitalized for a few days, Jack was eager to be discharged so that he can get back to work, only to get ready for his next chemotherapy session, which is about 20 days from now. Kate, the hospital discharge planner, arranged for Jack's post-acute care (PAC) at a nearby Skilled Nursing Facility (SNF). Kate sends patients there because it's easy, habitual, and the SNF is local.

9			Divleen	191029	An Empirical Study to Measure Overall Operational Efficiency of Online Retail Stores.
			Neetika	193049	
			Souvik	194088	

Abstract : The objective of the empirical study is to analyse key factors by which a retailer can identify action steps that are likely to customer satisfaction thereby the overall store execution efficiency. Based on the initial Literature Review conducted, one interesting aspect that came across was the way Inventory can be demarcated as ESTIMATED_IN-STOCK (actual inventory on hand) and CUSTOMER_IN-STOCK (customer perceived products to be present in the inventory) and the prospective impact of each on the store's performance. The aim was to determine what are the driving factors affecting Operational Performance and Customer Satisfaction- our Key Dependent Variables. Finally, the study aimed to estimate the relative magnitudes of these effects, propose specific actions on how these metrics can improve overall Operational performance of Online retail stores.

10			Archit Mittal	191017	Comparison of Risk Return management in IT sector and Healthcare sector
			Ashutosh Thakur	193022	
			Ankit Sethi	194006	

Abstract : This paper explores the relationship between the financial ratios along with number of government policies and market stock return of 14 Indian listed firm from 2014-2018 of two major sectors of India i.e. IT sector and Healthcare sector. The result of Linear Regression shows that Earning per share, dividend yield, Dividend earning, Return on Equity and Return on Asset have significant relationship with the market stock return. The implications will help the policymakers of government in making and implementing their policies. It will also help individual investors and managers in making better decisions. This paper also provides portfolio management for both sectors that can give beneficial result to individual investor and managers for investment in the securities, if they grouped in a manner to secure higher returns after taking into consideration the risk elements.

11			Akshay Srivastava	192010	Predicting & reducing claims leakage for payers in the Insurance industry which ultimately can lead to better patient experience
			Naman Gupta	192052	

			Surabhi Prasad	192094	
<p>Abstract : This project involves study of the EMR data of the patients to identify the factors responsible for fraudulent medical claims. The Medical claims frauds are a huge loss which the insurance companies face on a day to day basis. We have studied the visualization and data exploration techniques to predict whether the claim is fraud or not. Specifically, we have used 4 supervised learning predictive models to identify the accuracy of the predictions of fraudulent claims. Based on the results of our analysis we have found that age is important factor for determining determination of the fraudulent claims. Similarly, we have also found that probability of the claim to be fraud or not depends on the claim type.</p>					
12			Ajita Pandey	192008	People's perception towards 2-wheeler Electric Vehicle – an Empirical Study
			Anupam Anand	193016	
			Amogh Shetty	194005	
<p>Abstract : With growing environmental consciousness and observing adverse effects of climate change, the governments of various Indian states are supporting many initiatives for the development of eco-friendly technologies. Big automobile companies are developing electric vehicle technologies and/ or buying smaller electric vehicle companies to prepare for the future. To make the electric vehicles acceptable and usable, some great strides have been achieved in the Electric car market with many old and new companies coming up with innovative models of e-vehicles to cater to the requirements and expectations of the customers. Examples for these range from that of Reva, E2O to the Tesla Electric cars creating huge impacts in the market. While developments on 2-wheeler Electric bikes are on the rise, it faces a huge challenge in the race to beat gasoline-powered vehicles due to the deficiencies of range, weight and time of charging.</p>					
1	Shameem.S	Great Lakes Institute of Management, Chennai	Aindril	193006	What derives consumers' trust towards e-commerce industry in India
			Soumyadeep	193083	
			Swarnakamal	193091	
<p>Abstract : This study looks at the components affecting customer trust in web shopping in India. Using the models from past investigations, a calculated structure was created to look at the connection between six elements which impact trust in Internet shopping. The examination reasoned that consumer perception of reputation, security, protection, convenience, handiness, and uprightness affect trust in Internet shopping in India. Recommendations are provided for Internet sellers to enable them to increase consumer trust.</p>					
2			Akhil	193008	Green Supply Chain Management
			Anurag	194012	
			Nisha	194049	
<p>Abstract : Green supply chain management is defined as "the process of using environmentally friendly inputs and transforming these inputs into outputs that can be reclaimed and re-used at the end of their life cycle thus, creating a sustainable supply chain. GSCM is one of the recent innovations for the enhancement of capabilities of Supply Chain Management. The purpose of this paper is to briefly review the literature of the green supply chain management (GSCM) over the last thirty years. The major activities that came out of the literature are: green operations, green design, green manufacturing, reverse logistics and waste management .This paper also discusses the key drivers for green initiatives include government compliance, improved customer and public relations.</p>					
3			Himanshu Jagan	192037	Analysis of Online video streaming websites
			Arush Khattar	193019	
			Annu Agarwalla	194008	
<p>Abstract : In this research we have developed and empirically tested a model for explaining/predicting customer satisfaction in online video streaming services. One unique feature about our study is the role peer influence plays in subscription of streaming services. More and more people purchase these subscriptions after hearing positive reviews about particular TV shows or movies specific to one subscription platform from their friends/ acquaintances. Form this study we will identify if there is any significant relation between satisfaction and peer influence. The empirical results show that peer influence and originality of content are significant variables that affect customer satisfaction in subscription-based video streaming services and content quality was found to be marginally significant.</p>					

1	Sridhar Samu	Great Lakes Institute of Management, Chennai	Shashank Gupta	192083	The factors that influence consumers to purchase gold
			Rudrika Singh	193068	
<p>Abstract : The shiny precious “yellow” metal, Gold, is generally considered the gold standard in jewellery purchases among most consumers. The Indian markets, especially those in Kerala and Tamil Nadu, have a plethora of retail stores and other outlets that sell gold by the kilogram when festivals and other social events are just around the corner. Other countries such as China, Saudi Arabia, UAE, Turkey, USA, Russia etc are other major gold consumers. But what is it that drives consumers into the stores to buy gold - a non-essential item, throughout the year? Gold demand is largely generated for making jewellery, for investment or for industry purposes. It is considered an important asset due to its low risk and high return nature. Its unique demand and supply dynamics ensures its role as a true diversifier for investors. For some consumers, it could even have emotional value; for others, it could be a way to enhance one’s self-image. People could buy gold for gifting purposes or to derive utilitarian and/or hedonic benefits. Price could also be an important factor driving gold purchase. The influence of a consumer’s reference group and/or the stage of life a consumer is in could cause consumers to drive up to jewellery showrooms.</p>					
2			Supriya	191095	Comparative Analysis of Influencer Marketing and Advertisements
			Smriti	192089	
			Trisha	194095	
<p>Abstract : This research paper aims to study the impact of Influencer Marketing on purchase intention and Brand attitude. Different customer segments of students and working professionals were interviewed to validate the primary data. A manipulation check was conducted to understand how consumers perceive influencers on the basis of factors - Familiarity, Credibility and Sponsored Content. The study concluded that the purchase intention and Brand equity is highly influenced by familiarity, credibility, however sponsored content does not play a significant role in Brand attitude but it does for Purchase Intension. Through this research the authors contribute to the study of ‘Influencer Marketing’ and understand how Influencers can get the maximum from their target audience by scoring maximum in familiarity and credibility</p>					
3			Sayali Pagrut	192082	How Branding Impacts Consumer Perception of Organic Products
			Shweta Subbaraman	192086	
			Smrity Agarwal	194083	
<p>Abstract : The study aims to identify the type of advertising to be employed by organizations to improve consumer perception of organic products and help consumers differentiate organic products from conventional products. The purpose is to show that advertising/branding can have a significant impact on consumers’ perception of healthiness, brand attitude and purchase intention. According to the Food Journal of Consumer Behaviour, the following parameters are considered Purchase Motives and Deterrents for organic products: Purchasing Motives: Health and Nutritional Concerns</p>					
4			Ciril P Jose	193026	Managing Multiple Brands – Capturing Markets through Co Existence of Competing Brands
			Prashant Devaraj	194056	
			Pravin Madugiri S S	194058	
<p>Abstract : The focus is to empirically study the shift in attitude towards a brand that comes about when a brand ventures into a segment of products which is contrasting to its traditional product positioning. The study considers the two consumption scenarios, namely Social and Personal, and the attitudinal change that comes about when products are launched in contrasting segments (Mass/Premium) within the same category. Relying on the pre-test results for the power of our manipulation, an experiment was conducted through which we were able gain insights on the changes in the brand perception for the scenarios they were subjected to. Thus we could conclude which segment extension strategies by businesses would work and why, and if such moves to broaden the consumer base would strengthen the core brand equity and perceptions.</p>					
5			Sarakshi Garg	191077	Impact of social media on consumer behaviour
			Sheetal Yeole	192084	

			Tarushi Joshi	193093	
<p>Abstract : In the last few years a great influence of the companies on online networks can be noticed. This paper explores how social media has influenced consumer behaviour from information acquisition to post-purchase behaviours such as dissatisfaction statements or behaviours about a product or a company. The results show that other than social media presence, all other variables have proved to be significant in impacting the buyers purchase intention. The implications will help the companies in targeting the potential customers in a better way. It will also help individual companies in making better decisions. We used regression to test the nature of relationships between the consumers purchase intention. If the social presence of the business is good and attractive, the people will take more interest in browsing the website of the business. Further, this paper also provides information regarding the factors that will positively influence the customers' experience and that are likely to engage in buying behaviour.</p>					
6			Rajasekhar R	193063	Indian Consumers behaviour with respect to mobile application purchase
			Vikram Subhash	193100	
			Vimal Krishn	194099	
<p>Abstract : The mobile gaming market and in-app purchases have great growth potential in India. Despite the great growing potential, firms have not been able to identify the antecedents of in-app purchases. Existing theories provide only little information about the purchase drivers. The need to identify the driving factors, is vital for the application developers to successfully market these applications and make games to likes of gaming enthusiasts. The purpose of this paper is to build a model to recognize the drivers behind purchase intention of Indian gamers. The research focuses on studying the Indian mobile game user and understand his/her behaviour with respect to app purchases. Finally, the study looks into in-app purchases and finding the most significant factors that influence spending in apps.</p>					
7			Sanchit Arora	192076	Gaze Analysis of attention in feature films
			Sanjna V Gopal	192078	
			Sonali Patil	194087	
<p>Abstract : Online advertising has experienced an unparalleled growth over the last decade. Yet, despite the increased spending on this form of advertising, there is a lack of understanding of what makes an online ad effective. This study helps to fill in this gap. Our specific focus in this research is the role of banner advertising in a digital environment. Specifically, in an experimental study, we examine the effects of context, celebrity presence and involvement-level of the product on customers' attitudes towards the ad, brand, website and their purchase intention.</p>					
1	Sriram D	Great Lakes Institute of Management, Chennai	Sajed Ahmed	191073	Customer Perception towards intent to purchase of luxury / premium products and services
			Marshal Praveen J	192047	
			Sreya Chatterjee	193087	
<p>Abstract : A luxury product is one which can demand a premium price tag irrespective of its quality and utility. However, the term luxury is colloquially synonymous with high quality and price. Luxury goods in addition to utility, also offer social value to the buyer. They tend to have a high income elasticity of demand. They also tend to have an aspiration value to non-customers who are not able to afford the good. In a country like India, where the average annual per capita income is 616\$ and the disparity among the various economic and social groups is very prominent, the perception of a brand as a luxury brand is highly variable and subjective. A brand that may seem luxurious and premium to some may be seen as a utilitarian brand to others. Moreover, certain products positioned as an entry level good in certain markets are positioned as an upmarket offering in India (Eg: Toyota Camry). In order to design a good launch strategy for the product of a premium brand, it is important to understand what factors play a significant role in their success.</p>					
2			Manoj Kumar	192046	Effect of automated service interaction on customer engagement
			Praneeth Anumolu	192063	
			Divya Tallur	193092	

Abstract : Automated Service Interactions are an integral of the business in the modern world, easing the way the customers are contacted and addressed. These have also become the only mode of interaction for few companies. Hence, these also play a major role in gaining customer's loyalty towards the brand. And, it is vital to understand the major factors that may affect the loyalty of a customer when using these automated services to interact. This paper uses various important parameters from proven studies to gauge the user loyalty factors and the reasons behind the results. Paper uses Chatbots as the sample medium to represent automated service interactions.

3			Neethu M	194044	Weighing Antecedents for Customer Relationship and Behaviour in Omni-channel and E-retail Markets
			Palash Jha	194050	
			Shibani C B	194071	

Abstract : E-retail is based on multi-channel marketing which is a blend of different distribution and promotional channels for the purpose of marketing. Multi-channel allows a company to reach the consumer through the distribution channels of email, social media and a physical store. Omni-channel marketing creates a continuum of customer touch points across multiple channels that together provide an engaging brand experience. It allows the consumer to start their journey from one platform and end it through another, creating a seamless experience. Benefits of omni-channel marketing are obtain data of customers from every transaction, customizing needs of target audience depending on buying behaviour, experience and service focused shopping, cost reduction for the retailer, increase margins, remove middle-men and delivery and shipping costs. It provides time value of money, reduces queuing and more scope for automation in the stores.

4			Krishankant Singal	192041	Building Customer Relationship Quality in E-Commerce
			Kirtika Garg	193038	
			Manisha Saini	193041	

Abstract : The study attempts to examine the concept of relationship quality in Ecommerce. Various factors like Customer Perceived Value, interaction, Discounts, Service quality are studied and their impact on relationship quality is measured. Based on the review of the literature, a conceptual model has been developed in which Relationship quality is taken as a higher order construct and Trust, Satisfaction and Affective Commitment are linked to it. The antecedents are linked to relationship quality which acts as a mediator. Relationship quality is further linked to consequents which are Loyalty and Self-brand connect. A number of research hypothesis have been formulated to examine the relationships proposed. The research presents the model developed and discusses the empirical findings from a survey of 571 respondents. The model is tested using Structural Equation Modelling (LISREL VIII). The Mediation affect is also tested and the results are provided. Apart from the basic model, the research also presents the effects of various Moderators like Relationship duration, Relationship proneness. The study concludes with a discussion of the implications of the study and provides direction for future research.

5			Sarath A	192080	Factors influencing Millennial buying behaviour in the digital space
			Swaminathan J	192097	
			Sowmya Narayanan	193085	

Abstract : Millennials (born between 1981-1996) account for a third of India's population and constitute 46% of the workforce. They are forecasted to contribute to 35% of spending by 2030. As a result, their purchasing power is making them an attractive target for many consumer industries. The millennial generation is a unique generation, with certain distinctive characteristics, particularly for its behaviour due to the influence they have had in their daily life from the Information and Communication Technologies (ICT). Therefore, to know how they behave has become imperative for marketers. The aim of this study is to find out why they have become an attractive group for different social and economic sectors, by capturing the factors that drive their attitudes, tastes and buying behaviours. Millennials (born between 1981-1996) account for a third of India's population and constitute 46% of the workforce. They are forecasted to contribute to 35% of spending by 2030. As a result, their purchasing power is making them an attractive target for many consumer industries. The millennial generation is a unique generation, with certain distinctive characteristics, particularly for its behaviour due to the influence they have had in their daily life from the Information and Communication Technologies (ICT). Therefore, to know how they behave has become imperative for marketers

1	Sriram Rajagopalan	Great Lakes Institute of Management, Chennai	Ravi Singh	192072	Promoting voters count and rational voting in India with social media marketing
			Rajiv Singh	194063	
			Shishir Sharma	194072	

Abstract : On an election day the common man is perplexed with a number of questions hovering over his head, ranging from the choices to make, the issues to look for or even whether to go out and vote at all. Some of those who value their vote, naturally ponder over the fact that elections are ritualistic exercise which always under deliver. Others at the same time are driven by the fact that their vote is imperative which can bring instrumental changes in the system and the lives of the people. Both perceptions notwithstanding, the motivation to vote often gets shaped by and also shapes the perceived outcomes thereby creating a very important basis for democratic evolution. Such basis becomes weak if one decided not to vote and this in turn multiplies the problem manifolds.

2			Shibayan DuttaGupta	192085	Current Market for Electric-Bikes in India and device strategies to improve its market penetration.
			Rituka Bhandari	194064	
			Amlan Sahoo	194107	

Abstract : A study was conducted to analyze the Electric 2-wheelers, that include vehicles ranging from electric bicycles to electric scooters, market in India and how this market can be expanded. A survey was conducted with subjects exposed to different questions to find out the significant features, qualities and other external factors that mattered in the purchase and usage of electric 2-wheelers in India. The study helped us to identify various combinations of the independent variables and based on these combinations, we came up with few conclusions. This study can be used to decide on the best combination of factors and features to have better chances of influencing buying intention of customer

3			Sushanth Sandu	192096	Morphological analysis of public e –procurement Systems
			Yashu Mittal	192104	
			Bharadwaj	194017	

Abstract : The primary objective of the study is to identify the factors affecting low repurchase for products in various segments. A qualitative analysis has been conducted and based on it's results, it has been identified that Car and bike accessories segment, and TV, appliances & electronics segments are the segments which have low repurchases. From the quantitative analysis results we have identified a few factors which could cause low repurchases in these segments. The results of the study can be used by e-commerce companies, sellers and delivery partners to identify which items have to be stocked so that the top line can be increased from low performing segments. E-commerce company can choose supply chain partners based on KPIs such as delivery time and cost for different products and can partner with distributors to ensure availability of reliable products. Sellers on the other hand can increase revenues from specific e-commerce partners by selling the kind of products suggested in the report. Technology companies can take the insight from the report to understand the kind of IOT devices that industry needs.

4			Ashu Suman	193020	Potential factors for E commerce companies to penetrate untapped indian markets
			Shivanshu Saxena	193076	
			Siddhartha Tripathi	194081	

Abstract : With the advent of digital era, the e-commerce sector was primarily targeted as an innovative way to bring the global buyer and seller at a common platform of virtual market. Undoubtedly there has been exponential growth in e-commerce business there hence resulting in huge amount of innovation and strategic formulation makeshift. Growing technologies such Artificial Intelligence, Machine learning and Internet of Things have influenced innovation in the area of e-commerce ecosystem. Certain new stages of delivery and value proposition has garnered huge success in the market leading to great changeover of consumer product pattern in last two decade.

5			Konga TarunKumarReddy	192040	Price Optimization to improve store profitability
			Nikhil Rathnam	194048	
			Raj Abhinay	194061	

Abstract : The project intends to facilitate the Merchandising and planning teams' decisions by using analytics in improving the efficiency and ROI. Demand Forecasting and Price optimization are very useful techniques for the given business scenario. We will develop a demand prediction model for the merchandise during the selling season; we have then used this demand prediction data as input into a price optimization model to maximize revenue. For demand forecasting, we will use Regression techniques and Excel Solver for optimization in conclusion, our work targets to propose the best markdown prices to the retailer and take informed decision. We intend to pilot test and implement this project in live environment and make it robust after field inputs.

6			Vikash Adak	191102	Reducing Bullwhip Effect in Supply Chain using Internet of Things
			Avinash Gupta	192022	
			Debasish Mishra	192024	
<p>Abstract : The bullwhip effect can be explained as an occurrence detected in the supply chain where orders sent to the manufacture and supplier, create larger variance then the sales to the end of the customer . These irregular orders in the lower part of the supply chain develop to be more distinct and higher up in the supply chain. This variance can interrupt the smoothness of the supply chain process as each link in the supply chain will over or underestimate the product demand resulting in exaggerated fluctutaions</p>					
1	Sudhakar Balachandran	University of Illinois, Chicago	Debashish Raina	191023	The relevance of Accounting Earnings Announcements in the Indian Equity market
			Deepak Sachdeva	191024	
			Duvvuri Sai Prashanthi	191031	
<p>Abstract : As a part of our study, we plan to evaluate how stock prices fluctuate before and after the announcement dates of the periodical financial reports by companies in India in relation to the information contained in the accounting numbers from the perspective of the Indian market. We also plan to study the extent to which the changes in stock prices incorporate the real changes in the underlying firm value. We would also try to determine if investors can fairly measure the underperformance or overperformance of stocks before the announcement dates accurately, which is just an additional measure of proving the theory. Market efficiency theory states that the asset prices completely reflect all the available information i.e. stocks always trade at their fair value. One implication is that it is impossible to beat the market consistently on risk adjusted basis since market has already discounted for all the available information and should react only to new information i.e. it is impossible to beat the market through expert stock selection or any market timing.</p>					
2			Sanjay	191075	Neural network model based trading strategy to beat the market return
			Radha Krishnan	193060	
			Vaishnavi M	193098	
<p>Abstract : Many studies have shown that artificial neural networks have the capacity to learn the underlying mechanics of stock markets. In fact, artificial neural networks have been widely used for forecasting financial markets. However, such applications to Indian stock markets do not take into account all the 3 sciences affecting stock market indices on a daily basis- Time-series, Technical Analysis and Macro-Economic factors. This paper applies neural network models to predict the daily returns of the NSE NIFTY index. Multilayer perceptron network is used to build the daily returns model and the network is trained using Error Back Propagation algorithm. It is found that the predictive power of the network model is influenced by the past 6 days' returns thus indicating a 6-day cycle in the Indian market. The study shows that satisfactory results with a directional accuracy of 53% can be achieved by traders when applying neural networks to predict the direction of the NIFTY 50. The other share market participants can include S&P500 in the model to get a better accuracy of 57% to predict the volatility in the market.</p>					
1	Suresh Srinivasan	Great Lakes Institute of Management, Chennai	Divya Muralidharan	191030	Improving customer acquisition in insurance industry
			Rishu Tiwary	191066	
			Sourabh Chakraborty	193084	
<p>Abstract : Recently, ecommerce powerhouse, Amazon decided to enter the Indian insurance market, beginning with life, health and general insurance products. With only 3.7% as the current market penetration of online insurance in India, there is huge room in this field to be explored. Our study mainly aimed at studying the various factors that leads a person to buy insurance and also the factors that leads them to buy stuff online. Together, both these patterns were studied using analytical models to come up with strategies that can be put to use in the online marketplace, thereby boosting the sales of insurance and eradicating the commissions of agents.</p>					
2			Vishruth Raja	192103	Factors affecting the intent to purchase 3D printed apparel in India
			Kuldeep Mahani	194038	
			Pallavi Chauhan	194051	

Abstract : The current paper aims to examine the relevance of social influence on the usage intention of 3D-printed apparel in the Indian context using Extended TAM model. An online survey was designed using established measures and circulated among 122 participants. The results of the study show social influencers (Compliance, Identification and Internalization had a significant and indirect impact on the Usage intention. Other external variables of the TAM model such as Tech optimism, Aesthetic features also has direct and indirect impact. The results are beneficial to the business as they highlight all the factors that influence the usage of the technology and how do the influence the usage. However, the study does have limitations such as it does not consider the effect of demographics or try on experience of the participants.

3			Venkata Alahari	192100	Comprehensive Analysis on 5G Implementation in India
			Siddhartha Goteti	193081	
			Sree Ravali Pasumarthy	193086	

Abstract : The increased competition and market consolidation in telecommunications industry is paving way to 5G implementation. There is a need to provide differentiated services to customers by overcoming the shortcomings of 4G by using 5G. Increasing customer demands coupled with constraints of 4G wireless networks have created a need to look at customer expectations from the 5G. A study was conducted among existing 4G users by collection of data through surveys and data evaluation through correlation analysis, factor reduction and regression modelling. The conclusions from the study prove unlimited offerings, value added services, network coverage, security and ease of use as the differentiable factors. These observations illustrate the degree of importance to be attached to these factors with 5G rollout.

4			Prashant	191056	Factors affecting Online Food Retailing in India
			Shikha	193075	
			Pankaj	194052	

Abstract : Today many consumers are shifting their purchase preference to online shopping. Online nutritional and grocery shopping are becoming increasingly popular with the current trend of healthy life. The objective of our research is to present the factors affecting sales towards buying food online. Our assessment will be based on primary information collected through the survey. In online grocery supermarkets there are no limitations connected with localization and opening hours, and consumers have access to a large range of varieties and products online across the world. The substantial benefits of online shopping are convenience and time saving, while the most important disadvantages for consumers comprise the risk of incorrectly valuating some products and apprehension about the selection and handling of perishables, such as vegetables, eggs, and meat products. By doing this research we aim to understand the market potential of the sales of food online.

5			Sharique	191082	Measuring Effects of Psychographic and Behavioural factors on Omnichannel Retailing
			Amitkumar	192012	
			Nupoor	192057	

Abstract : Integrating Customer experience in stores via technology is an emerging phenomenon in Retail Industry. In line with the changing landscape this research is a comprehensive study of effects of Technology and Behavioral factors on Customer perception in Omnichannel stores. This study is done in an Indian context to bridge the research gaps and build a comprehensive analysis of multitude of factors on Customer perception of Omnichannel retail store. These factors being drivers of customer service quality and value attributes of a retailer, which are a major driver of Customer satisfaction, hence the study becomes vital for Industry. The study uses a survey instrument to discover compelling insights on behavioral and instore technology adoption using data modeling techniques.

6			John Benny	191037	What drives the selection of payment methods while paying Online/Offline
			Srinivas	191089	
			Anshul	194009	

Abstract : Online payments are a critical issue in electronic markets. This research investigates online payment choices based on survey data we collected from different users using questionnaire. The empirical analysis we present here is purely based on informal discussions with people who buy products and service online as well as offline. Through Our Empirical Research Project, we aim to understand consumer behaviour in choosing payment methods while transacting online or offline. We are trying to map the thinking of the consumer when she/he opts for a Payment mode over another. Our study would help probably payment Gateway Service Providers in understanding and catering to these ever-growing needs of the User. Based on informal discussions with people there are six possible variables which can drive the choice of the payment method. They are economic condition of the buyer, Offers and discounts offered, Gender of the buyer, payment amount, safety & security and buyer's accessibility to internet and smartphones.

7			Kaushik Dutta	191040	Social media influencing via Instagram
			Kumar Vaibhav	191042	
			Abhimanyu Pandey	194002	

Abstract : The last decade has seen an exponential rise in the number of internet users and active social media users. Currently there are 4.012 billion internet users and 3.196 billion active social media users. This meteoric rise is affecting everything from the way we date to the way we buy products. Slowly and steadily brands, big and small are moving away from print and spending more effort on digital marketing

8			Debayan Mishra	192025	Fraud detection in credit card transactions by implementing Artificial Intelligence
			Abhirup Chakraborty	193002	
			Deepshubhra Bhattacharya	194022	

Abstract : This study is aimed at identifying whether a person is likely to commit credit card frauds and finding an optimal method that can be applied which will give the most accurate result in the least time. The data was collected from secondary source. However, the dataset contains approximately 30,000 data points, with 23 independent variable like age, education level, and, past transactions, existing credit limits, previous credit card statements and payments made against credit cards statements, etc. The paper discusses how each of this variables can potentially connect to credit card frauds. We have used an ensemble of various machine learning techniques to detect these frauds. The dissertation contains six main chapters: Introduction, Literature review, Method, Results, Inferences and Discussion.

9			Ashish Gaurav	191018	Pricing strategy for multi-channel businesses
			Gorti Krishna Kiran	192035	
			Naveen Singh	193048	

Abstract : In the emerging e-commerce world physical stores are getting obsolete. There are few reasons this happens because of the accessibility of shopping online, time and competitive pricing. Pricing has become a major issue for business which use the Omni-channels. Some of the few retailers who are suffering because of competitive pricing and emergence of e-commerce are Croma – electronics shop, Reliance digital, Reliance fresh etc. These retailers have an e-commerce website and have physical stores. They maintain same price across both the channels. To sustain physical stores, they use traditional pricing strategy to generate the revenue and maintain the stores and the same price is maintained in the website. These prices are high compared to competitive prices sold on the other e-commerce websites which makes them less relevant in the market.

10			Abhilash	194001	Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services
			Rajath	194062	
			Udit	194096	

Abstract : E-commerce has surpassed its traditional definition. Consumers now prefer e-commerce platforms as a shopping medium as they can shop at the comfort of their own homes and at the leisure of their own time. The explosive growth of the Internet in India has influenced online retailing and e-commerce development in general. Development of online retailing means a virtually unlimited choice of products and services such that the consumer benefits from product customization, real time interactive communication and fast delivery. Now the food industry has also shifted to such a model wherein the food retailers are providing online services by delivering the food at customer's door step.

11			Vibhor	191101	Testing the Fisher Effect in India: An Empirical Investigation
			Prakhar	194054	

			Rushabh	194065	
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Abstract : In his celebrated book The Theory of Interest Irving Fisher asserted that a percentage increase in the expected rate of inflation would lead to a percentage increase in the nominal interest rates assuming that real interest rate is constant. The so-called Fisher effect suggests that changes in the nominal interest rate reflect the revised inflation expectations; and revised inflation expectations have an impact on the level of the nominal interest rate. Consequently, the monetary authorities should employ strategies that will prevent inflation from rising if nominal interest rates are to be kept at low levels in order to not discourage the borrowing. As far as our knowledge goes this study will be an attempt to investigate whether there is any significant long-run relationship between the nominal interest rate and the expected inflation rate augmented by the dynamic interactions between different variables. The scope of this study if feasible can be further extended to examine the relationship between interest rate, exchange rate, inflation and stock price volatility or their impact on stock market returns.

12			Satyam	191079	Factors driving customers towards Buy Online Pickup In store
			Saurabh	191081	
			Shrey	194076	

Abstract : This study aims to identify and understand the factors that drive customers towards the buy online and pickup in store model for the sale of any commodity. To achieve this, the lot which has been focused is the persons aged between 20 to 62 of both the genders and having a vast income range. The qualitative study is mainly done with the literature review of the previous researches done in the relevant area. The quantitative study is done with the help of convenience sampling. The results showed that factors like perceived efforts, convenience of return and product complexity are important deciding factors. The perceived conclusion from the study is to focus more on these factors to increase the bottom line.

13			Shardul	193073	Factors Influencing Consumer Attitude towards Location Based Advertisement
			Shuvendu	193080	
			Yashu	194102	

Abstract : This study concentrates on determining and calibrating the factors influencing adoption of radio frequency identification (RFID) in India. The primary aim of this study is to find out the underpinning factors which leads people to adopt RFID technology in manufacturing retail and logistic industries in India and examine the impact of RFID on supply chain performance and business performance of firm. Most of the studies conducted before were predominately carried out in developed countries.

14			Amanpreet	191007	Risk and return analysis of a Portfolio
			Dheeraj	192028	
			Mini	192051	

Abstract : This study concentrates on the performance of US bond funds by measuring risk adjusted return and examining the predictive power of several fund characteristics. We use daily return both net and gross of expenses on 20 actively managed corporate bond fund between October 2008 and September 2018. In the first part the performance is measured by employing a single index model and several multi-factor models over the period of ten years. A non-constrained multi-factor model that captures the term and default premium best describes the return variation of these funds. This will form a model whether the fund can outperform the benchmark index net of expenses or not and what factors are more significant. The purpose of this study is to have an optimized bond portfolio that has better risk-return profiles. For this we will use term structure models to derive the values of variances, co-variances, holding period bond returns etc

15			Anirudh R	191011	Consumer acceptance to bioethanol based hybrid cars in Indian auto market
			Venkatesh	193072	

Abstract : This study aims to look at the adoption of hybrid technology and examine the effect of government support on solving energy dependence and environmental problems through the diffusion of hybrid vehicles or increasing the bio ethanol blending in the fuel. In this paper, we intend to analyse the determinants of hybrid vehicle purchase, paying particular attention to recent rising gasoline prices and government support for ethanol production and blending. We investigate how effective government support will be in promoting hybrid vehicle adoptions and to what extent the hybrid technology can help the India reduce gasoline consumption and CO2 emissions.

16			Sumit	191093	Factors affecting Smart phones sales using data extraction from web
			Mayuri	192050	
			Praveen	192066	
<p>Abstract : Mobile phones today have become an indispensable part of everyday life. Fierce market competition, characterized by rapid introductions of different models with novel designs and advanced features, have made consumers' purchase decision making increasingly complex and difficult. Today, a Mobile phone is not merely cell phone with the feature to make calls, it has diverse usages to different users in accordance with their necessities. A wide variety of other services such as email, text messaging, MMS, internet access, audio and video, short range wireless communications (Inferred, Bluetooth), gaming etc. are also supported by the mobile phones. In addition to these, it also offers the more general computing capabilities because of which they are now referred to as smart phones. In India, many mobile phone brands are available e.g. Apple, Samsung, Nokia, Sony, HTC, Panasonic, Motorola, LG, Micromax etc. and consumers get to choose their preferred mobile phone from this pool.</p>					
17			Pravish Shetty	192067	User Acceptance of Internet Banking in India
			Pranav Kumar	194055	
			Sushant Somalwar	194091	
<p>Abstract : With the advent of the internet, banks invested huge amounts of money to digitize their operations. Despite the efforts most of the Indian bank account holders still prefer visiting the bank branch over internet banking. This points to the need to research the factors which determine the acceptance of Internet Banking in India. Through this empirical study we have gone beyond the TAM framework and included multiple variables like Perceived Usefulness, Perceived Ease of use, Security and Privacy, Computer self-efficacy, Relative benefit, Preference for Personal Contact to study the factors which effect the usage of Internet banking in India. Based on samples obtained from a questionnaire floated we found various significant factors effecting the acceptance of internet banking in India</p>					
18			Neha Bhagchandani	191050	Factors affecting brand switching in Telecom Industry.
			Subhajeet	193088	
			Apurupa Putcha	193105	
<p>Abstract : Telecommunication industry in India is growing extra ordinarily, and it stands being world's second-largest telecommunications market. The wireless segment is 97.36 per cent of total telephone subscriptions dominating the market. It has also been growing at a brisk pace. And it has the world's second-largest Internet user-base. Brand switching is a known phenomenon that we may define as "A gradual process in which consumers shift or switch from one service provider to another regarding usage but in similar/homogenous category." In mobile service providers these switching behaviour are increasing dramatically due to factors like price, service failure, change in tariff plans, connectivity, customer satisfaction etc. Brand switching became a topic of discussion in Wireless Telecom Services Industry in India after allowing Number Portability by the Telecom Regulatory Authority of India (TRAI).</p>					
19			Pranav	192062	Effect of Oil, Gold and Forex on Indian stock market indices
			Punit	192069	
			Siddharth	194080	
<p>Abstract : Predicting movement or shift of foreign currency exchange rates (in this article INR-US \$ pair), gold price and crude oil prices is a very challenging activity as it depends on various macro factors and history has been witness to the many fluctuations of stock prices by each one of above. Given the current time when the international crude oil prices are touching skies and INR is very volatile with respect to \$ counterpart the study about effect of oil, gold and foreign exchange rate on Indian stock indices have become more significant. We will try to find out if there is any correlation among oil, gold and foreign exchange prices and how they together affect the Indian stock market indices.</p>					
20			Roly Srivastava	191068	Study of Precast fabricated Structures and its strategy to place in the consumer market
			Rajuri Srujan Kumar	191091	
			Gnana Praveen	192034	

Abstract: Precast construction refers to concrete building and structural elements that are cast in molds at a centralized facility, transported to the site, and then installed at the intended project. The precast constructions have slowly started to replace the conventional constructions in the world market. Though India was exposed to this concept decades ago, the precast market is still in its infant stage in India. So, our study is to find out the impediments hindering the growth of the precast market in India from both customers' perspectives as well as industry's perspectives. After this, our main objective is to find amiable solutions which can be implemented by the precast companies to enhance the growth of precast constructions in the Indian construction industry. Precast concrete systems became one of the major construction methods in many European countries where the average share of precast constructions in the construction industry across the European Union is 20–25%.

21			Pratik Mehta	191059	What drives online education in Rural and Semi-urban India
			Vrinda Sinha	191103	
			Manu Mariaraj	191107	

Abstract : The current online learning methods are highly robust and effective learning means. The study here aims to determine the ladders that suffice effective learning by use of technology in underdeveloped regions of India. The target population for study comprised of students and facilitators, who are aware of the online learning avenues but not fully utilizing them. The survey results are used to determine latent factors that contribute to building a liking for online learning methods. The use of TAM (Technology Acceptance Model) weighs each variable for the latent factors which determines drivers for online education. The finding concludes that the latent factors Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are highly significant variables for Behavioural Intention of Online Learning.

1	Swaminathan T N	Great Lakes Institute of Management, Chennai	Tulasi Vaishnavi P	193094	Adoption of Augmented Reality in Advertising for Brands
			Aditya Bal	194003	
			Karthik Teja	194034	

Abstract : The purpose of this research is to identify the effects of using Augmented Reality to advertise products and measuring the effect of the same on the Consumer's Purchase Intention. The findings also offer organizations suggestions for managing AR tools for advertising. This study attempts to bridge the gap to understand factors influencing Purchase intent of consumers when shown an augmented reality advertisement.

2			Surabhi Sundram	191097	Study of the digital transformation of news from traditional channels to social media amongst millennials
			Shweta Sharma	191106	
			Shreyash Singh	194077	

Abstract : Our empirical research largely focusses on studying the dynamics of digital transformation of news broadcast on TV and its changing trends among "millennials". An important component of this study is to establish the kind of driving factors and their correlations, which induce this effect on viewers' behaviour over the years. Conducting statistical analysis on responses made by 150 millennials, we have tried to provide significant answers to various critical questions such as the importance of Google in future news broadcast, how the shift towards social media would actually influence the existing system and so on. It is also an initiative to study and provide insights for future research in the field of news viewing habits.

3			Prateek Bansal	191058	Sustenance of Adopted Alternate payment modes post-Demonetisation in Traditional Indian Retail Sector
			Rishabh Joshi	191064	
			Surabhi Kalra	191096	

Abstract: Right after the government of India demonetised the second highest denomination of currency notes, there was a surge in demand for the Alternate modes of Payment - Credit/Debit Cards, Digital Wallets, Digital Bank Transfers to name a few, it also witnessed the emergence of ingenious tech gateways such as UPI (Unified Payment Gateway) & BBPS (Bharat Bill Payment System). Though the growth was exponential, but it didn't show the signs of sustenance, and gradually declined, especially in the traditional Indian retail sector where vendors/retailers had adopted the new alternative forms of payments. This study aims to understand the unwillingness amongst vendors and customers to accept the technology or to validate the appropriateness of the technology!

4			Akash Bais	193007	Impact of augmented / virtual reality on consumer behaviour on e-commerce website
			Madhulika Gogte	193040	
			Dhairya Purohit	191027	
<p>Abstract : Augmented reality (AR) allows the enrichment of the physical world by adding virtual computer-generated digital information in real time to it. This provides marketers with previously unimagined options for reaching out and engaging with customers. Although the AR market is expected to grow exponentially by the year 2020, little is known about whether AR is able to enrich the customers' shopping behaviour and thus yield favourable outcomes. This empirical research quantitatively addresses the research gap with an experimental method to determine the effect of AR application on the customer dimensions in comparison to the website. ANOVA, Factor analysis and Regression analysis is used to analyse the data. As a result, the AR application is perceived as enjoyable and useful and further evoked higher purchase intentions than the website counterpart. There are different main drivers for different platforms as for website it is product features and attitude towards product while for AR application it is product perception, utilitarian aspect and telepresence. Moreover, technology anxiety was not found as a main driver for both website and AR app</p>					
5			Sphurti	191088	Impact of Use of Technology for Affordable Healthcare in Rural India.
			Santosh	192079	
			Arunlal	194105	
<p>Abstract : In a developing country like India doctor to patient ratio is very low, and in case of eye-care - ophthalmologist to patient ratio stands at sheer 1:10,000. Moreover 70% of India's population resides in rural areas, while 70% of eye care professionals reside in urban areas. In addition low literacy rates and poverty makes it even more difficult for eye care facilities to reach the rural areas especially to the elderly. This study focusses on understanding the factors that contribute to effectiveness of eye-care facilities delivered via a survey and then using Factor analysis and Regression techniques on SPSS. The results could be further used to formulate policies and initiatives for better eye-care delivery and promote Tele-ophthalmology for rural India using modern technologies like IoT.</p>					
6			Anwesa Kundu	191014	Study of consumer preference and attitude towards smart-watches in rural and semi-urban market
			Ahammad Reza	192007	
			Manisha Bisht	192045	
<p>Abstract : Technology is the new fad. Everything is getting more digitalized and smarter every passing day. Be it the smart phones or the smart homes, every single utility is becoming more versatile and consumer friendly. The technology has brought in a drastic revolution. Smart watches is another such asset in this broad category. However, this technology is yet to reach the rural and semi urban sector of the society. Their reaction and acceptance holds a great value to these smart watches manufacturers. The rural and the semi urban population forms a big share of the consumer market. Their acceptability in this particular sector can change the shape of this newly folded industry.</p>					
7			Shourav	194075	Impact of Digitization on Print Media Industry
			Snigdha Jain	194084	
			Suman Roy Chowdhury	194089	
<p>Abstract : The purpose of this research paper is to find out how does the digitization of printed materials such as newspapers, magazines, books and so on affect the print industry and the future of printed media. The research was conducted on a sample of 100 people who were asked various questions related to their reading preference, advertisements, authenticity, pricing, availability and revenue. A questionnaire was circulated among unbiased group of people and the results were recorded and analysed using regression and ANOVA. The overall model was able to explain 26% of the variance of reading preference. Among others, advertisement and Tangibility was found to be the most significant factor for people to choose printed newspaper over online ones</p>					
1	Tushar Sharma	Voksedigital Consultancy Services	Martanda	191045	Use of social listening to gather customer insights for OYO Rooms
			Mayank	191046	

			Mehul	191047	
<p>Abstract : The amount of social media content being generated at any given time is massive. With improving internet connectivity and deeper penetration, more and more people are coming online. People from all age groups are eager to voice their opinions and make sure they are heard. Any organization focused on improving its service cannot afford to lose out on this wealth of information. Content posted on social media forums such as Facebook and Twitter have a tendency to go viral and attract attention from a wide audience and shape their perceptions. Being active in the social sphere can help in shaping the user perceptions in a more positive manner. Identifying keywords/hashtags and proactively acting upon them can help them transform themselves to achieve customer centricity. These conversations / tweets can be recorded and further analysed for understanding sentiment of any person on social media. This process of monitoring social media channels for mentions of brand, competitors, product, and any other ideas or themes that are relevant to the business can be defined as social listening.</p>					
1	Vaidy Jayaraman	Great Lakes Institute of Management, Chennai	Akshay Behara	193011	Touchstone parameters steering customer satisfaction, discrete to a B2B framework
			Anirudh R S	193012	
			Govind V	194025	
<p>Abstract : A B2B relationship is more than meets the eye, the need for having a sustainable relationship between the supplier and the customer has increased in the recent past. The base for having a sustainable relationship in a B2B framework is the supplier's capability to generate a high level of customer satisfaction, which depends of multiple factors. This paper analyses the survey responses of members of sourcing, procurement teams from sectors like Automotive, Logistics, and Retail and tries to find out what drives their organizations satisfaction levels with respect to the supplier customer relationship. The paper further deals with the factor analysis and regression results from which we are able to derive the results explained in the paper below</p>					
2			Sai Lakshmi S	191071	Discerning the constituents of Daily Placement Accuracy in Carry and Forward logistics
			Aswin P	193024	
			Harish B	193032	
<p>Abstract : Carry and Forward(C&F) companies act as the intermediaries between the manufacturer and distributors in the supply chain, providing warehouse and logistic support to both the parties. Orders in a C&F firm are prioritized based on importance and urgency of the order. The firm utilizes its finite logistic resources to service that order. With the entry of e-commerce and modern trade outlets, order frequency and appointment times have become more binding and failure to adhere to them results in missed delivery and affects firm's performance. Delivery accuracy is a key factor to assess the performance of a firm. Thus, it is imperative for the C&F companies to know the significant factors that affect their Daily Performance Accuracy. This study aims to discern those factors and help them achieve more visibility into the influencers of their performance.</p>					
1	Veeravalli R S	Great Lakes Institute of management, Chennai	Parth Dave	192058	Factors affecting customer retention in E-commerce industry for non-durable products in India
			Rakesh Sharma	192070	
			Shruti Vishwasrao	194078	
<p>Abstract : Customer retention is an important factor for companies who intend to stay in the industry for long term. Especially in ecommerce space, customer retention could prove more difficult than acquiring new customers. As per Harvard business school report, on average, increasing customer retention rates by 5% increases profits by 25%-95%. Also on a revenue per basis, loyal customers or customers with history of multiple purchases spend more than 5 times as much as new customers. Customers who are loyal to the company have conversion rate more than 5 times higher than new shoppers. Hence we are doing a study on customer retention in ecommerce, in which we are going to determine which factors affect the customer retention in ecommerce. We are focusing our study in the space of ecommerce because retaining customers in ecommerce is a very challenging task as customers have many option and alternatives in ecommerce. So even popular brands struggle to retain customers on ecommerce platform. Hence by doing research in this field our aim would be to help companies and brand to understand customers better and align their capabilities with the needs and wants of customers.</p>					
2			Munshi Basit	194040	Impact of digital marketing on customer retention for digital fitness products
			Namit Verma	194042	
			Rahul Dayal	194060	

Abstract : The various diseases and lifestyle disorders being faced by us on a day to day basis compels us to think if we can monitor our body regularly on a daily basis and if some device can examine our intake and physical activity accordingly. This has resulted in an explosion of fitness wearable devices in the recent times. Our study revolves around understanding the reasons which are causing such a behaviour and how the use of digital marketing affects the Retention rate of consumers towards these fitness devices. The fitness wearable industry is very nascent in terms of regular consumers but matured in medical Industry. The focus remains on increasing the retention rate of consumers by carrying out analysis using various statistical analysis & dimension reduction techniques.

3			Navraag Sharma	191049	Application of sustainability solution by corporates: Analysing Financial and Market prospects
			Keshav Dogra	194036	
			Neha Gulia	194046	

Abstract : The aim of this empirical study is to shed light on the methodology involved in, and further consequences and financial impact of, developing and publishing a sustainability report in a corporate enterprise. Sustainability reporting has been an important topic for over 20 years. There has been an ever increasing demand for environmental, social and governance (ESG) disclosure as the public awareness for such issues is increasing. At the same time, in helping to project an image of socially responsible institution, more and more governmental organizations, industry groups and corporations voluntarily are producing sustainability reports. Realising the importance of sustainability reporting as an important marketing tool, today, stakeholders have evolved it into a marketing tool, advertising green initiatives to win public acceptance.

1	Vidya Mahambare	Great Lakes Institute of Management, Chennai	Ayush Srivastava	194016	Risk Management in banks
			Harsh Sharma	194028	
			Isha Sandhu	194030	

Abstract : The study is aimed to establish the influence of treasury risk management on the financial performance of commercial banks in India, specific study objectives are aimed at assessing the extent to which operational risk analysis influence performance of banks, evaluating the role of credit risk management influence performance of banks and finding out to what extent does currency risk management influence performance of banks. Financial and non-financial risks are inherent in every commercial bank in India and the government thus have sound treasury risk management to achieve its priority in sound fiscal management. Banks have the right to embed appropriate financial risk management strategies and business planning to achieve healthy financial performance. The study will adopt a descriptive research design. The research tool will consist of questionnaires that will be administered to the selected bank employees with legit experience in banking industry and multiple regression will be used for data analysis. The study will establish the relationship between the independent sub variables of treasury risk management and financial performance of commercial banks. With the information outcome we will draw the conclusion of the study and also examine the various techniques adopted by banking industry for risk management.

2			Anuj Varier	194010	Identifying seasonality in stock market and leveraging findings for effective portfolio creation
			Surbhi Kapur	194090	
			Sushrut Payasi	194092	

Abstract :The major challenge for efficient market hypothesis (EHM) is the presence of anomalies in the stock market. This empirical study attempts to identify the presence of any seasonality in Indian Stock markets and if present the way to use such analysis to identify stocks for effective portfolio creation. The study uses secondary data from BSE website and uses software's like R studio and Tableau to identify and pin point trends. Hence by identifying such anomalies in the Indian stock market , we attempt to create portfolio for return maximization

3			Aastha Aggarwal	192001	Effect of demonetisation on payment banks and digital banking
			Garima Rawat	192031	
			Shohail Ghosh	194074	

Abstract : Empirically evaluating the impact of demonetisation on payment and settlement systems against the backdrop of progressive use of electronic modes and capping service charges, this study finds that (i) there has been a reduction in the usage of cheques prior to demonetisation; and (ii) since demonetisation, cash transactions have moved in a sustained manner to non-cash mode of payment systems via retail electronic payment systems (iii) the usage of RTGS and Retail Electronic Clearance systems differ significantly before and after demonetisation in India.

4			Deepak Shravan	192026	Consumers' Preference on Chit Funds over formal financial instruments.
			Divya S	192029	
			Janasakthivel S	192106	

Abstract : Chit Funds are indigenous financial institutions in India that cater to the financial needs of the low-income households, which have been excluded from the formal financial system. It is a mechanism that combines credit and savings in a single scheme. In a chit fund scheme, a group of individuals come together for a pre-determined time period and contribute to a common pool at regular intervals. Every month, up until the end of the tenure of the scheme, the collected pool of money is loaned out internally through a bidding mechanism to the most deserving member. This way, people who are in need of funds and those who want to save are able to meet their requirements. An interesting aspect of Chit Funds in India is that the even though the industry is highly regulated and institutionalized, the people's involvement in un-regulated institutions is high. Despite the growth of a wide range of savings avenues and the widespread network of banks and other financial institutions, these informal chit schemes still form an important part in the asset portfolio of many households and firms.

5			Poushali Pal	192060	The popularity of starbucks in larger cities and its scope in smaller cities
			Subhayjyoti Roy	192092	
			Akash Sarkar	194004	

Abstract : This study looks at the components affecting the scope of new Starbucks outlets in the emerging cities of India. We have formed a calculated structure to look at the connection between the driving factors which influences a customer to visit a Starbucks outlet over any of its contemporaries. A survey was conducted to gather data about customer trends and conclude which factors are the most significant ones to influence them to visit a Starbucks. After that we studied the effect of the influencing factors in that particular city where it would be looking to open a new store, e.g. if disposable income and age are the most important factors among customers visiting Starbucks then we analysed the demographics of that city where Starbucks would be looking to open a new store and depending on that we concluded how much are the chances of it to operate profitably in that region.

6			Manish Thorat	191044	Travel Mobility
			Ankita Lad	193015	
			Krutika Marne	194037	

Abstract : With tremendous growth in economy and urbanization, industry cluster is increasing in cities and outskirts of the cities as well. Commutation has become an integral part of day to day life for working population. Initially people preferred public transports like bus, trains etc. or shuttle services provided by company as the mode of commutation, as it was cheap and having a private vehicle was considered as a luxury. Due to the irregularity in public transport and rigid schedule of shuttle services, it was becoming inconvenient for people to commute. But with increasing incomes and changing life style, people started to treat these mode of transports as an inferior good. As a result of which people began to consider private vehicles as a necessity rather than a luxury. With flexible working hours, the demand for private vehicles increased as it became more convenient to have private vehicle rather than travelling by public transport.

7			Shubhdeep Das	191083	Determination of Future Indian Currency Rate on the basis of Historical Exchange rates data.
			Rohit Mindia	192074	
			Sagar Setu	193069	

Abstract : Our study is understanding the pattern of movement of Indian rupee compared to US Dollar. We've handpicked six drivers – Differential Interest Rate, Brent Crude prices, Gold prices, Trade deficit, Inflation & GDP to explain the movement of Forex rates. With the help of various analytical methods -such as regression and social media analytics- such as sensitivity analytics, we attempt to identify the causality of changing forex rates. Our findings indicate that except for 'Inflation', all other drivers are statistically significant with a confidence interval of 95%. The insights help us to understand what changes in the drivers will cause a fluctuation in Forex rates leading to better strategic planning.

8			Tuhin Kumar Das	191098	Transportation Neural network and consumer preference analysis
			Soumyajyoti Mallick	192090	
			Hirak Bhowmick	193034	

Abstract : The objective of our empirical study is to analyze the factors that makes people avail company provided transportation service especially in the IT industry. The study will cover the Kolkata metropolitan area and will focus on the connectivity to IT hubs from various locations in and around Kolkata city. This study is being conducted in relation to travel mobility of IT sector employees only. The purpose of this study is to analyze those factors and come to conclusion as to how the cost of transportation can be lowered and maximum number of employees can be benefitted for an IT company

9			Cherag Kalra	191022	Attitude of Investors towards various Investment Avenues
			Abhishek Joshi	192005	
			Akhil S S	193010	

Abstract : Domestic savings of individuals play an important role in the sustenance and growth of the economy of a nation. The earnings of individuals generated out of various production and service activities within the economy acts as the fuel source for the enlargement of an economy in a sustained manner. This happens when the money earned is circulated within the economy so that it could be used for more production and service activities thus putting in motion a flow of money throughout the economy. The domestic savings could be efficiently circulated through precise and thoughtful investment activities benefitting both the individual who invests the money and also the individual or institution onto which the money is invested. The investments are to be thoughtful and careful because, only then the optimal benefits could be reaped. As an emerging economy, a lot of investment opportunities are available throughout India. Traditionally, Indian private savings has been parked in different avenues like fixed deposits, real estate, gold etc. which were considered as low risk investment options with stable returns. But from past few decades a shift has been observed in this investment behaviour and a lot of new investment avenues are developed and is being utilized in India.

10			Yash Dane	191104	A Change in the Indian investment psyche
			Salil Sahni	194069	
			Somya Bisht	194086	

Abstract : Mutual fund is an investment vehicle that pools in the monies of many investors, and collectively invests this amount in either the equity market or the debt and money market, or both, depending upon the objective of the scheme. In recent years, Mutual Funds have attracted the attention of investors all over the world. Traditionally, investors have been pumping their savings only in to a few traditional avenues of investment such as real estates, gold and bank deposits. The investing public, especially the salaried people gradually started showing interest in mutual funds, SIPs and other neo-age investment instruments. The objective of our study is to gauge the key factors which influence an investor's decision while investing in mutual funds.

11			Deepanshu	191025	Are the new age shared transport services reducing inequality among gender, created by existing self-owned vehicles?
			Ravi	192071	
			Vijeta	193099	

Abstract : The growing use of new age transportation services such as application-based cab services and office provided transportation in India provides a developing prospect for gender equality in travel mobility. If the application-based cab services companies know the factors affecting the choice of cab services opted by Indian households, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing customers. This project is a part of the study and focuses on factors which the working population in India keeps in mind while choosing the mode of transport for the commute to and from work. The behavior of consumers is based on applied science as the decisions made by consumers is based on their individual behavior or expected actions

12			Jasmin	191036	Study of private insurance sector in the automobile industries
			Ahmad	193005	
			Anurag	193017	

Abstract : This research offers a comprehensive overview of our empirical study topic: Study of private insurance sector in the automobile industries. It is a study of customers using a Motor Insurance. Getting an insurance is not a choice but a legal compulsion. It is mandatory to have a third-party motor insurance under Indian Motor Act. There are three types of Motor Insurances. Private Car Insurance, Two Wheeler Insurance, Commercial Vehicle Insurance. In 2017, around 4 million vehicles were sold in India, up from approximately 3.7 million in 2016. The high sales of vehicles each year plus the renewal of existing vehicles provides a huge opportunity for growth in the insurance sector of the automobile industry.

13			Brinda Roy	191021	Determinants driving homestay Model in Rural tourism
			Malay Kumar	191043	
			Patneedi Mukesh	193057	

Abstract : A sustainable homestay model is at the heart of the rural tourism strategy Focus group discussions helped to identify 11 critical attributes that influence tourists to choose a homestay accommodation. A questionnaire was developed covering all the independent and dependent variables. In this study, a convenience sampling approach for data collection was used. The target sample included 186 domestic and foreign travelers across India who were surveyed over a period of 45 days. Respondents were asked to measure their perceptions on a five-point Likert scale. The data was later cleaned and checked for anomalies. Factor analysis and Discriminant analysis were used in the study to determine significant factors. This study contributed in understanding factors that influence tourists in choosing homestays in rural India.

14			Mayur	192049	Intelligent Mobility to Reduce Congestion
			Ankit	192109	
			Ayush	194015	

Abstract : The concept of intelligent mobility aims to bridge the gap between the different industry stakeholders, by defining a roadmap for all which will help to reduce traffic congestion by up to 30 percent and optimise travel speed by up to 60 percent. The major issue we still face today is traffic congestion. More and more vehicles flood the roads which are built for only a fraction of the vehicles in operation. But even though most OEMs (Original equipment Manufacturers) having dedicated teams for each major sector, such as vehicle automation, mobility services or greener commuting, each of these teams works on their own solution to fight the problem, instead of reaping synergies. Intelligent mobility is an approach which tries to integrate these teams to synthesize their individual efforts and to arrive at solutions to reduce traffic congestion that have multifaceted benefits for all stakeholders

15			Ganesh Raman	193031	Risk assessment: Devising a risk optimised product / system for future chit fund industry
			Sumanth	193036	
			Atchai	194014	

Abstract : Chit funds are one of the most important non-banking financial entities in India. Unlike other financial elements which are homogenies in their purposes, either investment or borrowing, chit funds has a heterogeneous approach in satisfying the needs of its investors. Chit funds are of various types and this study is on structured chit funds; chit funds that follows government regulations and cater to a larger audience. In this empirical study, we have used qualitative & quantitative survey approach to analyse the factors that influence attitude of an individual towards structured chit funds. With our findings, we believe in pointing out the factors that a chit fund should concentrate on to reduce churn and increase participation of its investors.

1	Vishwanthan P K	Great Lakes Institute of management, Chennai	Gayathri Kalamanje	191033	Inferential analysis of sales data to design a predictive model to increase sales
			Amitha Devineni	192011	
			Rajesh Kumar	194097	
<p>Abstract : Sales prediction is a very common real-life problem that each company faces at least once in its lifetime. If done correctly, it can have a significant impact on the success and performance of that company. According to a study, companies with accurate sales predictions are 10% more likely to grow their revenue year-over-year and 7.3% more likely to hit quota. Here we have chosen Big Mart as the company. And we have collected 2013 sales data for 1559 products across 10 stores in different cities. The aim is to build a predictive model and find out the sales of each product at a particular store.</p>					
2			Ankit Vashistha	194007	Empirical Study: Sentiment analysis on changes in customer's perception on the banking sector in India
			Purnesh Chandra G	194023	
			Harsha Vardhan T	194029	
<p>Abstract : The advancement of web technology and the rapid digitalization, studies reveal that there is abundant data available in the web for users and many organizations. Social media sites like Twitter, Facebook are contributing to vast amount of data every second. This availability of voluminous data has led to an interesting research in the field of sentiment analysis. Our paper focuses on the sentiment analysis of Twitter data based on the tweets made on a path breaking initiative by the Government of India i.e., #Demonetization. The main aim of this work is to analyse the sentiment of the citizens towards the demonetization which can help the government authorities with regard to implementation of different programmes in future or even rectify the current implementation. In this study, our focus is to study the perception of people about demonetization</p>					
3			Souryasnata Biswas	191087	Prediction of the ICC Cricket World Cup 2019
			Tirtha Roy	194094	
			Ayon Banerjee	194106	
<p>Abstract : This empirical study aims to analyse and predict the outcome of the 2019 ICC Cricket World Cup to be held at England from 30th May 2019. Over the last few years data scientists have employed various tools in their arsenal to predict the outcome of the FIFA World Cup. Almost none have tried to predict the outcomes for Cricket. This is probably due to degree of complexity involved in Cricket when compared to Football. For example, a number of match outcomes are dependent on the pitch conditions, ground conditions, weather conditions, players' current form etc. With the advent of cricket leagues like the IPL, BBL, CPL etc. modern day cricket has become much more complex, competitive and challenging to predict. Relevant past data of various cricket matches played under different conditions are collected for analysis. We are exploring various methodologies to analyse this data and build analytical models to successfully predict the outcome of ICC Cricket World Cup 2019.</p>					
4			Priya Prasad	191061	Profiling and classifying Indian Banks according to the Financial Indicators
			Rituparna Dutta	193065	
			Subhodip Bairagi	193089	
<p>Abstract : An evaluation of bank performance is important for all stakeholders: depositors, bank managers, and regulators. The aim of this paper is to group some of the commercial banks in India on the basis of their financial performances pointed out by different financial ratios. The study also predicts the same performance for the future years with excellent accuracy. In the same context, the study aims at understanding the important qualifiers for a bank to work at so as to improve their performance and be a part of the top performing cluster. The findings suggest that in order to be in the cluster of banks whose share performance indicators are high the bank needs to focus more on its Earnings per share (EPS) and operating revenue per share. Similarly, in order to belong to the cluster which has all the profitable banks, the bank needs to focus on its income and returns which would ultimately lead to high profit margin.</p>					
5			Abhay Kumar Tripathi	192002	Impact of Artificial Intelligence in Portfolio Management
			Abhishek Fegade	192004	

Abstract : How to predict stock price movements based on quantitative market data modelling is a fascinating topic. News related to the market and change in price of stocks with respect to that news are the two main data sources, the challenge is to extricate that information and make something useful from that and that too should be accurate and fast simultaneously, now that is a big challenge. In this paper we have tried to design and architecture a trading signal mining platform that manoeuvre Long Short Term Memory (LSTM) to make stock prediction based on the two above mentioned data sources concurrently.

1	Vinit Thakur	Independent Consultant	Palak	193055	Enhancing preference towards fitness
			Sukirt	191092	
			Tushar	191099	
			Venkateshwaran V	191100	

Abstract : The objective of this study is to understand the perception of people towards fitness and the factors that significantly drive the people preference towards fitness. This study will help the industry people / startups in getting knowledge about people perception so that they can implement and design their services according to that perception. On the basis of focus group discussion, we have identified the factors such as Age & Gender, Motivation, Health Issues, Recognition and Acceptance, Networking, Muscle Gain, Weight Loss, Stress, Independence, Appearances, Feel good factor, Health Issues and Fitness competitions. These factors motivate people and govern them towards performing fitness activities.

1	Yugandhar Veerabhadra Manem	Corporate Consultant	Abdul Rahiman	191002	Identifying Emerging Flavors - Food and Beverage Market Analysis
			Abhimanyu Kohli	191003	
			Alisha Sharma	191006	

Abstract : As a part of the empirical study, we will be working on identifying the emerging flavors in the Consumer Packaged Goods domain. This is a live project allotted by Tiger Analytics. The data used in this project is also provided by Tiger Analytics. In this project, we will be using the Analytical tools such as Python, R, SPSS, and Excel to analyze the data on the following points. How many unique flavors are there in the data provided and how these products are distributed by geography? To create a summary with key statistics related to product launches in various time windows. Identify the top 10 emerging flavors over the last five years from the data provided by the Tiger Analytics. A brief report will be created giving an overview of Food and Beverages flavors in a specific region

2			Prankur Agarwal	191055	How online travel website is shaping tourism industry?
			Sumit Sharma	191094	
			Snigdha Jain	194084	

Abstract : The rapid growth of the travel sector in India, and increased usage of technology has led to a blend of technology with travel planning. This study is about the impact on tourist satisfaction while using online travel websites. Primary data was collected through survey with respondents having varied Demographic and Psychographic attributes. Reliability of collected data was tested by Cronbach's alpha test and performed dimension reduction to get factors. Linear regression was performed on attributes having reliability (greater than 0.6) to find significant factors. Ease of use of website and response time to answer/clarify the query raised by the tourists came as highly significant factors. Various factors were found on which travel websites can work on to improve tourist satisfaction.

3			Ashutosh Patodia	193021	Sentimental Analysis of Voters towards election Campaign based on Social Media Platforms
			Sankineni Bharath Rao	194019	
			Priyanka Chaturvedi	194059	

Abstract : Home Credit B.V. ('HCBV' or 'the Group') is an international consumer finance provider with operations in 10 countries where there is high potential to grow. Founded in 1997, they focus on responsible lending primarily to people with little or no credit history. While Home Credit is currently using various statistical and machine learning methods to make these predictions, we have used their data to come up with a model for prediction of an applicant's ability to repay loan. Doing so will ensure that clients capable of repayment are not rejected and that loans are given with a principal, maturity, and repayment calendar that will empower their clients to be successful.