

S.No	ID	Study No.	Guide name	Affiliation of the Guide	Student Name 1	ID 1 (Ft12)	Topic of study
1	ALO	1	Alok Jain	Great Lakes Institute of Management	Pooja Aggarwal	FT13256	Destination Branding through Indian Cinemas
	ALO	1			Khushboo Singh	FT13430	
	ALO	2	Alok Jain		Gajendra Sisodia	FT13125	Measure Brand Resonance in the E-commerce industry
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	ALO	3	Alok Jain		Logesh kumar	FT13235	Emotional Branding versus buying behaviour
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2	ARJ	1	Arjun Chakerverti	Indusage	Manshi Gandhi	FT13144	Scope of Digital Marketing in Health Care industry
	ARJ				Sudeshna Banerjee	FT13379	
	ARJ	2	Arjun Chakerverti		Abhishek Maheshwari	FT13299	Effect on consumer buying behavior by additional safety features in passenger automobiles
	ARJ				Vinay Kumar	FT13487	
	ARJ	3	Arjun Chakerverti		Guneet Singh Arneja	FT13331	Market research on Demand of Educational Tablets(e-Tablets) in India
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	ARJ	4	Arjun Chakerverti		Chetna Mehra	FT13320	Sustainable E-tailing business models in India
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	ARJ	5	Arjun Chakerverti		Viral Patel	FT13195	Effectiveness of Online Advertising & Promotions: An Indian Perspective
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	ARJ	12	Arjun Chakerverti		Ankur Chaudhary	FT13307	Consumer attitude towards using mobiles for shopping FMCG products from smart posters
	ARJ	12			Neha Johari	FT13447	
3	BAD	1	Badri T N	Great Lakes Institute of Management	Andrew Stephen	FT13108	Optimization of Business Processes in Dual-Channel Supply Chain
	BAD	1			Arvind Durairaj	FT13116	
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	BAD	2	Badri T N		Sibi Ravichandran	FT13171	Assessment of Social Media Impact on Supply Chain Efficiency
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9	ISF	1	Irudayaraj I S F	XLRI	Sudharshan Suresh	FT13481	Impact of Succession Leadership on Organization Culture
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10	JAY	1	Jayraj Rau	Consultant, Chennai	Akshay Dongre	FT13304	Maximizing Brand Equity through smart Risk Management techniques in Social Media
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	TNS	11			Sakshi Jalota	FT13469	
24	TAP	1	Tapan Panda	Great Lakes Institute of Management	Sukhda Dhal	FT13177	E-commerce in the retail luxury industry – catalysts and deterrents
	TAP	1			Chiranjiv Dhar	FT13216	
	TAP	2	Tapan Panda		Harleen Kaur Wahi	FT13136	Impact of visual merchandising on brand awareness
	TAP	2			Shreya Vats	FT13277	
	TAP	3	Tapan Panda		Alekhya Yeluri	FT13103	Strategic Innovation in Awareness Campaign for Rural Marketing
	TAP	3			Prateek Parashar	FT13355	
	TAP	4	Tapan Panda		Ashutosh Naik	FT13211	Effectiveness and efficiency of event sponsorship in brand building
	TAP	4			Chandni Gupta	FT13214	
	TAP	5	Tapan Panda		Jeewant Singh Gupta	FT13340	Role of tangibility and service quality in customer satisfaction in service industries
	TAP	5			Krishna Prakash Singh	FT13341	
	TAP	6	Tapan Panda		Pankaj Kamani	FT13152	Impact of search engine marketing on online retail businesses
	TAP	6			Akhil Sharma	FT13200	
	TAP	6			Ronil Sinha	FT13272	
	TAP	7	Tapan Panda		Abhishek Jain	FT13301	Impact of Guerrilla Marketing on Brand Knowledge of a Company
	TAP	7			Himanshu Nanda	FT13336	
	TAP	7			Aakash Kohli	FT13394	
	TAP	8	Tapan Panda		Gaurav Agarwal	FT13326	The Study of service quality on business performance of selected products
	TAP	9	Tapan Panda		Gaurav Varshney	FT13127	Studying brand's in-shop visibility; its effect on brand recall
	TAP	9			Smith Rathore	FT13279	
	TAP	9			Abhishek Kaushik	FT13296	

25	VAI	1	Vaidy Jayaraman	University of Miami	Harish Vijayarangan	FT13133	The relationship between supply chain vulnerability and supply chain risk
	VAI	1			Nandita Krishnan	FT13247	
	VAI	2	Vaidy Jayaraman		GuruPrasad.R	FT13332	Adaptability and Alignment as an overarching framework to increasing Supply Chain efficiency
	VAI	2			Raghavendar.S	FT13458	
	VAI	2			Raksha Ananthan	FT13462	
26	VEE	1	Veeravalli R S	Great Lakes Institute of Management	Hemant Kumar Grover	FT13106	Factors Effecting Sales Effectiveness in B2B and B2C segments
	VEE	1			Arjun Choudhry	FT13312	
	VEE	1			Sohrab Singh	FT13478	
	VEE	2	Veeravalli R S		Akanksha Singh	FT13102	Talent Management & creating a Compelling Employee Value Proposition
	VEE	2			Ankur Agrawal	FT13111	
	VEE	3	Veeravalli R S		Gaurav Dalvi	FT13328	Healthcare delivery in India - effects of Public policy, IT and Insurance
	VEE	3			Bhavik Kaul	FT13418	

	VEE	4	Veeravalli R S		Gargi Sarkar	FT13126	Analysis of customer behavior and marketing strategies adopted by consulting firms
	VEE	4			Ankur Joshi	FT13306	
	VEE	4			Sohel Golwala	FT13373	
	VEE	5	Veeravalli R S		Dhruv Kumar Thadani	FT13218	Challenges and effectiveness in consulting as a practice
	VEE	5			Manvi yadav	FT13240	
	VEE	6	Veeravalli R S		Ammo I Angom	FT13405	Managing time and cost over-run in projects under high uncertainty
	VEE	7	Veeravalli R S		Puja Khemka	FT13358	Analyse and formulate strategy for companies to cash in during distress
	VEE	7			Puneeta Chellaramani	FT13359	
	VEE	8	Veeravalli R S		Deepshikha Bhowmick	FT13321	The impact of gender on negotiations and bargain outcomes
	VEE	9	Veeravalli R S		Brinda Sethi	FT13318	Business Intelligence as a Competitive Differentiator
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	VEE	10	Veeravalli R S		Divya Chadha	FT13123	Synergizing and Managing Gen X and Gen Y at the workplace
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	VEE	13	Veeravalli R S		Mukund Goswami	FT13245	Feasibility of entry into used tractor market in India
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27	VEN	1	Venkat R Krishnan	Great Lakes Institute of Management	Akshata Pai	FT13201	Can transformational leadership increase happiness index of employees in organization through empowerment?
	VEN	2	Venkat R Krishnan		Abirami Muthia	FT13398	Servant leadership and follower's organizational commitment : Role of leader's charisma
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	VEN	4	Venkat R Krishnan		Namita Joshi	FT13351	Impact of leader's motives and Swadharna- orientation on Transformational Leadership
	VEN	5	Venkat R Krishnan		Preeti	FT13442	Impact of gender on social intelligence and career success
	VEN	6	Venkat R Krishnan		T.D. Jagadeswari	FT13281	The relationship amongst moral decision making organisational commitment and oneness
28	VEK	1	Venkatesh Bangaruswamy	Navera Consulting, Chennai	Devanshu Sirohi	FT13489	Portfolio risk owing to global economic conditions
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29	VIS	1	Vishwanathan P K	IFMR	Vineeth Patapati	FT13286	Credit score models in micro finance industry
	VIS	1			Akash Agamya	FT13402	