

## ABSTRACT PGPM 2017\_2018

### TOP FIVE STUDIES

Author No	ID	Author-study no	Guide name	Affiliation of the Guide	Student Name 1	ID 1 (FT18)	Topics
32	VIS	1	Vishwanathan P K	Great Lakes Institute of Management,Chennai	Soumyajeet Chanda	182090	Text Mining and Sentiment Analysis for GST using Twitter
					Neha Bannagare	183056	
					Ruchi Sinha	183076	
<p><b>Abstract :</b> This empirical study attempts to analyse the sentiments and opinions of the general Indian population towards GST, using Twitter (a social media platform). With high internet penetration in all corners of the country, the ongoing events of the modern world, is at your fingertips. Twitter provides a platform for people to express their opinions, and the scope of this study is to extract and analyse these opinions, to derive insights about how GST is affecting the Indian taxpayers. Real time, raw data is extracted from Twitter, with the help of Twitter API. Various methodologies are explored to analyse this data and analytical models are built to automatically classify tweets displaying positive, negative or neutral sentiments.</p>							
3	BHA	2	Bharadhwaj. S	Great Lakes Institute of Management,Chennai	Abhay Goyal	182002	Enhancing Preference Towards Healthy Drinks
					Ashwin Nair	182025	
					Bhupesh Kumar	182030	
<p><b>Abstract :</b> In India, soft drinks, particularly - "Carbonated Soft Drinks (CSD)" - hold a lion's share in market revenue (₹16,000 crore) across all beverages. If we consider the preferred choice of consumers as well as the overall growth, the compounded annual growth rate(CAGR) of CSD in 2016 was a staggering 71%. Another interesting fact is that India consumes more than 5.9 billion litres of soft drinks in a year. These statistics support an accompanying and often alarming trend. Sugar-sweetened beverages now cause every one in 200 deaths due to India's increasing rate of cardiovascular ailments, diabetes and obesity. This has increased health awareness among consumers and they prefer more health and wellness products. To counter these health issues, Govt. of India is planning to levy "Fat Tax", which will mandate manufacturers of fizzy soft drinks such as Pepsi to display fat, sugar and salt content on their products packages.</p>							
30	VID	6	Vidya Mahambare	Great Lakes Institute of Management,Chennai	Ashlesha Bahdoria	181026	Amazon prime is enhancing the value proposition of Amazon
					Ganesh Seetharaman	181036	
					Komal Mokashi	183042	
<p><b>Abstract :</b> Disruptive organizations need to stay relevant to their business model while continuously reinventing themselves, thus future-proofing against incumbents. In this study, exploratory and quantitative research was used to identify important independent and dependent variables and the relationship between them. Pilot survey of 50 students was followed by a full-scale survey of 276 pan India respondents. Methods of analysis used include reliability test, inferential analysis, factor analysis and multiple regression. The results obtained show that there is a significant relationship between all 8 independent variables and value addition. The variables factor down to 3 principal components: Convenience, being most valuable, followed by Customer Focus and Value for Money. This study can help digital service providers to recognize the most valued offerings.</p>							
18	SAD	1	Sandeep Srivathsan	Great Lakes Institute of Management,Chennai	Aditya Chandrashekar	183008	Analysis of accident patterns along ECR
					Ashka Patel	183021	
					Gokuul V	183031	
<p><b>Abstract :</b> East Coast Road (ECR) in Chennai, Tamil Nadu is one of the most unsafe roads in Southern India. The accident rate on this road has increased more than 2.75 times in the last 5 years. Between 2016-17 about 328 accidents have been reported. The aim of this study is to find on what factors accident propensity and traffic volume rely on and develop a regression model to predict them. It identifies the top 5 black spots and discusses about how to minimize accidents using various infrastructural and regulatory measures. Emergency services in the black spots are analysed and using LSCM (Location Set Covering Model) sites for location of ambulances are proposed to keep the response time to 10 minutes.</p>							
2	ANG	1	Angeline Fernando	IIT Madras	Suneet Rathee	183098	Leveraging Social media to boost sale by tagging product page links by consumers
					Prajwal Tiwari	184056	
					Sunakshi charan Pahari	184098	
<p><b>Abstract :</b> This paper explores the impact of product representation and social tie strength on purchase intention, trust and source credibility in the context of electronic word of mouth (e-WOM) on social networking sites (SNS). A 2x2 factorial design experiment was conducted for validating external stimuli consisting of social tie and product representation. Multivariate analysis of variance was used to validate the survey responses collected from postgraduate students of both genders aged 22-28, and to check for the interactions among the variables. We found that strong ties boost purchase intention via electronic word of mouth on social networking sites. Results also indicate that pictorial representation of a product on SNS positively impacts purchase intention; however, trust is a factor of social ties.</p>							
13	RAJ	4	Rajan.C.R	Great Lakes Institute of Management,Chennai	Navdeep Bajaj	181048	Consumer Perception of corporate social responsibility initiatives based on industry, activity and contribution type
					Vasudha Sharma	181105	
					Ridhi Khanna	182071	
<p><b>Abstract :</b> CSR activities are one of the most discussed things in corporate arena. In this empirical research, we wish to study the impact of type of CSR activity or non-profit, type of industry and type of contribution on brand loyalty, purchase intent and brand image of the company. The design of our study included experiment for data collection. We observed that industry and activity type and their interaction are significant and influences purchase intent. For brand image, industry type and a three way interaction of industry activity and contribution are significant. For brand loyalty, industry type, interaction of industry and activity, a three way interaction of industry activity and contribution are significant.</p>							
28	VAD	1	Vaidy Jayaraman	Great Lakes Institute of Management,Chennai	Vaishali Kataria	181104	Last Mile Delivery Modes in E-commerce
					Preetika Sharma	183068	
					Ragesh G R	183071	

**Abstract :** Our study was aimed at identifying the reasons why customers use modes of last mile delivery being offered currently by online retailers. We surveyed 120 respondents of age 18 to 50, comprised of 70% males and 30% females, and 70% employed. Two factors were found to be statistically influencing the mode of delivery and the intention to reuse this mode of delivery – risk averseness of the customer, and service quality of last delivery; both had a very high statistical significance of 0.000. As an application of this study, online retailers can use their own customer data to identify segments with low risk averseness and target these segments with a consistent service levels to improve the usage of delivery modes.

## REMINING 138 STUDIES

1	ARJ	1	Arjun Chakraveti	Indusage	Kartik Garg	184035	Sustainability of red bull as a brand
					Kartik Sharma	184036	
					Ritesh Shetty	184083	

**Abstract :** The market for beverages can be divided into two types in India: Alcoholic Beverages and Non-Alcoholic Beverages. Despite India not having a separate market for energy drinks, the sales of Red Bull have been increasing year after year, without any threat from a competitor so far. The purpose of this study is to find out how Red Bull has been a Market Leader in India in the energy drink space and will it be able to sustain the brand in near future. We are trying to identify the factors which might pose a threat to Red Bull and what are the factors which will help sustain this brand in near future.

		2			Rakesh R	182070	Amazon online food retail : Consumer analysis
					Santhosh H	182079	
					Vibhu Nandakumar	182101	

**Abstract :** Recently, Amazon has spent nearly \$14 billion in acquiring whole foods to enter the food retail market. This has taken the entire retail market by storm. Given that amazon has a large customer base and their business is built on a low price model, there is a growing speculation that all the conventional food retail stores could be forced out of business. But at the same time, a preliminary survey also suggests that, amazon's venture might not be profitable. Customers would like to touch and feel their products preferably before they buy it especially when it comes to perishable goods. Although the consumers are attracted and favourable towards low priced products, they are suspicious of the quality of food products delivered in case of online shopping.

		3			Sagar Arora	182076	Customer Segmentation for doorstep tailor services of customized/tailor made apparels
					Shankhamita Choudhury	182083	
					Yash Vardhan	182109	

**Abstract :** This paper focuses on the key drivers of the customer segmentation of a new application catering to doorstep tailoring services. The paper highlights on why mobile application based services are the future and the factors contributing to the success of any new product/service in this platform. Customers are the focus area as they are the receiver of the services. A customer can make or break a new product. So before delving deep into the actualization of any product/service, it is crucial to do a thorough research on the customer segment that will be the target of the product/service. For our study, we have done an extensive qualitative research and to give a quantitative edge supporting the qualitative finding, we have used different research methods and analytics tools before coming out with the final solution.

		4			Lakshay Handa	184040	Omni Channel Venturing: How it can lead an organization to success
					Rohit Agarwal	184073	
					Samyak Gaur	184076	

**Abstract :** The twenty-first century has seen a noteworthy change in retail in numerous created and creating economies. How clients shop merchandise and enterprises has experienced critical change and developed throughout the years, around the world; moving from physical store buys to online buy. As far back as the coming of online business site, customers have been offered an extensive variety of items and administrations to browse. Customers need an individualized encounters and it has turned out to be a greater amount of significance for organizations to track client development, inclinations and reactions. In this manner the retailers are building up an Omni-channel presence in which disconnected stores will cross over any barrier that at present exists between clients online store visit and their last buy choice. Omni channel retailing subsequently goes for coordinating every single different channel of shopping into one, with the goal that client's shopping background and accommodation is improved and he/she is enabled to settle on an educated decision.

		5			Dhruv Sharma	181034	Market Segmentation and Customer Preferences for an E-Commerce Marketplace for Car-Accessories
					Gaurav Chopra	184025	
					Glen D'Cruz	184027	

**Abstract :** With the advent of E-commerce space in the Indian Sub-continent there has been considerable disruption not only in the way consumers purchase goods, but also the channels used to reach out to consumers for advertisements as well as sales. Online businesses have seen a huge surge in popularity and their valuations have increased multi-fold on account of their ability to scale up their existing business with minimum capital requirements. Certain product categories, however, require a more service centric approach along with robust supply chain. Car Accessories too is one such product category that consumers would feel more encouraged to use if online product selection gets coupled with hassle free and convenient installing services. Our study tries to explore this space.

		6			Abhishek Shukla	183004	Personalization involving technology in a consumer product
					Aakanksha Bhatia	184001	
					Pushkal Kapila	184065	

**Abstract :** The aim of this research is to study factors such as technology mediated personalization in a customer centric world which could significantly increase customer's intention to adopt product/service by increasing cognitive trust and thus increase in ROI from direct communication. We touch upon challenges to be faced while implementing technology mediated personalization and factors that could forestall the idea of providing assortments over a standard product. We also study how much personalization is too much by using qualitative research and brought out the factors that affect personalization.

		7			Tripti Singh	181097	Devising a Product Development Strategy for PepsiCo to expand its market share
					Dhruv Mahajan	183028	
					Akshay Sharma	184009	

**Abstract :** Our empirical study is focussed on exploring the possibilities of devising a new product development strategy for PepsiCo in the beverage segment. It would not only enhance the product mix of the company but also give a sustainable competitive advantage in Indian Market. We are not targeting any particular customer base, instead will be doing our research holistically. For our study, we would be going ahead with different research methods and would use analytics tools to measure the quantitative aspect of our results before coming out with the final solution.

3	BHA	1	Bharadhwaj. S	Great Lakes Institute of Management,Chennai	Amrita Singh	182013	LED Lighting and related issues: An Empirical analysis
					Ankur Vashisht	182017	
					Venkata Neeladri Santosh	182100	
<p><b>Abstract :</b> In India, there is a huge potential for LED lighting technology and people are slowly accepting the benefits of using LED lighting. Government of India with its UJALA Welfare Scheme is encouraging citizens for use of more energy efficient LED lights. For this government is providing subsidy too. As a result, there has been a significant drop in the prices of LED lights leading to higher acceptance in the masses. As a part of our empirical study we want to study the Indian market for LED technology in lighting which is still in a very nascent stage and the issues faced by the people with respect to the acceptance and use of this technology. Based on our study we would want to prepare a model where solutions are suggested for the problems and issues related to LED lighting faced by the people and what can be done to improve the acceptability of this product in the Indian Market.</p>							
		3			Swati chakraborty	182095	Service Recovery: An Airline perspective
					Yogesh meghani	182110	
					Animesh roy	184012	
<p><b>Abstract :</b> The last few decades have seen a major shift in the way the businesses operate. A need has arisen to move from product centrality to customer centrality. This is partly because new products and innovations have come to be easily copied by competitors. The major factor driving this change is the intensely competitive business environment making companies differentiate through customer-oriented business models. These models have a carefully defined customer segmentation strategy which aims at providing the best customer service at lowest costs. The aim of this study is to find the service failure points and their recovery strategies in the airline industry. The research will identify the various service failure types that passengers face during their travel. The idea is to identify and recommend recovery strategies and their suitability according to the failure type. The study will also focus on the extent to which the airline should implement these strategies for service recovery.</p>							
		4			Mirza Renish Iqbalbhai	181068	An Integrated Health Care App: an Empirical Study
					Saugata Mazumder	182081	
					Suvajit Sen	182093	
<p><b>Abstract :</b> There are some important attributes that a user looks for in a mobile application. We have conducted a survey and analysed the attributes which are important to the users in using a mobile application. We have conducted a detailed study of the response, that we have collected from patients and doctors to understand what factors are important to them in using an integrated healthcare application. This paper contains a detailed analysis of the attributes that are important for using a healthcare mobile application in medical sector. This paper also throws light on the factors that is needed to be focused on in future if digitization have to be done in medical service industry.</p>							
		5			Abhinav Lahori	181001	Encouraging recycling: An Empirical Analysis
					Vighnesh Kripandhi	181106	
					Raghav Sharma	182069	
<p><b>Abstract :</b> People adopt positive attitudes toward recycling and strong personal norms in this respect, but more often they don't translate their good principles into corresponding behaviour. This study aims to review factors that relate to attitude-behaviour inconsistencies in the context of recycling behaviour. The findings would aim to show significant factors that drive consumer's 'intention to recycle' and present relevant empirical evidence concerning recycling behaviour. To determine driving factors behind recycling intent of consumers, a survey followed by comprehensive analytical techniques are performed to investigate if certain factors could bring about a change in behaviour and encourage recycling. This research extends previous studies on consumer's attitudes and behaviour towards recycling and expands the current knowledge set by evaluating the gap between consumers' thinking and actual actions.</p>							
4	BAL	1	Bala V Balachandran	Great Lakes Institute of Management,Chennai	Abhijeet Shukla	182003	Impact of macro-economic and geo-political factors on different Nifty indexes
					Dhirendra Panwar	182036	
					Ayush Zutshi	184017	
<p><b>Abstract :</b> Indian economy is one of the fast-growing economies in the world. Due to which many foreign investors through FPIs and FII, have been investing in the Indian stock market. These foreign investment decisions depend on many of the macro-economic factors and geo-political factors. Some of the macro-economic factors such as GDP, inflation rates, exchange rates, FDI policies, central banks rate and geo-political factors such as stability of governments or change in government and oil prices. The stock markets show upward trends and downward trends for some at different points in time. There have been many researches done to predict the major fluctuations in the market and over a period which is proven by occurrences of such fluctuations. Thus, we want to study and verify the correlation between these economic/political factors and stock market trends and to get better insights about the trends in nifty 50 index.</p>							
		2			Swadhin Mohanty	181092	Cost management of going "green" for a company. Its Financial Constraints , short run and long run effect on the market value of stocks
					Vanshika Gupta	184106	
					Yogesh Balwani	184110	
<p><b>Abstract :</b> As with the new UN treaty also known as the Paris Agreement, signed in December 2015. Nations have agreed to reduce their greenhouse gas emissions in order to reduce global warming. As the new treaty has already been accepted by major economies of the world, very soon the nations will put regulations on the industries to reduce their carbon footprints. These events will incur additional cost on the companies for switching to newer and greener energy sources. In this scenario, companies need to have a clever approach for cost management and capital budgeting. The cash outflows for incorporating greener energy into them will have both short run and long run implications on the market value of the shares.</p>							
5	BOB	1	Bobby Srinivasan	Great Lakes Institute of Management,Chennai	Jaimin Parikh	183036	Value creation through Portfolio Management
					Bhavik Kotecha	184018	
					Umankumar Soni	183101	
<p><b>Abstract :</b> To maximize risk adjusted returns of a portfolio using various investment instruments such as equities, fixed income, derivatives, currencies and alternative investments. Equity: The equities under the portfolio will be high volume, relatively less volatile and actively traded. Portfolio will also comprise of some percentage of equities around the stock exchanges. Fixed income: This would deal with investing in government treasuries and corporate bonds, which would be investment grade. This instrument is to minimize the risk and getting a stable return on portfolio.</p>							
		2			Rupali Suri	182075	Value Investment and the rise of Berkshire Hathaway
					Sangita Sargam	182078	
					Vikkass Agarwal	182104	
<p><b>Abstract :</b> The study looks upon the investing style of Warren Buffett and what rules does he follow, which led to the tremendous rise of his firm, Berkshire Hathaway. The study takes data from Reuter's terminal, about the stocks in which Warren Buffett invested, and we have measured the difference in returns of a traditional trader and Warren Buffet. The study has been concluded, using various statistical techniques. We have also made a trading model to simulate the behaviour of a regular trader, so that we can easily compare the trading styles of Warren Buffett and the traditional trader. Our study concludes that the rules, that Warren Buffett followed indeed led to stupendous returns as compared to a generic trader.</p>							

		3			Akash Garg	181009	Trading model supported by filtering rules emulating Algorithmic Trading
					Sameera Sepuri	181074	
					Aishwarya Pandravada	182008	
<p><b>Abstract</b> : This study aims to evaluate the impact of Customer Sentiment on Stock Return apart from predetermined factors like Macro Economic Factors, Anomalies and Firm Announcements and Financial Factors. The idea is that if the impact of Customer Sentiment on Stock Return can be quantified then it can be used to devise an algorithmic trading model that is much more sentient. Secondary data has been accrued keeping in view the macroeconomic conditions of India from 1998 - 2017 and the focus is on six eminent firms from the burgeoning Pharmaceutical industry like Astra Zeneca etc. Customer Sentiment Index has been sourced from BSE website. After running a regression on the data, it has been observed that Customer Sentiment indeed is statistically significant and its incorporation must be considered in future trading models.</p>							
		4			Gajanan Bongulwar	182039	Impact of changing oil prices on the paint industry
					Amita Gupta	183012	
					Ashwin Anand	183024	
<p><b>Abstract</b> : The study aims to decipher the factors affecting the paint industry. This has been accomplished by secondary data analysis of Brent crude prices, disposable household income and domestic automobile sales. Linear regression was carried out on this data to find out significant independent variables affecting performance of the paint industry. It has been found that “monthly disposable income” and “automobile domestic sales” are statistically significant and affect the profitability of paint companies, while “Brent crude oil prices” are not. Thus, paint companies should focus more on B2C sales, and continue to maintain their existing pipeline inventory system. Promotions to B2B consumers could be avoided. The paper also provides scope for further research.</p>							
		5			Sri Satya Nandini Gattam	181087	Valuation of Pharma stocks: A Systematic Approach
					Nandhini Arasi	182054	
					Yuvaraj S	182111	
<p><b>Abstract</b> : The Indian Pharmaceutical Industry is one of the largest in the world with an expected growth rate of 15% within 2020. But less Valuation Research has been put into this sector, as to whether the Indian Pharmaceutical companies are performing as per expectations. A portfolio of 5 stocks is chosen for study. The data is obtained from Bloomberg, MoneyControl and DCF Model of valuation is used to evaluate if the stock of the chosen companies is overvalued or undervalued. If a stock is overvalued, we must take short position and if it is undervalued, we must take a long position. Our model aims at finding the fair value when compared to the market value to invest smartly in the Pharma stocks to reap the maximum benefits for both the Company and the individual.</p>							
6	EAS	1	Easwar Krishna Iyer	Great Lakes Institute of Management,Chennai	Vidyalakshmi	182102	ERP on Cloud for Healthcare - A Hurdle Mapping
					Aruna Priyadarsini	183019	
					Rupak Udayanan	183077	
<p><b>Abstract</b> : Prior research has provided valuable insights into how and why customers decide about the adoption and use of new technology in everyday activities. There is a need to understand how various interventions can influence the known determinants of Technology adoption and use. To address this gap in the literature, we draw insights from the vast body of research done in the field of technology acceptance model (TAM) and partly via studies done through the Technology Inhibition Model (TIM). The findings also offer organizations suggestions for managing user resistance with the aim of mitigating the failure of Information System Implementations. This study attempts to bridge the gap to understand factors influencing adoption of Mobile wallets, with a final comparison to E-Banking technologies.</p>							
		2			Anu P Sudhahar	182020	Measuring the Effect of Augmented Reality in Improving Customer Experience in E-Commerce
					Ervie Georgy George	182038	
					Harikrishnan R	182044	
<p><b>Abstract</b> : The purpose of this research is to identify the feasibility of introducing Augmented Reality into existing e-commerce platforms and measuring the effect of the same on the customer satisfaction. The variables considered for study in this research is the novelty of the site, the involvement levels of the consumer, the overall experience offered by the technology amalgamation, gratification and value. The limited research that has been done in this area have not yet ventured into measuring the effect of customer satisfaction on the implementation of emerging technologies like Augmented Reality, which add a hedonic value to Self-Service Technologies (SSTs) like e-commerce sites.</p>							
		3			Anchit Gujral	181011	Analysis of consumer decision making variables on online food ordering apps
					Anuja Raundal	181020	
					Hardik Saxena	181039	
<p><b>Abstract</b> : Food Ordering Apps, the new age Self-Service Technology, are dramatically changing the landscape of food deliveries. With mobile phones emerging as the ubiquitous self-help device, a new wave of food ordering is evolving. This study aims at identifying the technology adoption inhibitors that consumers face in their quest to migrate from traditional dine-out to online take-home experience. This study proposes Insecurity, Discomfort, Infrastructure and Inertia as four inhibitors for a full-scale migration to online ordering and establishes that all the aforementioned variables are significant in explaining the current consumer inhibition in the area of study mentioned. In a research, where adoption and readiness for technology usage is given attention, this study stands out as an analysis of consumer inhibition patterns.</p>							
		4			Sagnik Mukhopadhyay	183078	Create a loyal customer base in this era of dynamic pricing
					Mamata Rao S	183093	
					Shubhangi Tandon	184090	
<p><b>Abstract</b> : In today's competitive business environment, a company tries to maximize its value either by increasing the willingness to pay or by decreasing the price. Somewhere in between, firms often fail to create a loyal and brand sticky customer base. There have been studies that indicate parameters which influence online shopping behavior but none have catered the effect of dynamic pricing on customer loyalty. The purpose of our study is to test the hypothesis that trust, convenience, rewards and inertia help to create a loyal customer in online shopping in the era of dynamic pricing. For this, responses from 121 respondents from varied geographies and age group between 18 and 65 were collected. Pilot and reliability test gave good results. Finally, statistical analysis showed that all the four factors positively influence in creating loyal customer base.</p>							
		5			Anish.S	181014	A study on the effect of predatory pricing on Jio's brand loyalty
					Srinivasan S	181088	
					Prasanth T	183066	

**Abstract :** Through this research, we have studied how pricing influences brand switching and its impact on brand loyalty in the telecom industry by taking the Jio case. Through the literature review, we identified that 4 components of price: price-quality, price-reliability, relative-price and price transparency have an effect on loyalty. We have considered Age, Gender, State and IsPrimarySim as Covariates. Through our empirical research, we have determined that Relative price and Price Quality have a significant impact on Brand Loyalty for Jio. Results of this study can be used in determining how much importance telecom companies should give to pricing to build customer relationship in this competitive industry.

		6			Ankit Agrawal	181015	Factors affecting the satisfaction in Cars among consumers
					Anu Verma	181022	
					Diksha	183029	

**Abstract :** Car was invented as a convenient place to sit out during traffic jam". The main objective of our research is to identify the various probable factors that drives satisfaction in cars. Satisfaction varies from person to person and customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Hence, we worked with a focus group to identify the various levels of satisfaction amongst car owners and factors that impact the same. A literature review was also performed simultaneously which led to the identification of the dependent, independent and the covariate variables. The scaling for each of the variables has then been done and extensive analysis using SPSS has been carried out to measure the satisfaction.

		7			Sharfuddin	183048	Institutional Voids in the Indian IT Healthcare Industry
					Swati Agarwal	183100	
					Anmol Sharma	184013	

**Abstract :** Emerging markets are represented by underdeveloped institutions and frequent environmental changes. Indian healthcare industry is no different. The contribution of IT towards Indian healthcare industry is miniscule, and when complemented with the institutional voids present, the situation is worse. This leads to a barrier to entry for corporates to invest in healthcare sector in India. Building on the existing researches on institutional voids in emerging markets, our study aims at identifying the institutional voids present in the Indian IT healthcare industry. Supported by the data collected, we propose a model which identifies Poor Governance, Ineffective Political Leadership and Improper Standards as the key reasons contributing to the presence of institutional voids in Indian IT healthcare industry leading to a difficulty in doing business.

7	ELA	1	Elankumaran	Great Lakes Institute of Management,Chennai	Arvind Sreekumar	182024	Impact of Gamification on Organisational Processes & Employee Satisfaction
					Arvind Soju	184014	

**Abstract :** This study tests the impact of gamification on the process of daily learning. The reason for undertaking this study is the undue importance given to grades over generating interest in the subject. Thus, education is now considered a burden, which has had a negative impact on students. The study focuses on a representative sample of management students from varied streams of study and a questionnaire to the sample help gauge the effectiveness of the gamified learning process. Paired t-tests help test the statistical significance of our findings. The insights from the study can be help redefine the education system to a certain extent and can find applications at the workplace.

8	MON	1	Monica Mittal	Great Lakes Institute of Management,Chennai	Krishna Prabhat Emani	184038	Understanding the Customer Behaviour in Digitalizing the Toll Booth Payments
					Krishnapriya M	184039	
					Mohan George	184043	

**Abstract :** Transportation is the backbone of any country's economy. The road transportation infrastructure in India is growing by leaps and bounds providing well developed roads and smooth road connectivity throughout states. It has led to a lifestyle characterized by freedom of movement, free trade, social mobility and increased levels of employment. Although the seamless road connectivity seems a luxury, the traffic congestion at toll-booths take a heavy toll on users. In many cities with increasing number of people owning their own vehicles and traffic volume increasing exponentially, the existing infrastructure is not sufficient to cater their needs. Users experience an increased waiting time of 10 to 30 minutes in toll booths, leading to an altercation between them and the toll booth authorities. Inefficient toll booth management also leads to traffic congestion.

		2			Swagat Panda	181093	Relative preference of factors determining the purchase of cars
					Tejas Mishra	181096	
					Vignesh Sundaresan	181107	

**Abstract :** The car market is very competitive with a lot of major brands fighting for higher market share in this segment. There is a great demand for providing superior customer offering to gain an advantage in this segment. To achieve this we framed a survey to find out the optimum result of our thesis which was to find out the relative preference of the factors while purchasing entry level sedans. The model of the survey was based on AHP approach and various attributes were taken into consideration like safety, technology, value for money, cost and comfort. Five entry level sedan models have also been compared on these factors using AHP to find out the effectiveness of the AHP approach and to pre-empt which models among these would do well in the market.

		3			Ankit Sharma	181016	Comparative Analysis of App only, Hybrid and Brick & mortar business model in India
					Abhishek Paliwal	184004	
					Kartick Hari	184033	

**Abstract :** This study is to find out which channel of retail among E Commerce, Brick & Mortar and Brick and click (Hybrid) is most preferred among the Customers. We first identified various factors which impact customers buying behavior Quality, Touch and feel, Customer Experience, Trust etc through literature review. Then we used cognitive map and matrices to interview more than 50 users. For analysis we used Analytical Hierarchical Process (AHP) to understand their preferences. Study showed that Hybrid was the most preferred choice for all the age groups. Hybrid business model scored higher on Customer Experience, Customer Trust and Quality factors.

		4			Hemaxi Patil	184028	Impact of RFID Technology on Supply Chain Management
					Neha Tendulkar	184047	
					Shardul Deshpande	184082	

**Abstract :** The Radio Frequency Identification (RFID) technology is the most popular AIDC (Automatic Identification and Data Capture) system. RFID helps businesses to track inventory level and product flow between suppliers and retailers. It helps to optimize inventory level and delivery of products leading to improved customer satisfaction. Tag, Reader and IT system are backbone of RFID technology. We tested hypotheses using the inputs from questionnaire survey. We gathered data from various industries like healthcare, retail, manufacturing etc. The impact of RFID technology is measured with help of supply chain performance, business performance and willingness to adopt RFID. The survey contains numerous factors like integration of processes, flexibility and visibility of supply chain etc.

		5			Karthik Krishna G	181041	What drives consumer decision making in Tourism industry: A technology-driven omni-channel perspective
					Madhuri K P	181044	
					Akshaya Padma Varshini.B	182028	

<p><b>Abstract :</b> The various factors determining the consumer travel and tourism details are obtained using various methods like surveys, Focus Group Discussions, and interviews with Industry experts. The factors are then ranked in the Decision Hierarchy Tree through Analytical Hierarchy Process. These factors are analysed for various channels of marketing – Online, Offline and Hybrid. The factors influencing the consumer decision making is thus evaluated on an Omni channel perspective, resulting in appropriate targeting and positioning of the customers during various stages of the process. By analysing the consumer preferences, an effective marketing strategy can be formulated based on the importance of various factors, for an increased conversion rates.</p>							
		6			Bharat Arora	181029	Effect of Online Platforms on Reinforcement Learning
					Nitin Dhingra	181053	
					Pulkit Grover	181062	
<p><b>Abstract :</b> The purpose of study is to analyse the impact of Online Platforms on Quality of Learning programs for executives/middle management, and employees' at large vis-à-vis other factors. In this study, we would collect data from professionals and students who have been part of online learning/blended learning program. Based on data we will analyse the impact of various aspects of online learning on the program. There has been significant increase in the adoption of Internet-related technologies for online learning which is accompanied by a parallel demand for up skilling for Experienced Professionals. This study will establish relationship between various aspects of online learning with satisfaction and requirement of executives which can be utilized to develop a successful model for Reinforcement learning</p>							
		7			Ajit Krishnan. K	181008	Impact of Internet of Things on Supply Chain Performance
					Madan Krishna	181043	
					Sharad Chandar. R	182084	
<p><b>Abstract :</b> The aim was to study the effect of IoT technologies on the responsiveness of the supply chain as well as the business performance in the Indian Retail sector. Testing these with factors that are essential to the supply chain provided insight on how much of an impact the IoT technologies have made on the growth of the supply chain process. A questionnaire was filled by store managers from 100 outlets which were analysed. Intrinsic factors such as visibility, agility and orientation were found to be highly significant in influencing responsiveness and performance. These factors were ranked in the order of importance to help outlets decide the parts of supply chain to concentrate on in which IoT technologies have maximum impact.</p>							
		8			Rakesh Kamath G	181066	Analyzing real world purchase with product placement in gaming world
					Pushpinder Singh Arora	182067	
					Vishal Sharma	182107	
<p><b>Abstract :</b> In the digital era, "In-game advertisements (IGA)". are catching up and users are now being exposed to brands and products in-game. With this study, we established a relationship between the user responses to IGA of a product leading to actual purchases in the real world. This study can be extremely beneficial to organizations looking to advertise their products in-game. The study used indicators which measure the propensity of the buyer to purchase a product, and also used indicators which not only measure the effect of the advertising, but which also could be used to segment the customers based on attributes like a customer's immersion in the game, their mood etc.</p>							
		9			Agum Sharma	182007	RFID in supply chain management
					Venkata Ranga Sai Teja Dintakurti	183105	
					Amit Kumar Goenka O	184010	
<p><b>Abstract :</b> The study aims to understand the applications and impact of Radio Frequency Identification in a retail Supply chain setting. The measurement parameters used are supply chain responsiveness, supply chain performance and decision making quality. A comparison with RFID and without it is performed to understand the differences. It also attempts to answer a few important questions which every retail setting has: should the firm invest in this technology, if it is looking towards a long term approach or should it continue with existing technologies like bar code? Should the firm explore other technologies like IoT? This study can also be extended to manufacturing sector to determine their feasibility of investing in RFID technology.</p>							
9		1	Muthuraj.M	Great Lakes Institute of Management,Chennai	Yugesh Bhaskar	181110	Effect of Net Exports on Industry Specific Indices
					Ashwin Rajeev	182026	
					Pryakrit Krishnan	182066	
<p><b>Abstract :</b> The study was started with the idea of establishing a causal relationship between net exports, and industry and market specific (SENSEX, NIFTY) indices. The ideas of SENSEX and NIFTY are very complex to day. The behavior of these indices is very hard to predict, be it the short run or the long run. These indices have been attempting to establish a sense of stable growth/decline over the years and that is where the idea of free-float factor comes into the picture. The free float factor induces the stability to these indices which would otherwise be very volatile if the actual volumes of supply and demand of shares are taken into consideration for determining stock price.</p>							
		2			Shashank Saran	183085	Impact of Demonetization on cashless transaction in Urban India
					Utkarsh Bhagat	183102	
					Sharath Chandra	183110	
<p><b>Abstract :</b> The primary objective of the note ban was to flush out the black money, in the system, make counterfeits ineffective and to curb terrorist funding. After demonetization the agriculture sector and informal sector were crashed down and these has affected the whole Indian market in 2017. The purpose of this research is to study impact of demonetization on preference of cashless transaction in urban India. The study used quantitative research technique and a total of 150 respondents were analysed from the urban Chennai city. Multiple Linear Regression(MLR) was used to analyse the data collected from respondents. Since demonetization has been considered as a very important step by government, this study provides insight into the impact of this exercise on the social, economic and political perspective.</p>							
10	NAR	1	Narendar Rao	Northeastern Illinois University	Govind Raj	183033	Impact of Merger & Acquisition on share price of acquiring companies, for a specific industry
					Piyush Goel	184053	
					Soumov Dutta	184094	
<p><b>Abstract :</b> With this study we are trying to find the impact of Mergers and Acquisitions on share price of the acquiring company. For our study we have selected few sectors and in each sector we tried to find domestic mergers that has happened in India from 2010 to 2017. We did not consider the period before 2010 as we did not want bring in the impact of Financial Crisis of 2008. We also tried to find the impact on synergy and valuation with help of Damodaran valuation model in some cases. We believe this paper will help the reader to be more knowledgeable and take correct decisions regarding valuation during the period of M&amp;A. This may also enable him or her to take more informed trading related decisions.</p>							
11	PRA	1	Pradeep Racerla		Puja Agarwal	181061	VODS in India and its future
					Manpreet Talwar	183046	
					Darshita Bisht	184021	

**Abstract :** This research paper aims at recommending a business model to a new entrant in the VOD space in India by evaluating the big 3 VOD services (Netflix, Amazon Prime Video and Hotstar) in India based on Osterwalder business model. Our initial research indicated some of the key success factors for VOD's that could be incorporated in order to attract new users and increase the market share. This paper will be helpful in enhancing Value proposition, providing an optimum Cost structure, generating higher revenue streams and improving customer relationships and customer intimacy in designing the new VOD platform.

12	PUR	1	Purba H Rao	Great Lakes Institute of Management,Chennai	Arunav Sharma	181024	The effect of social media on consumer perception
					Dhiman Sarmah	181033	
					Abhilasha Shukla	184003	

**Abstract :** Social Media has played a vital role in determining how consumers adapt to different aspects in life ever since it gained steam in mainstream lifestyle choices. Facebook, Twitter and Instagram have played significant roles in expanding consumers' online purchases. Though India and many developing countries are fail to utilize these social media platforms efficiently, we still find considerable evidence of its use. This review is focussed on the purchasing perspective of the consumers who use different social media platforms to buy their preferred products. The study aims to analysis why consumers purchase online, to understand which type of consumers are more susceptible to social media promotions, to recognize which products are most suitable for such promotion tactics and which social media platforms are mostly used by the consumers.

		2			Rima Dutta	183073	Analyzing the ways to get customers write positive reviews online
					Srimonto Mukherjee	183094	
					Sayan Gupta	184079	

**Abstract :** Consumers had been relying on traditional word of mouth or recommendations from others before making any buying decisions. Positive online reviews can become the reason behind an online purchase. At the same time, negative reviews can take away motivation of the customer to buy the product. The negative reviews can also have positive effects. A lot of study has been done on the impact of positive online reviews but there is still a gap as to how can customers be encouraged to give positive review. The aim of this study is to find out all the factors that drive the customers towards giving positive reviews. This can help businesses to use online reviews in an efficient way.

13	RAJ	1	Rajan.C.R	Great Lakes Institute of Management,Chennai	Sridhar.P	181055	Enhancing Customer Experience of E-Commerce Company by optimizing the Fulfillment Process cost
					Ramen Kumar Dey	181067	
					Sobhon Pal	181085	

**Abstract :** The principle purpose of the study is to identify the principle factors that drive the customer intension to go for online payment in e-commerce. With more online payments the negative cash flow will increase significantly which will help the company not only to earn more from interest but also the companies will have more money in hand to invest in its business and operations. In this study, we have initially identified few important factors after going through a good number of literature reviews. Later we got data from a fair number of diverse customer samples through surveys and identified the important factors. In the last stage, we run regression and identified the key factors and their contribution to the propensity of advanced payment of customers.

		2			Vishnu Prakash	183108	Factors influencing stress levels of financial institutions in India
					Steve George	184096	
					Shruti Charanpahari	184088	

**Abstract :** Resilience to stress levels is an import aspect for financial institutions, especially banks. Basel III norms are designed keeping in mind the importance of strengthening the resilience level of banks towards periods of stress. Here, we are trying to develop a model to analyze various factors that contribute to the stress levels of the bank. We are using a measure of stress index. It is measured considering the total effect of various factors including Banks' Profitability, Share Capital, Provisions, Variation in number of bank branches. Along with NPA, performance of bank is also impacted by several other factors like Gross Advances, economic condition, number of employees etc. This Empirical study analyzes the level of significance of NPA as well as above factors on the stress resilience and performance of the financial institute, thereby enabling us to predict the performance of a bank based on the parameters of its stress index.

		3			Akshara Raghu	182010	Impact of online reviews and influencers on consumer decision making
					Gopinath Kanchi	183032	
					Prashanth A	184059	

**Abstract :** With the advent of technology, people make decisions based on online reviews in websites. It is quintessential to decipher the factors that are involved in consumer decision making. On the other side, there are people who get paid to endorse for a brand. These people are called influencers and they play a significant role in the minds of consumers. These reviews are common across industries, but it is imperative to understand the differences in consumer perception towards online website reviews and influencer reviews. The factors that drive consumers to make decisions based on these reviews have to be studied.

		5			Harish Patnaik D	182032	Fiat: - Conundrum behind lack of demand in India
					Prakhar Srivastava	182063	
					Rishabh Singh	183074	

**Abstract :** Our study was aimed at identifying the reasons why customers in India did not prefer Fiat products though they were a global recognized brand. We surveyed 149 respondents while ensuring heterogeneity in the sample population. Four factors were found to be statistically influencing the purchase decision of the customers and the bias against Fiat cars. – Customer complaint redressal and service levels, perceived brand image, resale value, pricing and maintenance had a very high statistical significance of 0.000. As an application of study, Fiat can be recommended on marketing exercises, improving reliability of electronic components and services like extended warranty, increasing nationwide service networks, providing value adds like on-call at premise car services to accelerate positive brand equity.

		6			Prasanna Joshi	183065	Study of consumer loyalty on business of E-commerce
					Soumi Mallik	184093	
					Neetika	184046	

**Abstract :** In early days, brick and mortar stores enjoyed patronage of consumer loyalty as they were the only stores available for miles around. Later with globalization, the options to choose from increased for people and stores found it difficult to retain customers. E-Commerce took this to a whole new level of abundant choices which questioned the very existence of consumer loyalty as the consumers started switching without hesitation to new platforms that provided better offers. This paper explores the existence of consumer loyalty and the key factors contributing to it in E-Commerce Platform. An empirical study has been accomplished using a questionnaire survey of 144 participants (38% Females, 62% Males in the age group 17-30). The results suggest that low price has the maximum influence on driving loyalty with user friendliness and service quality also being significant. Apart from these, specialized portfolio of platforms is significant whereas availability of geographic information of sellers is not significant.

		7			Ankur Sandilya	183017	Context Advertisement on online video platforms depending upon preceding and current videos
					Harsimran Preet Singh	183034	
					Siddharth Khanna	184092	
<p><b>Abstract</b> : The purpose of this research is to identify relationship between the videos one is watching and the succeeding advertisements. The attributes considered to conduct this research are Content, Duration, Category, Interest and repetition rate of advertisements. In the study the initial data is collected through personal interviews and focused group discussions. This data is used to design an experiment where the sample group is exposed to YouTube Videos followed by an advertisement to measure its effectiveness on buying Behavior and significance of different attributes of the video. The Study uses Logistic Regression to analyze the data and generate insights. Results from experiment shows that only Consumer's Interest in preceding Video's content has a positive impact on advertisement's effectiveness.</p>							
		8			Aditi Roy Choudhary	181006	Perception of GST
					Neha Yadav	181050	
					Nidhi Sharda	181051	
<p><b>Abstract</b> : This study aims at understanding the perceived inflation versus the actual inflation in the prices of basic household commodities and variables that led to the perception. For data collection, survey methodology was used by sending out questionnaires to a sample of size,81. The respondents were mostly male and maximum were in the age group of 20-29. Private sector employee formed the majority group. Multiple Linear Regression was used to find significance of variables, with the help of tools like SPSS and R Studio. Leadership of Country, Government of Country, Taxation, Pricing, Ease of Business, Social Influence, and Social Issues were found to show a high degree of significance in the perception. The findings are especially useful for policy makers to impose changes in the processes and working style so their needs to be well defined and clear procedures to ensure compliance by the companies</p>							
		9			Ritika Bhardwaj	181070	Flaws in strategies adopted by the consulting firms in India
					Tuhir Bhatia	181099	
					Avisek Biswal	182027	
<p><b>Abstract</b> : Consulting can be defined as giving advice and assistance relating to strategy, management, structure and operations of an organization to help them achieve their long-term purposes and objectives. Consulting may include identifying and recommending options and/or implementing solutions. (iconsulting.org.uk).Strategy is the creation of the future picture of an organization, defining what it should look like in the coming future, and from this point you work backwards to determine viable routes and methods to reach to that destination. Strategy is a framework, within which decisions are made that establish the nature and direction of the business. (Alan Weiss,2011)</p>							
		10			Abbasi Soni	182001	Peer to Peer lending: Identifying key issues and its application in Microfinance
					Shaleen Agarwal	182082	
					Mohil Chaturvedi	184044	
<p><b>Abstract</b> : Peer to Peer Lending, though unregulated is an effective unbureaucratic way of connecting borrowers and lenders directly. With the advent of VUCA world these platforms need to be superior. Several factors are evaluated by the platform while deciding the rate of interest for borrowing. Hence these factors contributing to the success of a loan request need to be identified. We used Faircent website to collect secondary data about the borrowers, further used to develop linear regression model. The Gini Indexing technique was used to rank the relative importance of factors that decide the success of loan request. These variables can be used by the platforms to optimize their existing model and decide the rate of interest for borrowers.</p>							
14	RAJ	1	Rajeshwari .K	Great Lakes Institute of Management,Chennai	Milan Naik	184042	Retail Website design perceptions and implications
					Ridhima Nigam	184072	
					Sanjai Mohan	184077	
<p><b>Abstract</b> : Designing a Webpage that satisfies the usability as well as the aesthetic satisfaction of the users is quite challenging in the world where everything changes in fraction of a second. Information system, Marketing and human computer interactions are correlating factors that are addressed by modern Online retailers. Hence adopting quality design standards that meets these purposes, thus becomes quite important. To understand various research papers and journals in this domain and identify the factors influencing the design conventions adopted in retail webpage designing. Our initial analysis, involves marking the relevant factors influencing the design and then plotting the gaps that exists in the existing models which when addressed can improve the overall success rate of the retail business.</p>							
		2			Shruti Shreyashi	181083	Role of Visual Semiotics and Uncertainty Visualization in Advertising
					Anurag Ghosh	182018	
					Indranil Dutta	182046	
<p><b>Abstract</b> : The usage of semiotic in advertisements has not been extensive, which leaves an ample area for researchers to assess its relevance and the extent of success (if any) that semiotic advertisements can add to the story of the product. The intent of the project is to understand the level of acceptance and the value perceived by the customer for a newly launched product when he/she is exposed to semiotic advertisements the theme of which primarily aligns all the focus on social issues, taboos and stigma. Whether such ads have a lasting impression and have an impact during the consumer's decision-making process, their popularity against conventional advertisements.</p>							
		3			Shivani Gupta	182085	The explosive growth of online Television
					Krithika Raj	183043	
					Shivani Goyal	184085	
<p><b>Abstract</b> : More people are watching TV online than ever. Viewers who want to watch TV over a different set of pipes is surging. Channels and hit series that were once strictly bound by the confines of a cable subscription can now be accessed for a small monthly fee with no contract, no equipment rentals, and no crappy customer service to deal with. Over the past few years, traditional cable companies have seen their overall subscribership drop, but have we truly reached a tipping point where online video is replacing traditional broadcast television? Through the empirical research we explore the factors (convenience, content, bonding time, accessibility, technological advancement, etc.) that shall cause the shift in viewing habits of television in the coming years. The research will be useful for budding companies planning to move into internet TV industry, advertisement agencies, traditional television industry and content creators.</p>							
		4			Pallavi Sharma	181056	Solar Power System: Consumers' willingness to pay for this attributes of electricity
					Hrituparno Deb	183035	
					Pranjal Jain	184058	



**Abstract :** The aim of this paper is to study the various factors that drive consumers' desire to buy solar electric power for households. Based on the data gathered from 183 respondents, 94% belong to the '18-30' age category. 78% of the respondents are male and 22% are female. Secondary data was collected by means of reading various materials such as books, journals, research papers. Structured questionnaire was used as a primary data collecting tool. 'Environment factor' is the most significant variable with p-value approximately equal to zero, which implies that if environment awareness about solar panels can be increased among consumers, there will be an increase in consumer satisfaction which will ultimately lead to increase the sales of solar electric power.

		5			Sahil Arora	183079	Decision making of MBA aspirants
					Subhes Samal	183095	
					Subhoptriya gupta	183096	

**Abstract :** An MBA is a claim to career growth and stability for a large segment of students. Entrance exams like CAT, GMAT etc. are a precursor to it and test takers have grown exponentially over time. This being the initial step towards their professional dream, its fulfillment has high stakes and requires choosing a premier coaching institute. The team aspires to demystify the decision-making process of an MBA aspirant from the onset of their journey to the final destination ending at a coaching institute to kick start their preparation. While selecting an institute is a daunting task, the underlying factors to be considered require greater consideration. The thought process demands tremendous personal investments in terms of time, money and effort matching the aspirations of prospective candidates.

		6			Girish Wadhvani	181038	Impact of Artificial Intelligence on E-commerce Content Marketing
					Satabdi Mohanty	181077	
					Siddharth Kathpal	181084	

**Abstract :** This paper presents a model that captures the impact of social media on brand equity by building on the existing literature. With the help of surveys, relationship between the variables is established that explains the importance of social media marketing. The research method for this research is both qualitative and quantitative. The method collects data through the survey and later with the help of regression we could establish the relationship between two variables. The result of this research is to show that social media has an impact on the brand equity. The in-depth survey led to an in-depth analysis of the responses aided by a questionnaire built on the identified independent variables affecting the brand equity to granulate the relationship. The survey results are analyzed via conventional methods as well as factor analysis and Regression using SPSS.

		7			Ankur Sharma	183018	Turning content viewers into customers
					Mekhala Basu	183049	
					Nebil Issac	183055	

**Abstract :** This empirical study concentrates on understanding the customer needs of the online current market that is helping in converting prospects availing free online contents into paid customers. The study has been conducted over a sample size of approximately 120 heads that includes mainly current digitally addicted generation of the age group roughly between 25 to 35 with a few outliers. The study includes data gathering by collecting survey responses from the sample group via mails and messaging. Through the study it has been tried to understand the correlation between "Willingness to Pay" (Dependant Variable) of the digitally acclimatised people for paid subscription and the features of online available contents. Content type, Flexibility and Value Enhancement came to be the most important attributes that online viewers want from the content provider in terms of content authenticity, exclusivity and flexibility in Subscription services.

15	RAM	1	Ramanujam.P.B	Great Lakes Institute of Management,Chennai	Aditya Batwe	184006	Impact of Fintech on profitability on banks
					Rajashree Sundar	184070	
					Tushar Vijay	184105	

**Abstract :** The main objective of the study is to analyze importance of Fintech on profitability of banks. Secondary data was collected through research papers, news articles, and internet. Further, data was collected from banks with respect to them using any fintech technology in their working and the concerned effects. Not all data was shared due to confidentiality clause. We developed a model using Multiple Linear Regression to check the profitability of banks based on independent variables- Investment in Fintech, Acquisition expenditure and Marketing investments post acquisition. The banks which employed fintech in their working had seen increase in their profits. The findings of the study are expected to contribute to the existing literature about the impact of fintech on banking industry.

		2			Arpit Aggarwal	181023	Supply chain finance: Improvements and Developments Required
					Kritika Garg	182049	
					Bhuvan Bharti	182031	

**Abstract :** The concept of supply chain finance has been continuously developing in the world over the past two decades in response to the sharp increase in financing volume. To remain in growing stage every sector needs to upgrade itself with the current trend. The challenge financial institutes in India are facing is that they are stuck in old ways of doing business. The aim of this study is to look into the factors for adoption of SCF Platform by Indian financial institutes that can give enormous amount of market opportunities and help large corporates improve their working capital management. One of the conclusions of the study is that concept of supply chain finance brings easy lending and borrowing between parties using the technology.

16	RAV	1	Ravishankar.D	Brickwork Ratings	Anubhab D	181019	Performance evaluation with respect to risk parameter for sector specific and diversified mutual funds
					Anand Roy	183014	
					Anik Dasgupta	184011	

**Abstract :** The main aim of the research study is to find out if there is any implication of risk parameters on the future returns of diversified and sector specific mutual funds. For our study, we have considered NIFTY 500 values as our benchmark (market returns). We have taken NAV values of various mutual funds such as diversified mutual funds, sector specific mutual funds, mutual funds with high debt component, etc to have an extensive understanding of mutual fund market. We have calculated the various risk measures as well as the returns for the mutual funds and tried to investigate for any possible correlation with the fund returns. The study shows that a mutual fund manager should try to limit its risk. High risk components (volatility) have poor correlation with future returns.

17	SAN	1	Sanjoy Sircar	Great Lakes Institute of Management,Chennai	Tarun Siddartha	181095	Risk management in Indian banks
					Abhijith Reddy Budur	183002	

**Abstract :** Financial stability of any country is dependent on how robust the banking sector is - especially during financial crisis. With banks being exposed to various types of risk - interest rate risk, liquidity risk etc., managing and mitigating risk is of primary concern. With India becoming increasingly globalised, India's banking sector is subjected to higher degree of volatility with foreign markets and banks. This study is an attempt to investigate the influence of external and internal factors affecting the risk in Indian banking. NPAs are a good proxy of the financial health of any country. This research helps by studying various factors that have a significant impact on the financial health of the country and thus zeroing out on a few variables to predict the future NPAs and prepare accordingly.

		2			Adithya Ram	183006	Impact of social media perceptions in predicting outcomes of elections
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					Ankit Sethi	183016	
					Kevin Pittappilly	183040	
<p><b>Abstract</b> : This is the age of social media, which every organization use to expand its base and influence customers. Social media is an excellent B2C marketing tool which influences the masses just as the traditional media like newspapers and TVs. Politicians and political parties have realized the power of this modern tool and have used it to influence voters during elections. Governments are also marketing their schemes and some update their progress to keep the citizens informed. This paper focuses on the impact of social media campaigning on the voter's perception of political outfit and the subsequent impact on elections in the country. This paper has identified what are the factors that influence the outcome of an election and how crucial social media in itself is a factor in election outcomes. We have then tried to figure out how the impact of social media can vary from one elections to another. We have used text mining with the help of R- programming language and sentiment analysis to determine the degree of impact of the social media factors – number of followers, and the number of likes and reactions to the posts to find out the impact on the election results using both India and US Elections as a case study.</p>							
		3			Mainak Majumdar	183045	Predictive Model to identify Investment Destinations
					Namit Joshi	183051	
					Ashish Kumar	184015	
<p><b>Abstract</b> : The key to successful business decisions is predicting the potential markets as early as possible and taking timely decisions. Identifying business potential of a certain industry is already a cumbersome task and identifying an investment destination(country) requires a lot of sound business knowledge and decision-making power, identifying the right strategy. The idea triggered from India and China's current race towards investment in Africa (a natural resource rich continent) to achieve capital gains in the long run. With this assignment we aim to develop a predictive model for identifying Investment attractiveness based on macroeconomic data like annual GDP growth, FDI inflow, etc. This Model will provide the bird's eye view of the macroeconomic conditions of the investment destination which can be used by any industry to establish itself in the identified market.</p>							
		4			Mohit khandelwal	181045	Study of Automobile Industries' logistics- their strategies and ways to fulfill demands
					Sandeep Gupta	181075	
					Abhishek Awasthi	182004	
<p><b>Abstract</b> : In a current market scenario, industries are striving hard to minimize their overall cost. Logistics management is an integral factor in the success of any manufacturing or e-commerce company's operations, and has a direct impact on their revenue. Effective management of logistics, that can ensure timely shipment of merchandise to customers, can provide a competitive edge against their competitors. There are several big giants (e.g. Maruti, Hyundai, Tata Motors, and Renault) in the Indian market, and they employ different strategies to maximize their revenue. In this study, we will analyze the strategies employed by these giants, and how they change their strategies to cater varying demands across India.</p>							
		5			Mitul Shah	182052	Study of Port efficiency in India
					Keshav Khandelwal	183038	
<p><b>Abstract</b> : Ships of all types spend a large portion of their time in ports and this idle time adds considerably to the cost of providing shipping services. Technological progress has made it possible for construction of larger efficient and more economical ships, but cargo handling and innovation have not kept pace. In this respect Indian ports have lagged from the rest of the world as well. The study concentrates on the factors that affect the efficiencies of ports in India (Chennai port). The analysis for 14 DMU's was done through DEA (Data Envelopment Analysis) in "r" for 23 berths which handle different kind of cargo. Relative Efficiencies were calculated to find out which berth is performing sub optimally.</p>							
		6			Ankur Pashine	181017	Analysis of logistics among manufacturing companies in Chennai cluster
					Nithyapriya Veerarahavan	181052	
					Rohit Kumar	181072	
<p><b>Abstract</b> : The manufacturing companies are continuously focusing on flexible and lean operations in order to be responsive to sudden fluctuations in product's demand. Outsourcing logistics function in order to save costs is one of many ways this can be achieved. "Shared logistics" is a concept that is used mainly by 3PLs to operate profitably wherein they club the shipments from different customers in a single truck for a same or relatively nearby destinations. We look into the various aspects such as "Perceived logistics cost", "Criticality of product", "Variability of demand", "Product type" and "Commitment towards the environment" and further break these down into variables and analyze them to see whether they have any impact on the company's decision to opt for shared logistics. Five latent factors are identified of which "perceived logistics cost" and "transportation dynamics" are statistically significant factors that would contribute to the decision to opt for shared logistics.</p>							
		7			Ashok Kutty	183022	Impact of IOT on Supply Chain Logistics
					Manu Chaturvedi	183047	
<p><b>Abstract</b> : Textile industry has been one of the earliest adopters of one of the most promising technological innovations in recent time Radio Frequency Identification (RFID). RFID is being used in production, inventory management, storage, distribution, logistics, automatic object tracking and supply chain management. Many manufacturing and retailing giants (India and abroad) have already implemented this technology and their business has witnessed some remarkable growth. In the textile industries RFID enables stringent governance in production storage, transportation and sale methods which has improved the prospects of supply chain management with reduction of inventory related losses, increase of the efficiency and speed of processes with respect to production and logistics. In this paper we try analyze the impact of implementation of RFID by comparing RFID and Non RFID users in the textile industry.</p>							
19	SAT	1	Sathish Kumar	Great Lakes Institute of Management,Chennai	Debjoyti Bose	181031	Consumers buying behaviour & market basket analysis
					Debarghya Mondal	183026	
					Prapti Dhyawala	183064	
<p><b>Abstract</b> : In this empirical study, primary data analysis and secondary data analysis was done for retail store M/s Nilgiri Franchise with objective to identify drivers of customer loyalty and assess the customer's perceived value of services offered by the retail store. Market Basket Analysis was performed on sales data to gauge buying behaviour of the customers and find associations among products in customer's shopping basket, the results of which can be used to bundle the high association products together and explore the opportunities of cross-selling. Customer segmentation has been done by performing RFM analysis; the results of which were used to identify the best (recent, frequent and higher money spender) and retain them. These insights will help the retail store to create tailor made offers for different segment of customers</p>							
20	SHA	1	Shameem S	Great Lakes Institute of Management,Chennai	Shilpak Ghosh	183087	Predilection of Customers towards Monetary Policy Flash Cards and E-payments
					Priyanrata Tripathy	183069	
					Tanvi Varshney	184102	
<p><b>Abstract</b> : Monetary Policy flash cards have become popular from past few years in Indian market as almost all the commercial banks came with the concept of flash cards. All the employees whether working or self-employed who have the regular monthly income are qualified to get these cards. It offers the customers with a lot of value like flexibility, instant money, fund transfer between accounts, Convenience on auto-debiting into credit card account for monthly bill payment on Electricity Bill, water Bill, Phone/Mobile Bill, Cable TV Bill, or Insurance Premium, buy now, pay later – grace period after spending etc. It is appropriate to study the customer's perception towards these cards since they are offering variety of easy services. Hence, our goal is to formulate a study with defined objectives to analyze the perception of customers belonging to different sectors. Also, we would be analyzing the probable future of Flash Cards and its alternatives.</p>							
		2			Mohit Nautiyal	181046	Impact of availability of different payment options on retail sale

					Deepesh Tiwari	183027	
					Prem Kumar Mummareddy	184062	
		3			Anant Mishra	182016	Impact of Internet of Things on Banking
					Shravan Phadnis	182086	
					Vipin Sirian	183107	
<p><b>Abstract :</b> This study conducted an analysis of the "Acceptance of Internet of Things in Banking and Fintech domain" based on the survey-based regression models and by applying variables associated with the Technology Acceptance Model (TAM, Davis 1989). Also, it analyzed the causal relationship between TAM related variables that impact the acceptance of the new technology. The implications of this study are that in invigorating IoT based services in Fintech and Banking, perceived usefulness, security &amp; privacy, easy installation and technological awareness are the most critical influential variables. Thus technical education to bankers, security, and easy technology are important for aspects for acceptance of IoT in Banking.</p>							
		4			Jasmeen Kaur	184030	Swearing's (profanity's) effect on Purchasing behavior of customers
					Krishna Gupta	184038	
<p><b>Abstract :</b> This study analyses relationship between swearing and impulse buying of customers. Much research has been done on the act of swearing and its effect on the attitude of an individual. This study will support that impulsivity is positively correlated with swearing acceptance and personality characteristics of neuroticism. We hypothesize that Swearing (profanity) of customers would be directly related to their purchasing behavior (either online or offline) where in loss of self-control acts as the mediator. The associations would be examined by the survey and experiment based upon standard scales and questionnaire. These results can be generalized easily to the shopping websites that can rate customer's profanity through his online activity and can decide the promotion strategy to increase revenue through impulse buying.</p>							
		5			Pooja S	183063	Cloud Gamification: Enhancing Employee Reskilling and Training
					Karthik K M	184032	
					Nithya G	184051	
<p><b>Abstract :</b> Employees usually expect continuous growth for motivation for contributing to the success of the organization. Specific knowledge is required for improving employees' performance in their current role. Some issues make employee training less effective. Due to lack of or ineffective training, common on-the-job errors are inevitable. Gamification is the application of game-design elements in non-game contexts. The objective of this study is to know how gamification can be used for improving employee training. For remaining competitive, organisations must embrace agile and innovative processes which are scalable, thereby cutting overall costs and making the company more efficient. So, based on our study we have found that employee engagement and confidence of employees have a positive impact on the performance of employees.</p>							
		6			Sameeksha Sharma	183081	Sentiment Analysis - Study of consumer perception towards purchase in IOT's ambit
					Devendra Rajawat	184022	
					Nikhil Gupta	184048	
<p><b>Abstract :</b> Retail industry is rapidly evolving for day in day out it faces cut throat competition with online space. In such a scenario it becomes even more important to know for retailers what the factors that affect consumer purchase are. As the world is moving towards more technology driven market technology like IoT is becoming important. E-Commerce in today's world is proliferating with Amazon, Flipkart, Jabong and other E-Commerce players, investing heavily in the industry. Retailers face a tough time in competing with giants like these. Retailers need to innovate their operations in order to retain its customers. Consumer of today puts convenience before everything. IoT helps customer to shop in a smoother in-store experience. Most people do not like to queue up because it causes people feel time wasting and anxiety.</p>							
		7			Anil Kumar Sahoo	181012	Re-classification of tweets based on contents
					Abinandan	184005	
					Pradeep	184054	
<p><b>Abstract :</b> The current social networking is more biased towards feature based network which includes friends list, pages liked, groups joined etc. which makes it rigid. Rather considering our interests, current social media makes suggestions on friends and posts using algorithm based on the graph of the network. In the current system, the user gets feeds based only on the posts which his/her friends update. The System fails to Unlearn the user's past irrelevant activities. The proposed system will help us to socialise not based on predefined networks rather based on content based networking. The idea is to exploit the textual context of the post to create a temporary data-network so that user timeline varies based on the immediate post one updates.</p>							
21	SHI	1	Shiva Sivaramakrishnan	University of Huston, Texas	Anurag kumar	182019	Impact of Free cash and fixed assets in the profitability of firms listed on NSE
					Nakul Agrawal	183050	
					Raja Rajshekhar	184096	
<p><b>Abstract :</b> The objective of the study is to determine the impact of free cash and fixed assets on the profitability of a firm listed on the NSE India. Each company had been segregated into a sector and at least five companies were chosen from each sector to perform the study. The extracted secondary data from the annual financial reports were used for regression analysis to determine the co-relation between the dependent variable (i.e. profitability) and the independent variables (i.e. free cash and fixed tangible assets). The results show a high correlation and high significance r-squared values of the order of 0.85 for most of the sectors Therefore, the study concludes that there exists a direct relationship between free cash flows and profitability and an inverse relationship between fixed</p>							
22	SHA	1	Shankar R L	Great Lakes Institute of Management, Chennai	Doshi Monil Ashvin	184023	Study of Stock trends post IPO
					Paulson Koodaly	184052	
					Sai Srinivasakalyan A	184075	

**Abstract** : Extensive literature is available which supports that IPOs are generally underpriced. Underpricing is done to ensure complete subscription of issue. Underpricing leads to a phenomenon known as 'leaving cash on the table' which results in the loss of capital for the Issuer of shares. This study is pertinent to the initial public offerings in the Indian market from January 2014 to November 2017. It aims at studying the probability of the occurrence of underpricing based on factors such as Risk, Profitability Ratios, Size of Issue and Equity retention by using a logistic regression model. Our study will help entrepreneurs position itself for an optimal IPO by maximizing its bargaining power with the underwriters which in turn will reduce the loss of capital

		2			Anshul Gupta	181018	Factors related to share buyback
					Rishi Sharma	181069	
					Anshul Gupta	181018	

**Abstract** : This study examines various Indian firms from past 20-30 years to evaluate the factors that cause companies to go for buyback. To do that, we have studied the papers on repurchase intentions in the backdrop of foreign and Indian markets. The papers will provide us the deep insight on how companies drive their decisions on when to go for a share buyback. We have evaluated many international markets which will help us analyze the factors with an international perspective and then we can accommodate that factors according to the Indian view and determine our results. The data that we will be using will be obtained from websites of NSE India and BSE India, and we will be using secondary data to conduct our research.

23	SRI	1	Sridhar Samu	Great Lakes Institute of Management,Chennai	Rohit Viswanathan	182074	Factors that detemine effectiveness of Influencer Marketing through Social Media
					Sanya Sharma	182080	
					Pratik Menon	183067	

**Abstract** : The purpose of this research is to identify the factors which would help in determining the causality of a successful influencer marketing strategy for an organization. We have considered two types of influencers, celebrity endorsers and opinion leaders, to understand their impact on a buyer's purchase intent and product recommendation. We have use two social media platforms for the influencers that is videos on YouTube and post on Facebook for a high recall brand such as Samsung and a low recall brand such as Asus smart phones. We performed our research in a controlled environment to test the hypothesis and get significant results by using surveys and questionnaires.

		2			Devasheesh Choudhry	182034	Short lived content
					Surbhit Arora	182092	
					Suyash Pawar	182094	

**Abstract** : Short-lived content is off the cuff, taking into consideration less planning and detailed strategy. It likewise vanishes, implying that it doesn't all need a specific aesthetic, the way you have to ensure each Instagram post looks great in a timeline. Snapchat or Instagram stories can be lighter, sillier, or include botches—they aren't lasting. Short-lived content can likewise be a fun approach to demonstrate the in the behind-the-scenes endeavours at your office and put faces behind products and services. The medium is presently utilized most by Millennials and high schoolers, so in case you're attempting to pull in a more youthful age group, jumping on the short-lived content train may be an incredible approach. Through this study we are trying to figure out Consumer's reaction towards short lived advertisements on digital media which in-turn might lead to sale of the product or service.

		3			Pranav Swamy	182064	How Indian Women buy Saris
					Shashank	182097	
					Vaibhav Kathuria	182098	

**Abstract** : This paper presents a model that captures the buying behaviour of sarees (a traditional clothing worn primarily in the Indian subcontinent) by female consumers in India by building on the existing literature and with the help of in-depth interviews, comes up with a model that explains the buying behaviour. The in-depth interview led to an in-depth discussion with 34 respondents aided by a questionnaire built on the transcripts of the in-depth interview in order to granulate the behaviour. The survey results are analysed via conventional methods as well as rigorous text mining and sentimental analysis using R. The business solutions and impacts are equally applicable for small, medium & big retail stores.

		4			Kumar Preetam	182050	Analyzing if social media marketing is more influential than traditional forms of marketing
					Shubham Shrivastava	183090	
					Shaily Melkani	184080	

**Abstract** : A study was conducted to analyse the combined effect of appeal, trust and form of media in affecting intention of buying. A 2\*2\*2 matrix is designed to study the interactions between the variables under different combinations. An experiment was conducted with different group of subjects exposed to different advertisements across all the cells of matrix. The study helped to identify various combinations of the independent variables and based on this combination, deciding an efficient medium of advertisement. This study can be used to decide on the best combination of appeal and medium to have better chances of influencing buying intention of customer.

		5			Udit Pahuja	182096	Product Placement in Vlogging
					Pragya Jha	184055	
					Raagine Singh	184066	

**Abstract**: A video blog, or known as vlog is a collection of videos which are posted on a website like YouTube, daily motion etc. The rise of being and known as an individual has giver vloggers a ray of hope of being able to convey their theories to the world out there. Some or mostly all vloggers take the help of product placement in their videos to either sell the product or advertise about one. The era of television is still the most active one but vlogging has started finding its roots in the voids. In our survey to measure what factors affected, created and forced a consumer to get attracted or buy the product, we found out that plot duration and brand awareness leads to purchase intent and brand recall which is directly proportion to the performance of the brand.

		6			Aman Singh	181010	Brand Recovery: Factors influencing a comeback after a product failure
					Nitin Uppal	181054	
					Ashutosh Singh	183023	

**Abstract** : This study concentrates on identifying factors that influence the comeback of a brand after a product failure, or help it in revitalizing its image in consumers' mindset. The aim of this study is to find out the factors which drive the consumers to buy the product of a company once its product has failed and consumers have lost faith in the brand, and what should a company do to re-establish or improve its tarnished image. It includes both psychometric and physical factors which govern the buying behavior of consumers. These factors help in analyzing and establishing the key parameters that ride the buying behavior of consumers and will thus help a brand to recover in a better way.

		7			Rajat Bansal	181065	Foreign versus local brands: Factors that influence consumer purchase
					Varun Verma	182099	
					Sahil Kalyan	183080	

**Abstract :** The purpose of this study was to conceptualize the dissimilarity between global and local brands and study the factors that influence consumer behaviour and purchase of foreign and local brands. It observes effect between consumer's purchase intention and price / brand globalness / ethnocentrism. We conducted focussed group discussions with few respondents and performed literature review to identify the dependent and independent variables. We then conducted an in-depth experiment which involved collecting data from 136 respondents through a questionnaire to know their preferences and buying behaviour. The data obtained was analysed using SPSS for interpretation.

		8			Abhishek Balodi	181004	Strategic Analysis of factors affecting the Brand Equity in E-commerce
					Aftab Makandar	182006	
					Himanshi Adhikari	182045	

**Abstract :** This study analyses effect of Innovation, Cobranding and Private Labelling in building brand equity for e-commerce domain. Apart from individual effects, interaction effects between these factors have also been considered. The study proves that high innovation does not increase brand equity of any e-commerce business. Same is with Cobranding. The only factor which contributes to brand equity is using National Label brands. When innovation is low, Private labelled brand leads to Lower brand equity and Normal labelled brand leads to Medium brand equity. This study is limited to these 3 factors only: Other factors like future technologies and demographics could be included in further researches.

24	SRK	1	Srikant .P	Great Lakes Institute of Management,Chennai	Nishant Mathur	182058	Impact of Merger & Acquisitions on company's performance
					Sagar Suri	182077	
					Shivam Jain	184084	

**Abstract :** The relation between Shareholders and Managers of an organization fits the description of a pure agency relationship. This relation is filled with conflicting interests. While the shareholders want to maximize their wealth, Managers sometimes have self-interests to grow the firm beyond optimum levels through mergers and acquisitions. So there is a need for analysis on the factors based on which the success of the merger process can be determined. The purpose of this study is to determine the effect on the overall performance of a company after its merger with another company or when it has acquired another company or been acquired, and the change in its relative position within the industry post-merger. The study will estimate the impact of mergers on the performance of acquiring corporates in different industries, by calculating abnormal returns of mergers for 5 years post-merger, with the sample of firms chosen across multiple industries.

		2			Kurapati Bharath Reddy	181042	Effect of Marco economic factors on stock market returns
					Ravuri Pradeep	181057	
					Sriramakavacham Bhargav	184095	

**Abstract :** The recent wave of financial globalization after 1990's has been marked by a surge in capital flows among industrial countries and, more notably, between developed and developing countries. While these capital flows have been associated with high growth rates in some developing countries like China, India, Asian Countries and some African countries, a number of countries have experienced periodic collapse in growth rates and significant financial crises over the same period, crises that have exacted a serious toll in terms of economic and social costs. As a result, an intense debate has emerged in both academic and policy circles on the effects of financial integration for developing economies. But much of the debate has been based on only casual and limited empirical evidence.

		3			Neeraj Chachlani	182055	Influence of readability of MD&A on the subsequent stock return volatility
					Girish Sukhwani	183030	
					Karan Arora	183037	

**Abstract :** The aim is to analyse the impact of readability of annual financial reports on the subsequent stock returns. Financial reports of last 3 years of Nifty 50 companies, and their stock return data has been used to perform this analysis. We calculated our independent and dependent variables from the collected information. Readability measures used are file size and the compression ratio, while the dependent variables are value traded and stock return volatility. File Size proved to be statistically significant with 1.18% of variability in the stock price return volatility explained by file size, but compression ratio has no effect on stock return volatility. Thus, we can clearly say, the readability of financial reports have an impact on stock return volatility.

		4			Abhishek Pal	182005	Determinants of propensity to invest in secondary markets
					Siddhant Sahi	182087	
					Abhijeet Thakur	184002	

**Abstract :** Investments in secondary markets like equities or mutual funds are on the rise in India, but it is significantly less compared to developed countries. Savings and fixed deposits are the form of investments for a majority number of households. This study attempts to identify the factors that drive common people to invest in secondary market. It primarily aims to understand significant variables which influence investment behaviour in the context of Indian populace. Through this paper we would like to figure out the key determinants that in practice can propel a greater household investment into capital market. Different factors like states, income class, gender, awareness etc. are put into consideration in mining the data set which provide broader view to the studies.

		5			Swetha Mahalingam	181094	Analysing the factors contributing to the growth of mutual funds market
					Bharadwaj JSR	182029	
					Nikhilesh Kalavacharla	183057	

**Abstract :** This empirical study aims at examining the macro-economic factors that have an impact on the performance of mutual funds. These external factors play an influential role towards the fund flow in various categories of mutual funds viz: income, equity and liquid/money market. The study has considered certain important factors like gold rate changes, GDP savings rate changes, SBI interest rate changes and NIFTY index fluctuations. The results from this study indicate that a positive change in some of these factors and negative changes in some other factors could act as a boost to the growth of mutual funds market.

		6			Murali Dhananjey. R	181047	Is Grey market in India an accurate predictor of IPO pricing
					Sonal Saxena	182089	
					Adarsh Ravi	183005	

**Abstract :** Initial public offering ("IPO") grey market is an informal market where IPO applications or offers are purchased and sold before they turn out to be officially accessible for trading on the stock exchange. All exchanges in this market are done on a personal, cash only basis. SEBI, Stock Exchange or Brokers are nowhere involved in these exchanges. Though there is some considerable research done in the area of IPO grey markets in India - how they operate and determine the list price, we find a lot of gaps in the studies undertaken and find much scope to do some further work in this area. This empirical is intended to study the efficiency of the grey markets, taking into consideration the grey market premium and kostak rates. The capacity of grey market in anticipating the IPO price and premium is another imperative factor for consideration while deciding the efficiency of the Grey market which we intend to cover through this research.

		7			Gautam Kumar	181037	Determinants of corporate dividend payout policy
					Mayur Dandare	184041	

					Shreya	184087	
<p><b>Abstract :</b> The objective of this study is to analyze the trends and the determinants of the corporate dividend payout policy of the companies that were continuously paying dividends during the period that is from 2008 to 2017. The study is an attempt to empirically analyze the determinants of dividend policy. For this purpose, various factors affecting dividend policy such as firm growth, firm size, firm profitability, liquidity, leverage, previous year dividend, earning per share, firm maturity, taxation policy and free cash flow are considered for analysis. The empirical evidence from the study reveals that taxation policy, previous year dividend, firm profitability, liquidity, leverage and earning per share has high impact on the dividend policy whereas free cash flow, firm growth, firm size and firm maturity has low impact on dividend policy. The prediction of determinants of dividend policy provides valuable benefits to all related parties, as they can manage, invest, consult, and monitor the dividend policy in a more effective way.</p>							
25	SRI	1	Sriram. D	Great Lakes Institute of Management,Chennai	Gunveen Kaur Gulati	182043	Customer Perceived Value in Business to Business models in the Indian Context
					Poonam Sharma	182062	
					Ammu Krishnan	183013	
<p><b>Abstract :</b> Business to Business (B2B) purchases involve a rationale purchase behavior considering the large order sizes and money involved. Having worked for various clients in the software industry, this phenomenon of buying and selling involved between businesses have captured our interest. Our previous roles involved developing services that could be sold to prospective clients. This process meant delivering value to our clients which would propagate further demand, loyalty, trust and eventually repurchase. We have understood that satisfying the utilitarian needs of the customers is no longer the only major criteria to remain in business. The value perceived by the customers is also of utmost importance and providing value of a high quality is quintessential to gain competitive advantage. Through this empirical study we intend to study what determines this value particularly when selling to businesses. The existing studies in this concept of customer perceived value(CPV) has focused on markets that were not specific to the Indian context. We aim to bridge this gap and focus on variables on B2B models within the Indian context. We plan to build and test a theoretical model that elaborates some of factors that contribute towards building Customer perceived value. Metrics such as Product centric services, Knowledge centric services, co creation services and the like will be evaluated and the effects of these services towards providing a customer with economic and technical value are few areas we intend to focus on.</p>							
		2			Prateek Lohiya	181058	Effectiveness of digital and non-digital communication on the brand parameters
					Sumedh Saraf	181090	
					Rohit Subramaniam	184074	
<p><b>Abstract :</b> The purpose of this paper is to find the impact of using different communication mediums; digital and traditional, in conveying functional and hedonic benefits of digital and traditional products to increase their brand parameters such as awareness, image and finally purchase intention. This study aims to find a right communication mix for digital and traditional products in current scenario. A total of 322 responses were collected through the use of a quasi-experiment (68 for Levis Digital, 51 for Levis Non digital, 115 for Paytm Digital, 88 for Paytm Non Digital). The data was obtained from diverse demographic segments. Structure equation Model using Partial least squared method was used to examine effect of communication mediums.</p>							
		3			Surbhi Arora	181091	Analysing impact of website design on user experience and success of Ecommerce
					Vikrant Jaidev Hariramani	182105	
					Rahul Lalwani	184068	
<p><b>Abstract :</b> Understanding the behavior of the online consumer and the mechanisms of virtual shopping is a priority concern for marketers competing in the rapidly expanding virtual marketplace. This empirical study is aimed at analyzing the factors which affect the online consumer's behavior and examines how e-marketers can influence the outcome of the buying process by channelizing their efforts on elements and factors that significantly shape the customer's virtual experience. The first step in developing and delivering an attractive online presence is identifying the web experience components and understanding their significance as inputs in the online customer's decision-making process. This study focuses on identifying and classifying the Web experience elements: the marketing tools and components under the control of the e-marketer that can shape or influence the online consumer's behavior during the virtual interaction. The classification can help e-marketers in recognizing and better understanding the nature and potential of their online marketing tools.</p>							
		4			Suhas Krishnamoorthy	181089	An Empirical Study on Customer Acquisition and Retention in Indian Aviation Industry
					Karthik R	182048	
					Lakshita.R	182068	
<p><b>Abstract :</b> This study aims to investigate the factors that affect customer retention in Indian aviation industry. Customer loyalty has to be developed in order to retain them. In this study a model is developed to find out which attributes lead to customer loyalty. A survey was conducted among 233 airline passengers and the collected data was run through PLS-SEM to test the model. Customer satisfaction was found to have significant impact on customer loyalty. Further, this relationship is found to be mediated by brand image, trust and customer engagement. In-flight ambience, crew interactions and value added services was found to have significant effect on customer satisfaction. Also, the moderation effect of full service airlines and low cost carriers was studied.</p>							
		5			Navin Kishore	183054	Impact of product bundling on attitudinal loyalty - A comparative study
					Nisha Desai	183059	
					Pooja Jayakumar	183062	
<p><b>Abstract :</b> Bundling is a marketing strategy that combines products and/or services together to sell them as a single combined unit. Bundling allows the convenient purchase of several products and/or services from one company. The products in the bundle could be complementary or non-complementary, with varying levels of purchase involvement. Companies may choose to bundle goods for cost efficiency, market opportunities to enhance profits, introduction of products and competitive strategy. The empirical study aims at studying the impact of product bundling on attitudinal loyalty towards the bundled products and/or services. The research aims to explore many such factors that drive the attitudinal loyalty of customers towards the products and/or service</p>							
26	SUR	1	Suresh Srinivasan	Great Lakes Institute of Management,Chennai	Rishabh Jain	182072	Acceptability of Zero Emission Vehicles in India
					Vignesh Mohan	182103	
					Tushar Mittal	184104	
<p><b>Abstract :</b> Automotive market in India is growing at a rapid pace, and to tap this market there is a huge inflow of FDI in India. With growing concerns for environment, industries are betting on introducing Zero Emission vehicles in India. This study aims at identifying the critical factors for acceptance of zero emission vehicle by Indian customers. Convenience method of data collection was used through questionnaires with multiple regression, ANOVA and correlation for data analysis. After factor analysis 2 factors i.e. Customer friendly and environment friendly factors were found to be significant. Any improvement made to the factors will improve the purchase intent with customer friendly having higher beta value. Therefore industries should focus more on customer convenience compared to ecofriendly attributes for zero emission vehicles in India.</p>							

		2			Deergha Dhamija	181032	Analyzing the Business Models of e-wallets in India
					Kanika Nuwal	181040	
					Shifa Manchanda	181080	
<p><b>Abstract :</b> The Empirical Study analyses the factors that affect the decision of a customer while using an E-wallet. The factors that incentivize the use are identified as Convenience, Discounts/Offers/Cash-backs, Online Shopping, Lack of options, Fast Check-out and Secured Transaction. A survey was conducted on the existing and potential customers. Through the Structured Equation Model, we find out the areas the E-wallets companies should focus on in order to incentivise customers to start using e-wallets. Convenience, Security and Fast checkout are identified as the top 3 factors. Further a customer segmentation analysis is done to explain these factors in detail based on demographics. The paper also analyses the gaps, opportunities and suggests improvements for E-wallets while comparing it to other modes of payments.</p>							
		3			Akshaya S	182011	The Implementation of Block Chain in the Indian Stock Market
					Jesseh Alexendar	182047	
					Aditya K	184007	
<p><b>Abstract :</b> The Blockchain is basically a distributed public ledger which acts like a distributed database containing all the transactions performed, stored in a chronological manner. The Blockchain removes the need for any intermediary like Banks and allows users to transfer funds directly to one another, using peer-peer system. There are numerous other application of Blockchain technology. There are various research papers on Blockchain technology. We briefly discuss about the Blockchain Technology and how it can be used in stock market. We mainly focus on the following points. The existing structure of the stock market in India and how blockchain technology can implemented in the stock market. The parameters that other industries take advantage of with regard to the blockchain technology and analyse whether these parameters can be used in the Indian Stock Market. The advantages of using Blockchain technology in the stock market that address the gaps in the existing stock market. The challenges in implementing blockchain technology in the Indian Stock Market.</p>							
		4			Nishtha karla	182059	Financial impact of payment bank
					Sankeerthana Appanapalli	184078	
					Shambhavi Tomar	184081	
<p><b>Abstract :</b> As the majority of rural population is still not included in the banking system, the concept of financial inclusion becomes a challenge for Indian economy. In order to address this issue, Government has introduced payment banking system to serve "Bottom of the pyramid" customer segment. In nascent stage, it is crucial to understand the economics behind its performance including the financials associated with it. This study aims at understanding the key factors improving the performance of payment banks and financial inclusion attained by considering multiple factors which could affect a banking system. Through a survey, we identified that penetration, technology and accessibility play a significant role.</p>							
		5			Ashwin SP	184016	India and how can financial institution use this information to re-design and market their banking products
					Karpaga Karthik KR	184031	
					Nikhil Srivastava	184049	
<p><b>Abstract :</b> Our aim is to empirically find how financially literate are the young working professionals in finding the right financial instrument. We went ahead initially with a focus group and literature review to come up with the important attributes so that we can go ahead and collect the data. We then went ahead with a survey to collect the primary data. On the collected data we did Random forest statistical analysis and came out with some key finding based on the insights derived from the analysis. Some of the important insights are the following, young adults have exhibited a financial knowledge score of 2.53 out of 3 .Personal characteristics are highly significant and there is the positive correlation with Financial decision. As our analysis suggest Family influences are positively correlated with financial decision making. The more educated the person the more financial literate is his towards making the decision.</p>							
		6			Tuhina Das	181098	Factors affecting travel taste of Indians
					Amogh Gadewar	182012	
					Vinay Nair	182106	
<p><b>Abstract :</b> There are several internal and external factors which influences the abstract travelling decisions made by people. Many of these factors have been identified through consumer behaviour research and its scope has only been widening in recent years. Most of the decisions are influenced by external factors such as the perception of destination in society and social Influence. At the same time, consumer behaviour can be affected by the internal factors such as income, personality type and emotional aspect, cultural/historical affinity and religious influence. This study aims to present the factors that influence travel decisions.</p>							
		7			Abhranil Pal	181005	Customer Empowerment in tourism through consumer-centric marketing
					Aseem Punia	181025	
					Neha Iqbal Panhalkar	181049	
<p><b>Abstract :</b> The aim of this research paper is to study the Indian tourism industry in general and specifically identify various factors based on which customers choose their hotel preferences and how the hotel industry can inculcate these factors to provide a more customer centric experience.</p>							
27	SWA	1	Swaminathan. T.N	Great Lakes Institute of Management,Chennai	Bhargav Thaker	183025	A Study on impact of anthropomorphism on consumer buying behavior
					Snehal Jamane	183092	
					Vanessa J Vadassery	183104	
<p><b>Abstract :</b> Around 80% of the total human sensory information is processed through visual channels. Consumers prefer to make purchases based on the visual appearance of the product e.g. creative packaging, online visualizations etc. In a bid to add a distinct outlook, brands can gain consumer attention through associations with human-like characters known as 'anthropomorphic' characters. These characters, when featured as a brand mascot in an advertisement or product packaging, not only look appealing to the consumers but in turn affect their buying behaviour. Anthropomorphism has not been studied in great detail in the Indian consumer segment. Through this paper we aim at studying the various ways in which anthropomorphic characters affect a consumer's buying behaviour in the context of India.</p>							
		2			Ritika Mahajan	181071	Empirical Study on Effect of Artificial Intelligence enabled tools on Marketing
					Shrivastav Bhaveshkumar	181082	
					Smruti Pradhan	182088	

**Abstract :** This paper aims to build a framework for organizations to decide appropriate investment in efforts to automate marketing and sales tasks through Artificial Intelligence(AI). The world has evolved to Industry 4.0, where cyber is integral part of business. Traditional tasks of marketing are increasingly done by artificial intelligence and companies are investing heavily in AI. We have analyzed marketing through RACE framework and through our literature review found that there is a positive relation between Customer Experience(CX) and Business Performance Metrics like Top Line, Retention etc. We have used causal approach on the data that we gathered through surveys and have presented our result in this paper. These results can be used by companies for investment decision in marketing activities.

		3			Animesh Chakraborty	181013	A study on Attitude and perceptions in technology and adoption in cost management'
					Arnab Paul	182021	
					Divya Prabhakar	182037	

**Abstract :** The world today has ventured into a technological era. The vision of automating and developing a connected enterprise by interconnecting different industrial assets is now possible with the introduction of Industry 4.0. The main objective is to study the perception and attitude towards incorporating various technologies of Industry 4.0(IIoT and Cloud Computing) in the existing processes currently followed in various industries and the effect it can have on the existing cost incurred and revenue generated. Industry 4.0 has opened the gate to various new technologies with advantages such as asset optimization, smart monitoring, intelligent decision making, remote diagnosis and predictive maintenance.

		4			Aditi Manchanda	183007	A study on Differential Role of Anthropomorphism on Consumer Repurchase Behavior
					Komal	183041	
					Tanmay Saha	184101	

**Abstract :** The present study aims to examine the impact of Anthropomorphism on the consumer repurchase behavior. We have conducted this study for FMCG products. The result of the study shows that if consumers find any anthropomorphic product that is beautiful or if they are able to connect with it, they tend to prefer buying that product. Furthermore, consumers also tie many products to their social status and feel that if they will use this product people may think highly of them. Price fairness is neglected in case a consumer gets value he desires from the product. Communication from the brand where they use mascot and anthropomorphized characters does not trigger the repurchase intent.

		5			Anantha L Chandarla	182015	A study of Consumer Engagement in Owned, Earned and Paid Audio Visual Content
					Nikita Nagrani	182057	
					Tarun Naralasetty	183052	

**Abstract :** Currently, measuring of consumer engagement in the digital space is limited to number of likes, shares, comments, clicks or views. Cost per view is the metric to calculate ROI for media spends for YouTube campaigns. These criteria measure the reach and frequency of the audio-visual content interaction. But consumer engagement goes beyond reach & frequency. None of the measurement scales used until now consider audience retention or average time spent on watching the video as a metric. Also, comments are not evaluated qualitatively. Through this study, we intend to recommend a reliable model to measure engagement by considering relevant parameters (participation, involvement, reach and frequency etc.). Also compare how the derived consumer engagement score varies between earned and owned media.

		6			Tushar Kochar	181100	Social Impact of Technology and Internet of Things on Consumer Lifestyles and Integrated Homes
					Udit Datta	181102	
					Alisha M. Simon	183010	

**Abstract :** This study aims at understanding Indian consumers' expectations from IoT, and variables that would lead the sleeping giant economy to embrace this new era of Internet of Things. For data collection, survey methodology was used by sending out questionnaires to a sample of size, 205. The respondents were mostly male and maximum were in the age group of 19 - 26. Students formed the majority group. Multiple Linear Regression was used to find significance of variables affecting consumer acceptance of IoT, with the help of tools like SPSS and R-Studio. Awareness, Perceived Usefulness, Perceived Enjoyment, Price Sensitivity and Social Influence were found to show a high degree of significance for customers in Indian markets. The findings are especially useful for Marketers trying to scope the Indian target market for their advertisements and marketing campaigns and accordingly create a penetrating strategy to increase adoption if IoT for personal use in Consumer homes.

		7			Abhinav Talgeri	181002	A study on effect of user generated content in own and earned media on Lead generation & Repeat purchase
					Nikhil S	182056	
					Gautam KV	184026	

**Abstract :** Most of the buying decisions today are taken after going through reviews. With the advent of social media and dedicated online retailers, it is now very easy to find reviews. People do not need to wait for Word of Mouth. They can now choose to read a plethora of reviews on a number of websites and then come to a buying decision. There are reviews written by industry experts, bloggers and most of the times by a previous user. All reviews written by a previous user is referred to as User Generated Content (UGC). UGC has gained importance in the recent years, where a number of good reviews has helped companies to gain a good reputation of their brand or their product and negative reviews have shattered brands. UGC is generally trusted as it is assumed that other users would not gain from putting such reviews. In our study, we aim at quantifying the effect of UGC on performance of a product. We need to recognize the variables required and a previous gap in research. Hence, we reviewed numerous research papers to get an idea of the independent and dependent variables.

29	VEE	1	Veeravalli R S	Great Lakes Institute of Management,Chennai	Lovaditya Raghu	182051	Impact of Intelligent-Things, AI and Machine-Learning on FMCG Product Quality and Cost
					Sumit Sunil	182091	
					Shreemoyee Sanyal	183088	

**Abstract :** This study aims to test how open the industry is to the concept of automation using AI, Machine Learning and Intelligent Systems. In this study, people's perception of the degree of dependence of product cost and quality on different facets of automation is measured. AI, Machine Learning and Intelligent Systems have been defined in the Introduction Section. The industry today measures the efficiency of these systems and their impact in terms of cost reduction and quality enhancement. Through this study we aim to provide an insight into the impact of disruptive automation technologies on cost effectiveness and enhancement of quality and the willingness of the industry to adopt and implement such technologies.

		2			Saurav	181078	Key factors influencing the customer satisfaction in online food ordering service industry.
					Shailja	181079	
					Raunak	184071	



<p><b>Abstract :</b> A study on understanding the factors affecting the customer satisfaction in the online food ordering industry is conducted using both qualitative and quantitative methods of study. One to one interviews is done to validate the initial hypothesis formed during qualitative study. Participants included interviewees from various demographics to ensure maximum diversity in the responses. The independent variables for the subsequent quantitative study included quality of food, on time delivery, packaging, interface used and discounts and promotions. An online survey of 116 internet users is conducted followed by a regression analysis. Results show that the food quality is highly significant followed by delivery time and packaging quality. Results can be used to reposition their offerings thus increasing the overall customer satisfaction.</p>							
		3			Pulkit Goyal	183070	Unified Payments Interface: The future of digital money and the factors in becoming the market leader
					Rahul Anand	183072	
					Yesha Rachh	183109	
<p><b>Abstract :</b> This study is carried out to identify the success of digital payments and focuses on the success of UPI. UPI is a government initiative (available for all banks) and until recent times it was not as popular as other digital payment modes despite the fact that it had no transactional charges. Post market research the following factors were found to be majorly significant in the success of a digital payment mode: perceived ease of use, perceived utility, security, cost, adaptability and social influence. Usage of UPI is more prominent in the age group 19-35 and majorly by men. Thus, investment in UPI is more beneficial than other e-wallets because of its speed of transaction, ease of use and security features.</p>							
		4			Dharma Teja N	182035	Critical factors for successful new venture in Frozen food industry
					Vivek Dayal	182108	
					Ashish Kumar	183020	
<p><b>Abstract :</b> Frozen food is rapidly gaining popularity in India. Rising urbanization, changing lifestyles and increasing expenditure on frozen food is projected to drive sales of frozen food products in the coming years. According to "India Frozen Food Market by Product Type, By Organized Vs Unorganized, Competition Forecast and Opportunities, 2011 - 2021", frozen food market in India is projected to register a CAGR of 15% during 2016-2021. Setting up a new entrepreneurial venture is always a critical decision to make, especially when you are trying to get into a subtle industry like frozen food products. This research revolves around examining the various factors that influence the profitability and success of the new premium Ice cubes venture. Research objective is to find out a most efficient and effective combination of strategies that will most probably lead to success. Reliable statistical techniques will be used to determine, test and approve the significance of the relation.</p>							
		5			Anand Kulkarni	182014	Impact of Digital marketing on the revenue growth of start-ups
					Garvit Kaushal	182040	
					Kartikey Garg	184034	
<p><b>Abstract :</b> The cost efficiency and diversity of digital marketing facilitate marketer's frequent and interactive communication with the customers. This paper aims to study the effectiveness of various digital marketing platforms such as search engine optimization, social media marketing, google ad-words etc. on start-ups. We identified four different factors namely traffic generated via unpaid sources, quality of content, budget allocated to paid sources and traffic generated via paid sources. The data was collected by surveys from 50 odd startups mainly from food delivery, bike rentals and bike taxi startups and after analyzing the data using regression and factor analysis, it was found that leads generated via unpaid sources and budget allocated to paid sources are the significant factors and startups should focus on these platforms of digital marketing.</p>							
30	VID	1	Vidya Mahambare	Great Lakes Institute of Management, Chennai	Pratik Tidke	181059	Health Insurance policy adoption in India: Factors influencing the demand
					Sarang Almelkar	181076	
					Yuvraj Ahuja	181111	
<p><b>Abstract :</b> Focal point behind the study is to analyze the root causes that why people are still not tempted to buy the Health Insurance Policy and go for the archaic Life Insurance scheme. Qualitative analysis is used to decide the dependent variables and sample of more than 100 data points are collected on Likert and Semantic Differential scale via Questionnaire and analyzed using linear regression. Purchase of Policy and Extent of Purchase were the two-dependent variable which has been backed up by 3 principal components after analysis i.e. Service Usability, Awareness towards policy and Risk Appetite. This proves that people in India are still not aware of the Health Insurance Policy schemes and lot of marketing needs to be done.</p>							
		2			Ashutosh Singh	181027	Drivers of Farm Income in the Indian Agricultural sector
					Anirudh Sampath	183015	
					Sanjeev Singh	183082	
<p><b>Abstract :</b> The primary objective of this study is to statistically model the significance of certain key drivers of farm income. The primary parameters modeled in this study are plantation area, irrigation cover and the minimum support price (MSP). Data from the cost of cultivation survey pertaining to Paddy and Sugarcane are used to obtain the predictor values at the district level in five states. Regression is used to identify linear relationships between the net income and the parameters chosen during the years 2004-05 and 2010-11. The results show that harvest price which is considered as a representative variable of MSP is significant and drives the level of farm income to a large extent in comparison to other variables. Supplementary analysis on the relationship between harvest price and MSP has also shown a large divergence in the values which can be attributed to the low volume crop procurement by the central and state authorities.</p>							
		3			Aditya Pathak	181007	The Effects of Corporate Board Gender Diversity on Firms' Performance across the United States
					Rahul Kumar	181064	
					Chinmay Kotwaliwale	184020	
<p><b>Abstract :</b> The United States of America has been known as land of opportunities. It has 4000 companies listed on NYSE or NASDAQ and another 15000 organizations are traded on the over the counter exchanges in the US. These listed companies range from small and medium cap organizations to large cap companies, which operate in different domains like Coca Cola and PepsiCo in FMCG, Apple Microsoft and Facebook in Technology and Wal-Mart and Costco in Retailing. USA and the World is moving towards the gender equality. Although women are moving towards attaining high employment rate and they are also outperforming men in the field of education at the same time are getting good representation in industries like FMCG, Retail and Services. But the wage difference between the two genders still persist. Women are still underrepresented in the company boards and senior management. There is also a difference in the compensation they get paid for the same work.</p>							
		4			Vaibhav Gupta	183103	Recalibration of Altman Z score model to predict bankruptcy in Indian companies
					Venugopal P	183106	
					Yash Chawla	184109	

**Abstract :** Bankruptcy is a state of insolvency, in which the organization or the person is unable to repay the debt amount. Thus, prediction of bankruptcy is of significance for the different stakeholders of the firm as well as the society. It is necessary that we build a method to identify organizations that can run a risk of being bankrupt. The purpose of this research is to study and develop bankruptcy prediction models and apply them on the Indian economy. Also, the market data and financial statements of Indian companies that have become insolvent would be analyzed. We will then try to predict our model across various industries and companies. The main contribution of this empirical study would be to identify an appropriate model for bankruptcy prediction in Indian economy.

		5			Ashwin Devulapalli	181028	Consumer acceptance of bharat interface for money
					Grishmi Khobare	182042	
					Natasha Dhawan	183053	

**Abstract :** The aim of this empirical research is to compare BHIM (Bharat Interface for Money) to other mobile e- wallets such as PAYTM and point out why BHIM has lagged behind numebr of users. The techonlogy acceptance model states that the agreeable of a technology system depends on perceived usefulness perceived acceptance. The objective of the researches conducted was to determine the factors that influenced them. The factors affecting the consumer acceptance of BHIM are grouped under two main categories based on the results of factor analysis. The first category is 'convenience' which comprises of factors like ease of use, transaction limit, promotions and ads; the second category is 'perceived usefulness'. The result of multiple regressions proves that both the factors have significant impact on consumer acceptance of BHIM. Also, among the two factors, convenience of using BHIM has a greater impact on the consumer acceptance of BHIM.

		7			Arunika Mishra	182022	Consumer Compulsive behaviour
					Devanshu Arya	182033	
					Nikhil Rana	183058	

**Abstract :** Consumer Behaviour is an important arm of marketing and is extremely important to be understood in a holistic way. It deals with studying how consumers make their buying decisions, psychological, social and other factors have to be considered. Compulsive buying is a subset of consumer behaviour, our study makes an attempt at understanding the various factors which stimulate the compulsive buyers while making a purchase decision. This study is focused on compulsive consumers who have been identified using primary research and clinical screener method by Faber and O'Guinn 1989, 1992. Study analyses both brick-and-mortar and click-and-mortar systems. It identifies crucial factors significantly affecting compulsive buying behaviour in consumers and suggests possible actions that can be taken from marketing perspective to improve sales and marketing strategies.

		8			Saurabh Bhavsar	183083	Willingness of rural India in Using technology based banking
					Smriti Sinha	183091	
					Sugam Mahajan	183097	

**Abstract :** Technology today, is a strategic resource for achieving cost effectiveness, high productivity and profitability for banks and enablers like UPI and Mobile wallets are quickly catching up as the most preferred modes. Its ubiquitous nature has allowed customers, to realize their anywhere, anytime banking dream. However, there still exists a skepticism about these advancements, which affects the willingness and penetration of these services in rural areas of India. This paper is based on a primary survey, which was performed in the rural areas near Great Lakes, Chennai campus to statistically analyze the factors like Infrastructure availability, Inclusion under 'Jan Dhan Yojana', Frequency of transactions, Mobile banking, E-banking, Demonetization, etc. Amongst these, Infrastructure, Mobile banking awareness and Demonetization are found to be the dominant factors which affect the willingness of rural masses towards technology-based banking.

		9			Anuj M Khasgiwala	181021	How stock market is affected during elections
					Amish	183011	
					Brahma Arora	184019	

**Abstract :** This empirical study is on "How Stock Market is affected during election", in which we have tried to establish whether there is any movement in the stock market in a significant way over different periods of time. For this purpose we have taken major elections i.e. which had nationwide effect such as the lok sabha election of 2014 as well as we have removed the effect of major macro-economic variables affecting the stock market during this time to obtain the impact of only these elections on the stock market. We have used regression testing as our methodology to ascertain the relation.

		10			Priyanka J	181060	Impact on small scale business post demonetization
					Namita Bothra	182053	
					Subrata Akhuli	184097	

**Abstract :** The effects during demonetization on small scale industries and traders are recorded and studied. But after the implementation of demonetization the impact on small scale industries are not known. The impact of demonetization in long run on the small-scale industries is the gap. The paper further analyses the gap.

31	VIN	1	Vinit Thakur	Independent Consultant	Arushi Kapoor	182023	Understanding career guidance at college - Assessment & Evaluation of the market need for Career Guidance - 12th standard students
					Krutika Vachhani	183044	
					Nili Singh	184045	

**Abstract :** Purpose of this study is to find what factors affect the career choice of students after 12th standard with age of students ranging between 16-19 years. Convenient sampling was used to gather data for research. Qualitative research including focus group discussions and interviews was carried out to find various factors and survey was conducted to gather data on factors to perform regression to find the most significant variables. The result shows that 95% of times societal mindset plays a significant role in career choice. Students choose career based on what society perceives of the profession and which career is perceived suitable according to their gender. Professions considered reputable by the society are choice of most of the students.

		2			Rahul Jain	181063	Seamless integration of applications for Corporates via Single Sign On (SSO)
					Prerna	182065	
					Swapnil Srivastava	183099	

**Abstract :** Single sign on refers to the availability for the users to access multiple different systems via the means of a single access point. This will enable the users to access different systems without managing multiple access credentials for each. Usually people are given a set of login ID and Password to access the desired target system and in a normal scenario multiple sets of such ID and Passwords are needed to access different systems. By implementing Single Sign On we are observing its effects on the access of the different systems and also on the integration of multiple applications which needs the access credentials from the users. We have aimed to find out the implications of the feature among the current employees in the corporate world and have found that the facility to use a single credential for the access does indeed simplify the work.

		3			Aarthi Kare	183001	Factors affecting the response of companies to RFQ
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				Nitin Gupta	183060	
				Vinay B T	184108	
<p><b>Abstract</b> : A RFQ is a document which is used for delivery quotations to invite suppliers for bidding process to bid on services or specific products. Process involves sending bids to several potential vendors, asking for their bid price. Vendors go through the quotations and select the best quotation. Selection of the supplier depends on many factors like Price Focus, Supply Security, Purchasing efficiency, Bundle building, Delivery, Quality Design, World Wide Supply capability and cost reduction performance. A RFQ process generally involves sending bids to several potential vendors, asking for their bid price. The quotation must include payment terms, consideration and factors that decide which bid the company will choose and submit bid before the deadline. Request for Quotation is a fundamental criterion in industries which substitutes the price based bidding procurement. Lot of companies has started focusing on RFQ in markets. This study helps identify these factors using which a new entrant in the market can be successful or existing players can utilize this to improve their services and to innovate.</p>						
		4		Prerna Sharma	184063	Potential for E-Commerce in rural households:
				Vibhor Verma	184107	
				Prithvi Ramakrishnan K	184111	
<p><b>Abstract</b> : E-commerce has a big potential to grow in rural market in India. A profound understanding of people, their buying pattern, and their community, the current rural market and the number of people who buy regularly is very important. This paper aims to project the impact of e-commerce in rural market explaining the various opportunities for e-commerce companies, consumers, vendors, traditional shopkeepers and factors influencing mindset and trust of India's rural people. Rural household's access to internet or broadband is lower compared to urban household. One of the biggest concerns that people have is the lack of variety for purchasing things. There are limited number of shops and departmental stores with less number of options. For the ecommerce to succeed, it has to bridge gaps like – the consumer intention to buy through ecommerce, buying frequency of the consumer, integration of ecommerce to the rural market. In addition, there are a few barriers like awareness about ecommerce, trust on ecommerce vendors as compared to established reputed local vendors in the rural areas</p>						
		5		Ishaan Sundriyal	184029	Students' Perceptions and Experiences of App Based Learning
				Pralav Agarwal	184057	
				Tapan Sharma	184103	
<p><b>Abstract</b> : The main objective of this study is to understand the influencing factors guiding the perception of students of App Based learning. The sample population considered for this study consists of 231 respondents of which 72% are males, 78% are Single, 76% are between the age group of 25-29 and 38.8% have a family size of 4. Primary data gathering was done by conducting surveys using structured questionnaires. Data gathered was analysed considering the Cronbach alpha in reliability test. The corrected data was used as an input to test the various hypotheses using various methods like random forest, CART and Logistic regression by tools like SPSS and R. The report shows family background, financial condition, demography, attitude towards new technology; social influence and usage of mobile are the influential factors. There is a gap in understanding Students' perception of Mobile Application based learning. The findings can be used by college and university administrators for targeting the correct audience for App based learning, so that a larger and appropriate audience can be targeted.</p>						
		2		Abhiroop	181003	Predictive Modelling for IPL 2018 Auction
				Chinmoy Dash	181030	
				Soumyakanti Neogy	181086	
<p><b>Abstract</b> : IPL is one of the biggest sporting properties of the world is now in its eleventh edition. It is considered as one of the best business model of recent times. The study attempts to solve the problem of selecting the best players that can help the franchisees win the trophy. The study focuses on various predictor variables that contribute to the overall winning strategy for a team. Upon running statistical techniques such as Logistic Regression, we calculated scores for each player. We utilised significant contributors to create a model that a team can adopt to check the viability of different options available to them. In short, we construe various factors upon which the player performance index (PPI) of the cricketers can be determined. In addition, we calculated the overall team score based on the player performance index and their predictability to win is determined.</p>						
		3		Mohamed Shamsudeen G	181035	Will Mutual Funds and Chit funds lose out Customers in the light of Digital Technology?
				Girish Kumar	182041	
				Keshav Rajagopal	183039	
<p><b>Abstract</b> : In today's world, Digitization has played an important role in the success or failure of a financial firm. Financial firms continue to effectively leverage digital technologies to innovate and improve customer experience. Customers are increasingly demanding seamless and easy digital access from their providers. Hence digital client experience is expected to play a huge role in the success of a firm. However, chit funds, which comprise a substantial part of India's parallel economy, have existed without any major digital technology till now. The chit fund companies might lose out on customers if they don't incorporate digitization into their business model. In addition, there is a huge untapped market that chit funds can leverage on if they are digitized. Through our study, we aim to compare the growth of mutual funds in India and how the development of digital technologies like electronic transaction has affected the subscription of mutual funds in India</p>						
		4		Roop Saini	183075	Prediction of User Acceptance of Shopping on E commerce websites
				Shiv Garg	184086	
				Shubham Sharma	184089	
<p><b>Abstract</b> : With the onset of the ecommerce industry in India, we study the transition through the lens of cultural appropriateness and the local factors at play across India like Perceived Risk, Ease of use, Usefulness, Joy. The study has also taken into account the behavioral aspect of the populace. Sample size is 128 with median age of respondents being in 21-30 age group, gender ratio 1:3 Female: Male, all graduate and above. Convenience sampling methodology was used for data collection and modelling was done through multiple linear regression and Anova. In our findings, only Perceived Ease of Use was found significant. Thus, we concluded that for India, Ease of use is the most important factor when it comes to ecommerce industry.</p>						
		5		Akshay Agrawal	183009	Impact of Social Media on cell phone market- A Sentiment Analysis Approach
				Akash Ranjan	184008	
				Prateek Govill	184061	
<p><b>Abstract</b> : Sentiment Analysis is the process of determining whether a piece of writing is positive, negative or neutral. It's also known as opinion mining, deriving the opinion or attitude of a speaker. In the last decade, social media has undergone tremendous transformation from a platform that generates ideas to a platform that influences the day-to-day decision of the common man. Initially impacting consumer goods, social media has equipped each and every user with the power to critique a product thereby enabling individuals to decide the success or failure of a commodity. In the recent past, cell phone industry has seen tremendous and rapid changes driving people to join the technology war. With mobile phones having a huge competitive market, making technology accessible to everybody, it becomes necessary to get reviews from the 'gadget gurus' to determine the success or failure of the flagship models and whether they are able to live up the hype.</p>						
		6		Shristi Pranjal	181081	Quantifying relative importance of the drivers of chat bots for women safety
				Shaurya Gupta	183086	
				Shruti Mishra	183089	

**Abstract** : Unforeseen circumstances can befall anybody by mistake or innocently. Situations are worse for women. Safe roads and transportation services are a top priority globally. The study intends to highlight the impact of past record of crime, population density, literacy rate, sex ratio and governance rate on the occurrence of crime in a particular place. Covering also the important attributes desired by women in a safety app deeming it more useful at the time of distress. Results can be implemented by a feature on safety app predicting the crime index of a place based on factors stated above. The data would be stored in the cloud, which will be integrated real-time with the app that can be triggered by using the Chatbot (voice-based personal assistant).