



Criterion-1: Curricular Aspects

Key Indicator – 1.3: Curriculum Enrichment

Metric: 1.3.3

Programme: MBA (Full Time)

Syllabus	https://www.du.ac.in/uploads/RevisedSyllabi1/Annexure-184%20updated.%20FMS%20MBA%20FT.pdf
List of Students and details of project undertaken	Annexure-I
Sample Project Reports	Annexure-II



Annexure-I

List of Students and details of project undertaken



2018-19

Roll No.	Name of Student	Topic	Area	Name of Faculty
F-101	ABHAY AGARWAL	Changes in Telecom Industry - GST Implementation and Disruptive Competition	FIN	Prof. Madhu Vij
F-102	ABHISHEK BARUA	Impact on Indian Banks due to: Sovereign Rating Basel III and IBC	FIN	Prof. Madhu Vij
F-103	ABHISHEK VERMA	Market entry strategy for an organized economic furniture chains	SBM	Dr. Soma Dey
F-104	AKASH NAND	Competitive Strategy for E-Tendering in Infrastructure Projects	POM	Prof. Sunil Sharma
F-105	AMAR SHARNAPPA BIRADAR	Strategic Analysis of Medical Devices Industry and Its Impact on Healthcare services in India	GMT	Dr. Soma Dey
F-106	ANAY VISHWAS GOGATE	Green Growth for developing countries	GMT	Dr. Soma Dey
F-107	ANKIT AGRAWAL S/o Kailash Chand Agrawal	Interralationship Between Forex and Stock Markets	FIN	Prof. Madhu Vij
F-108	ANKIT SINGH S/o Mr. Gajendra Pal Singh	Factors that drive Loyalty Amongst Indian Fans Towards European Football Clubs	MKT	Prof. H. V. Verma
F-109	ANSHU ADITI TIRKEY	Sales Promotion & Its Effect on Brand choice	MKT	Dr. Garima Gupta
F-110	APHAIPHONE VONGNIKHOM	Study of Factors Determining the Consumer Preference to Beer Lao Brand in Laos	MKT	Dr. Mahima Thakur



F-111	ARIHANT GOYAL	Analysis of last mile delivery in e-commerce industry	POM	Prof. D. Das
F-112	ARPIT TODI	Dependence Between Corporate Governance and Company Performance	FIN	Prof. Pankaj Sinha
F-113	AYUSH KUMAR	Impact of packaging attributes on consumer purchasing Behaviour	MKT	Prof. H. V. Verma
F-114	BHAVISHA NANKANI	Growth of Omni-Channel in Indian Retail: E-Commerce and Beyond	SBM	Prof. Vivek Suneja
F-115	BODDU SANTHOSH	Efficient Frontier for Nifty 50 Stocks using Quadratic Programming	OR	Prof. Amit Bardhan
F-116	CHIRAG GAMBHIR	A Study of Impact of Inclusive Climate on Engagement of Visibly Challenged Employees	MKT	Dr. Mahima Thakur
F-117	DEEPAK LANKA	A study of role of communication in service recovery of 3 companies in logistics industry.	MKT	Dr. Mahima Thakur
F-118	DHANANJAY SINGH	Instafluence: How Consumer's Brand Perception is Impacted by Social Media Influencers	MKT	Dr. Mahima Thakur
F-119	DUSHYANT RATNAKAR	Redesigning cost structure through zero base budgeting at Digitigi	FIN	Prof. Monica Singhania
F-120	GOPAL BHARWDAJ	Impact Political Campaigns on Voter's Perception in Social Media Context	MKT	Prof. Mahima Thakur
F-121	HARMEET SINGH CHAWLA	Comparison of Indian Banking Industry with World Best Practices using SCP Analysis	FIN	Prof. Madhu Vij
F-122	JAI SAXENA	Impact of Consumer Perception of CSR on Purchase Decisions and Brand Perceptions	SBM	Prof. Vivek Suneja



F-123	KALPAK SUBHASH KAKADE	Human Relationships and Happiness	OB	Dr. Sunita Singh Sengupta
F-124	KARAN ANILBHAI GALA	Impact of Web Experience on Consumer Behaviour An E-Commrce Perspective	MKT	Dr. Harsh Verma
F-125	KISHORE SINGH DUDI	Crypto currencies: Future of Money or Speculative HYPE?	CMI	Prof. M. L. Singla
F-126	KUNAL KISHAN	FMCG Industry GST implementation and Changes Due to Disruptive Competition	FIN	Prof. Madhu Vij
F-127	LEON LHENDUP WANGDI	Digitalizing ordering process in the restaurants	CMI	Prof. M. L. Singla
F-128	MANDAPALLI RAVALI	Brand Identity and its effect on Consumer Behaviour	MKT	Prof. Harsh Verma
F-129	MANSHUL GAUTAM	Distribution Strategies adopted by select E-Commerce firms: An Investigation	POM	Prof. Debayuti Das
F-130	MEHERUNNESHA	Labor Law Implication in RMG Sector of Bangladesh: A case study in Dhaka Division	HR	Dr. Mahima Thakur
F-131	MOHIN SUNIL SHAH	Green Citizenship & Its Effect on Purchase Intention	MKT	Dr. Mahima Thakur
F-132	MUSKAN LODHI	Gender Stereotyping in Advertisements and Impact of Femvertising on Women Empowerment	MKT	Prof. Anupama Vohra
F-133	NEERAJKUMAR MAFATLAL PARMAR	Impact of Online Star Ratings and reviews on Decision Making Process	MKT	Dr. Harsh Verma
F-134	NITESH KUMAR	Impact of Credit Rating Change on Stock Prices	FIN	Dr. Anjala Kalsie



F-135	PAVITER	Brand Loyalty in Telecom Industry	MKT	Dr. Garima Gupta
F-136	PRANAY SHAH	An Assessment of Impact of Leadership Style as a Success Factor on Project and Performance of the Team	OB	Dr. Kavita Singh
F-137	RAHUL KANDHARI	ERP Change Management in Government sector	CMI	Prof. M. L. Singla
F-138	RAJNEESH	A comparative study of political propoganda of parties and impact on populace	OB+HR	Dr. Mahima Thakur
F-139	RAUNIKA MALHOTRA	Perceptions Towards Male Grooming Products and Impact of Gender on Its Purchase Behaviour	MKT	Dr. Harsh Verma
F-140	RISHIKESH KUMAR	Mastering inner self for organizational excellence	OB	Prof. Sunita Singh Sengupta
F-142	SABALE OMKAR SUNIL	Conditioning and legacy creation in management institutes	OB	Prof. Sunita Singh Sengupta
F-143	SAHIL SIROHI	Future growth strategy for Indian solar Industry	SBM	Prof. Vivek Suneja
F-144	SANKET MUKUND PURANIK	Gold Prices Forecasting Using Mathematical Models	FIN	Prof. Pankaj Sinha
F-145	SAURABH AUL	Driving Efficiency in Reverse Logistics in E-commerce	POM	Dr. Das
F-146	SHAMAL SONTAKKE	Impact of macro economic variable on call money market rate in India	FIN	Prof. Pankaj Sinha
F-147	SHIV KUMAR	Digital payment in India: A Challenge & Future Ahead	CMI	Prof. M. L. Singla



F-148	SHREYANSH JAIN	Valuation of Multi- National Corporation	FIN	Prof. Madhu Vij
F-149	SHRUTI SINGH MANGAWA	Analysis of Consumer Behaviour for Branded and Unbranded FMCG Products - India Market	MKT	Dr. Harsh Verma
F-150	SHUBHAM GUPTA S/o Rajiv Kumar Gupta	Study the Impact of Corporation Social Responsibility- Initiatives on Retention of Employees	OB	Prof. Sunita Singh Sengupta
F-151	SHUBHANGI SRIVASTAV	M&A Landscape in India And its Analysis	FIN	Prof. Madhu Vij
F-153	SREEKANTH PATHI(Re-Admission)	Early Mover and Late Mover Strategic Analysis	SBM	Prof. Vivek Suneja
F-154	SUNEET KUMAR PATHAK	Employee Branding	OB	Prof. Sunita Singh Sengupta
F-156	SYLVESTER STANIS	Risk Management Using Improved FMEA for new Product Development in Automobile Sector	POM	Prof. Sunil Sharma
F-157	TUHINA KADIAN	Perceived Teacher Leadership Style and Student Motivation at a B-School	HR & OB	Prof. Mahima Thakur
F-158	VARUN RAGHUNATH BHAMRE	Implentation of Total Quality Management In Indian Bicycle Manufacturing Industry : A Case Study	POM	Prof. Sunil Sharma
F-159	VIKRAM DHAWAN	Impact of Brand Experience on Brand Personality Consumer Loyalty and Satisfaction - A Study on Levi's	MKT	Prof. Harsh Verma
F-160	VIVEK KUMAR	Sentiment Analysis: A Study of Ecommerce Brands	MKT	Prof. Harsh Verma
F-161	ZEENISH PARVEEZ KHAN	Sustainable Value Management in Automobile Parts Industry	POM	Prof. Sunil Sharma



F-162	ABHISHEK M.N.	Viable Models for Affordable Oncology Services	GMT	Prof. A. Venkatraman
F-163	AKSHAY AGARWAL	CRYPTO Currency and Blockchain Technology	FIN	Prof. Madhu Vij
F-164	AKSHITH KAPOOR	A study of Factors impacting Smoking usage Among Adolescents	HRM	Dr. Mahima Thakur
F-165	ARIHANT KOTHARI	Impact of Blockchain Technology on Global Financial Services	CMI	Prof. M. L. Singla
F-167	ATUL ANAND	The Impact of Cause Related Marketing on Indian Millen Nails	MKT	Dr. Mahima Thakur
F-168	DESAI ABHISHEK ASHOK	Cryptocurrencies: Investment Valuation	FIN	Prof. Madhu Vij
F-169	INDERJEET NARWAL	Future of Enterprise Resource Planning in E-Commerce Industry	CMI	Prof. M. L. Singla
F-170	KAZIM NAQVI	Factors related to product adoptin of electric and hybrid vehicles: A study of Indian Context.	MKT	Dr. Mahima Thakur
F-171	LOTUS BAJAJ	Cryptocurrency - Adoption in Payments	FIN	Prof. Madhu Vij
F-172	MANISH KUMAR PRABHAT	Barriers and Strategies for transition to Electric Vehicles in India	SBM	Prof. Vivek Suneja
F-173	PRATIK BHOWMIK	Corporate Performance After M & A: Impact of Operational Synergies	FIN	Dr. Anjala Kalsie
F-174	RAJVARDHAN SINGH	Technology in Financial Services	FIN	Prof. Madhu Vij



F-175	SAGAR GOTO CHAWLA	Changing Business Environment in IT Enabled TV Media and Entertainment Industry	CMI	Prof. M. L. Singla
F-177	SUBHADIP DAS	Application of OR/MS in Airline Industry	OR	Dr. Amit Bardhan
F-178	TANYA KUMAR	A study of Dfactors relating to Homesickness and Its Affect on Turnover Intentions	OB	Dr. Mahima Thakur
F-179	VISHWAS SASTRY	A Comparative Analysis of Speeches of Global Leaders of Past and the Present	OB/HR	Dr. Mahima Thakur
F-180	VIVEK SHARMA	Leveraging IT to enhance digital reach of banking sector for better financial Inclusion	CMI	Prof. M. L. Singla
F-201	ABHILASHA MITTAL	Strategies Implemented by Companies During Crisis Situation	SBM	Dr. Soma Dey
F-202	ABHISHEK GARG	Multinational Cash Management	FIN	Prof. Madhu Vij
F-203	ADITYA NITIN DESHPANDE	Journey from IT to digital-An Indian Perspective	CMI	Prof. M. L. Singla
F-204	AKASH RAJ	Financial contagion Through Trade Market Channels	FIN	Dr. Anjala Kalsie
F-205	AMOL AJIT DEORUKHAKAR	Disinvestments of Non-core Business Within Indian Business Groups: Trends and Scope	FIN	Prof. Madhu Vij
F-206	ANIRUDDHA BAGCHI	Analysis of Business Performance Post M& A: Source of Synergy	FIN	Dr. Anjala Kalsie
F-207	ANKIT JAISWAL	The Indian Digital Entertainment Media Industry: A Strategic Analysis	SBM	Prof. Vivek Suneja



F-208	ANKIT SINGH S/o Mr. Ajay Kumar Singh	Blockchain Impact on the Finance Industry	SBM	Prof. Vivek Suneja
F-209	ANUBHAV SHARMA	A Study of Marketing strategy for Indian Comic Books, Suggesting A Focus on Core Consumers	MKT	Dr. Mahima Thakur
F-210	APOORV BISHT	Impact of social media on society	CMI	Prof. M. L. Singla
F-212	ASHISH GUPTA	Comparison of Pre and Post Merger Key Ratios of Acquiring Firms (India)	FIN	Dr. Anjala Kalsie
F-213	AYUSH SINGHAL	Co-Movement and Integration Among Style Markets	FIN	Prof. Pankaj Sinha
F-214	BHAVSAR ROHIT RAJEEV	TQM in IT software companies	POM	Prof. Sunil Sharma
F-215	CHARUDATT AWAGHATE	Cryptocurrency Valuation of an ICO Token	FIN	Prof. Madhu Vij
F-216	D SURYA TEJA	A Study on the Distribution Strategies Adopted by FMCG Companies in India	POM	Prof. Debadyuti Das
F-217	DEEYALA SRINIVAS TEJA	Identifying M&A or PE/VC Opportunities in Pharmaceutical Industry	FIN	Dr. Anjala Kalsie
F-218	DHRUV BINDAL	A Report on Management of Foreign Exchange Risk	FIN	Prof. Madhu Vij
F-219	GANERIWAL DEVVRAT RAJENDRA	Determining Strategic Warehousing Location for a MNC in India Post GST	OR	Dr. Amit Bardhan
F-220	HANUMAI AHGARI NIHAL REDDY	Indian IT Industry - A Perspective on Product Development	SBM	Prof. Vivek Suneja



F-221	ISHAN MAHENDRA	Building Brand Loyalty in Service Section	MKT	Prof. Harsh Verma
F-222	JAYSHREE DEWRI BHARALI	A Study on the Effect of Management Education on Leadership Styles and Decision- making styles	HR	Prof. A. Venkatraman
F-223	KANIKA JAIN	Liquidity Risk Stress Testing Model And Implementation for SBI	FIN	Dr. Anjala Kalsie
F-224	KARAN PANJWANI	Financial Valuation of Indian Railway Catering and Tourism Corporation	FIN	Prof. Madhu Vij
F-225	KONGARI RAJASHEKAR	Financial Synergies in Mergers & Acquisitions in India	FIN	Dr. Anjala Kalsie
F-226	KUNDRAPU MAHESH	Understanding Governance Through Arthashastra	OB	Prof. Mala Sinha
F-227	LUQMANULHAKIM DUERAOH	Challenges of Adjustment Among Foreign Student in Delhi University	OB+HR	Dr. Mahima Thakur
F-228	MANFRED CARDIN	Study of Helathcare Ecosystem in Uttar Pradesh	SBM	Prof. A. Venkatraman
F-229	MARIPI CHAITANYA	Positive psychology and Inner Happiness	OB	Prof. Sunita Singh Sengupta
F-230	MELISSA ANNE RAPHAP	A Study of Perceived Stress and Coping Mechanisms Among Students of Higher Education	HRM	Prof. Tanuja Agarwala
F-231	MOHIT GANDHI	Materials Strategy For Tata Steel Materials Other Than Steel in the Metals Space	SBM	Dr. Soma Dey
F-232	NAMAN VARMA	The Impact of Working Capital on Stock Prices	FIN	Dr. Anjala Kalsie



F-233	NEHA SINGHAL	Valuation of Start-Up/ Private Companies and Analysis of The Indian Startup Ecosystem	FIN	Prof. Madhu Vij
F-234	ABHIJAY SINGH YADAV	Study of Security of Payment gateway	CMI	Prof. M. L. Singla
F-235	PAYAL	Study of Activity Based Costing and its applications in an Indian industry	POM	Prof. Sunil Sharma
F-236	PRERNA MODI	Impact of Sensory environment on consumer buying behaviour	MKT	Prof. Harsh Verma
F-237	RAJAT CHOPRA	A study of Strategic Imperatives of Corporate Communication over the Social Media	MKT	Dr. Mahima Thakur
F-238	RAJU KUMAR	Smart World Using Internet of Things	CMI	Prof. M. L. Singla
F-239	REVATI GUPTA	Payment Bank : Fintech Transforming the Financial landscape of India	SBM	Prof. Vivek Suneja
F-241	ROHIT MALL	Financial Valuation of Reliance Industries Limited	FIN	Prof. Madhu Vij
F-242	SACHIN JASHVANT CHOSARIA	Role of Spirituality in Management Education	OB	Prof. Sunita Singh Sengupta
F-243	SAHIL VERMA	Strategic Analysis of the Evolution of fintech Services Industry in India	SBM	Prof. Vivek Suneja
F-244	SARANSH GARG	Behaviour of Rural Consumers Towards Cosmetic brands	MKT	Dr. Mahima Thakur
F-245	SAURABH RAI	Understanding Effectiveness of Internet of Things	CMI	Prof. M. L. Singla



F-246	SHASHANK KUMAR	Post M&A Operating Performance of Indian Acquirers	FIN	Dr. Anjala Kalsie
F-247	SHIVAM GUPTA	Analyzing the Implication of star rating and product reviews on consumer behavior	MKT	Dr. Harsh Verma
F-249	SHUBHAM GUPTA S/o Mr. Hiralal Gupta	Financial Valuation of a Conglomerate in Indian Telecom sector Bharti Airtel	FIN	Prof. Madhu Vij
F-250	SHUBHAM SHARMA	Building Brands: An assessment of premium brands	MKT	Dr. Garima Gupta
F-251	SHUBHANKIT NIGAM	Management Carbon footprint through Supply Chain Coordination	POM	Prof. Debadyuti Das
F-252	SIMRAN PANWAR	Factors affecting Loyalty and Attendance of Football Fans in India	MKT	Dr. Mahima Thakur
F-253	SRIKANT KUMAR	Valuation of Emerging Technologies Firms	FIN	Prof. Pankaj Sinha
F-254	SUNIL SAH	Financial Technology: Changing Face of Financial Services in India	CMI	Prof. M. L. Singla
F-255	SWAPNIL CHAUDHARY	A Study on Perceived Leadership Style of Coaches and Its Effects on Students-Atheletes	OB/HR	Dr. Mahima Thakur
F-256	TOLA ANURAG NANDKISHORE	Critical Success Factor Influencing the Performance of Fashion Supply Chain	POM	Prof. Debadyuti Das
F-257	TUSHAR SINGH	B School Basketball Players Perception of Self-Efficacy	HR/OB	Dr. Mahima Thakur
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F-259	VIKRANTH ALAPATI	A Study on the Impact of Financial Synergies Shaping India's Cement Sector	FIN	Dr. Anjala Kalsie
F-260	Y R CHANDRA SEKHAR VERMA	A Study on Electronic Word of Mouth and Its Impacts	MKT	Dr. Anupma Vohra
F-261	AASHISH (15/7/2016)	A Report on Strategic Analysis of Indian Telecommunication Service Providers	SBM	Prof. Vivek Suneja
F-262	ADITYA JAIN	Impact of GST on Logistics/Supply Chain of Indian SMEs	POM	Dr. Debayuti Das
F-263	AKANKSHA SHARMA	A Report on Strategic Analysis of Indian Telecommunication Service Providers	SBM	Prof. Vivek Suneja
F-264	AKASH SETHIA	The Pricate Equity Advantage: Leveraged Buyout of a Leading Healthcare Company	FIN	Dr. Anjala Kalsie
F-265	ANIKET AGARWAL	Different Personality Type's Consumer attitude towards mobile advertisement	OB	Dr. Mahima Thakur
F-266	CHIRAG DANG	Profit Realization in Ecommerce Supply Chains : An Invertigation	POM	Prof. Debadyuti Das
F-267	DEEPAK KUMAR MALIK	Role of artificial intelligence in logistics Supply Chain and E-commerce	CMI	Prof. M. L. Singla
F-268	GHADGE SHIVANI SURESH	A study of psychological factors behind the success of celebrity endorsements of products by real life vs reel Life Celebrities	MKT	Dr. Mahima Thakur
F-269	HARDIKKUMAR TRIBHOVANBHAI VAGHELA	Celebrity Endorsement: Relationship Between Celebrities Credibility & Advertising Effectiveness	MKT	Dr. Mahima Thakur
F-270	HIMANSHU MANTRI	Impact of Lot on Logistics Performance case of Rivigo INC	POM	Prof. Debadyuti Das



F-271	HIMANSHU RATHORE	Application of Machine Learning Techniques for Credit Risk Evaluation	FIN	Prof. Pankaj Sinha
F-272	KARRI MANEEL REDDY	Inter firm differences in strategic process & outcomes	SBM	Dr. Vivek Suneja
F-273	PIYUSH KUMAR	Role of Human Resource Management in Mergers & Acquisitions : A Study of the Telecommunications Industry	HR/OB	Prof. Tanuja Agarwala
F-274	RAHUL SAHA	A study of Different Marketing Strategies in the ERA of Digitization for Reaching Millenials	MKT	Dr. Harsh Verma
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F-276	SAKET SWAGAT SAHOO	A Study of Transformation of Payment Methods in India	SBM	Prof. Vivek Suneja
F-277	SHUBHAM KUMAR	A behavioural Game Theory One Shot Two Player Ultimatum game and Its Implications	SBM	Prof. Vivek Suneja
F-278	UDAYADITYA DWIVEDI	IOT and its implication on business	CMI	Prof. M. L. Singla
F-279	VIVEK KUMAR GAUTAM	Developing An Effective Procurement Strategy Through Supply Base Rationalization	POM	Dr. Debayuti Das
F-301	ABHIRAJ	An Empirical Study: Does Association with European Football Clubs help Brands their brand Equity in India	MKT	Dr. Mahima Thakur
F-302	ABHISHEK JHA	Strategy of Enter in the B2B E-Commerce Space	SBM	Prof. Vivek Suneja
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F-305	AMULYA VELPULA	E-health : Healthcare Startups and Electronic Medical Records	SBM	Prof. Vivek Suneja
F-306	ANKIT AGRAWAL S/o Mr. Raju Bhai Agrawal	Impact analysis of anti- Tobacco Health Campaigns in India	MKT	Dr. Mahima Thakur
F-307	ANKIT SINGH S/o Mr. Anil Kumar Singh	Efficiency Evaluation of Mergers & Acquisitions in India	FIN	Dr. Anjala Kalsie
F-308	ANKUR AGARWAL S/o Mr. Shyam Mohan Agrawal	Impact of GST on supply chain performance	POM	Prof. Debadyuti Das
F-309	ANUJ MANDAL	Performance evaluation of reverse logistics in E-Commerce firms: An Indian perspective	POM	Prof. Debadyuti Das
F-310	ARHAT RAMPURIA	IoT Strategy for E-commerce firms in India	SBM	Prof. Vivek Suneja
F-311	ARNAB BANERJEE	Valuation of Distressed Firms by Using Option Pricing Models	FIN	Dr. Anjala Kalsie
F-312	AYUSH CHANDRA	E-Commerce strategy for FMCG firms	SBM	Dr. Soma Dey
F-313	BHARKHADA ASHUTOSH GIRISH	Electric Vehicles and India's Mission 2030	SBM	Prof. Vivek Suneja
F-314	BIBEK GAIHRE	Transformational Leadership in Coaching	OB	Dr. Mahima Thakur
F-315	CHHABARIA KUNAL SUNIL	Buyer Behavior and Preference : A Study withreference to car Owners in Delhi-NCR	MKT	Dr. Mahima Thakur
F-316	D VENKATESH BABU	Foreign Direct Investment and Information & Communicaton Technology effect on Productivity Growth in BRICS	FIN	Prof. Monica Singhania



F-317	DESIDI SIVA PRAKASH	Study of Factors related to Social Media Communication of Athlete and their Likeability	MKT	Dr. Mahima Thakur
F-318	DIVESH PRAKASH	Application of big data in sustainable supply chain management	POM	Dr. Debayuti Das
F-319	GAUTAM BOTHRA	Application of Big Data in minimizing the supply demand mismatch	POM	Dr. Debayuti Das
F-320	HARLEEN KAUR P	An Approach to Realize value for unsold Inventory of Fashion Goods: Select Cases of Retailers	POM	Dr. Debayuti Das
F-321	JADAV ABHISHEK MANOJ	Exploring Service Quality in the Health and Fitness Industry	OB/ HRM	Dr. Mahima Thakur
F-322	JITENDRA JOSHI	Leveraging the IT enabled digital Technology in Marketing Communication	CMI	Prof. M. L. Singla
F-324	KARAN SAINI	Strategies for brick & Mortar stores in Apparel Industry to stay Relevant in the Wake of Online Retail Expansion	SBM	Dr. Soma Dey
F-325	KRISHAN KANT MANGLA	Study of Inter-Linkages Between Indian Stock Market & American Stock Market	FIN	Prof. Madhu Vij
F-326	LAVYA GARG	Application of Game Theory in Electricity Markets	OR	Prof Amit kumar Bardhan
F-327	MAHENDRA PURI GOSWAMI	Impact of Block-Chain Implementation on Supply Chain Efficiency	CMI	Prof. M. L. Singla
F-329	MAYANK SAHU	Business Strategy for Payments Banks In India	SBM	Prof. Vivek Suneja
F-330	MIR NOAMAN ALI	A Study of Ownership structure and impact of dividend announcement on returns of automobile companies in India	FIN	Dr. Anjala Kalsie



F-331	MRIGANKA DUTTA	A study of griverance handling and its impact on consumer perception: The case of Uber & Ola	OB	Dr. Mahima Thakur
F-332	NATALIE KATHRYN MICHIE	Perceptions of Gender Egalitarianism in MBA Students an Indian Perspective	HR/OB	Dr. Mahima Thakur
F-333	NGUAPONG SUMNYAN	A study of supply chain models for a perishable product	OR	Dr. Amit Bardhan
F-334	PARMAR KHUSHBUBEN ISHWARBHAI	Strategic analysis of rise of patanjali in FMCG industry	SBM	Prof. Vivek Suneja
F-335	PRANAV AGGARWAL	Strategic analysis of Patanjali's Entry Leading to Shift in consumer preferences in FMCG industry	SBM	Prof. Vivek Suneja
F-336	PRERNA MUNDU	Financial viability of waste to energy plants in India	FIN	Prof. Monica Singhanian
F-337	RAJESHKUMAR	A study of AIDA of Government communication of TDBT	MKT	Dr. Mahima Thakur
F-338	RANJAN SINGH BARYAL	Using social networking effectively for a successful E-Governance in India	CMI	Prof. M. L. Singla
F-339	RISHI PANCHAL	Channel options and effectiveness an assessment of FMCG category	MKT	Dr. Garima Gupta
F-340	RITUPARNA MANDAL	Market entry strategy of Select home Appliances in India	SBM	Prof. Vivek Suneja
F-341	RUBABA AZAD	A Study of Current Status of Women in Afghanistan: an HR Perspective	HRM&OB	Prof. Tanuja Agarwala
F-342	SAHIL MITTAL	Impact of Share Buyback on their Performance in the Share Market	FIN	Prof. Anjala Kalsie



F-343	SALMAN	Effects of Brands on Consumer buying Behavior	MKT	Prof. Harsh Verma
F-344	SATYENDRA SONI	Optimization of Bounce rates in E Commerce websites	CMI	Prof. M. L. Singla
F-345	SAURAV KUMAR JHA	European Options: Features Characteristics and Pricing Using Mathematical Models	FIN	Prof. Pankaj Sinha
F-347	SHREY GUPTA	Channel Implication for Perceived Quality Dependent Consumer Buying Behavior An Indian Perspective	SBM	Prof. Vivek Suneja
F-348	SHRUTHI REPALLY	Knowledge Management in Services industry	GSM	Prof. Vivek Suneja
F-349	SHUBHAM GUPTA S/o Mr. Dhananjay Gupta	Open Banking Strategy	SBM	Prof. Vivek Suneja
F-350	SHUBHAM VERMA	Optimization of Conversion Rate in E-Commerce websites	CMI	Prof. M. L. Singla
F-351	SHUSHANK YADAV	Data Analytics in Indian FMCG Industry	CMI	Prof. M. L. Singla
F-352	SOUMYADEEP BANERJEE	A study of Employer branding Towards Development Organizational citizenship behavior in select organizations	MKT	Dr. Mahima Thakur
F-353	SUBHANKAR GUHA	Marketing Strategy of Movie Trailers and Its Impact on Viewers	MKT	Dr. Mahima Thakur
F-354	SURAJ	Is Indian Electric Vehicle Market the Next Step for Tesla Motors?	SBM	Dr. Soma Dey
F-355	SYED SAYEEDA AFREEN	Premiumization of Low involvement Product category VS High Involvement Product Category	MKT	Prof. Harsh Verma



F-356	TRISHNA DHIMAN (W)	Relevance of M-Commerce in Indian Context	CMI	Prof. M. L. Singla
F-358	VIDUR THAKRAL	Corporate Hedging for foreign Exchange Risk : Techniques Firms Around the Work	FIN	Prof. Madhu Vij
F-359	VIPUL NAIB	Strategic Analysis of the telecom sector in India	SBM	Prof. Vivek Suneja
F-360	YERRA KASINATH	Analysis of the Fluorochemical Industry and the Impact of Carbon Credit Revenues on Valuation	FIN	Dr. Anjala Kalsie
F-361	ARCHANA MAGDALI DHAN (W)	Evaluation og ESG (Environmental-Social-Governance) Index for BSE 500 Companies	FIN	Prof. Monica Singhanian
F-362	HARSHAD MARWAHA	Determinants of Foreign Direct Investment nad Portfolio Investment for Brics and Asean	FIN	Dr. Anjala Kalsie
F-364	IMMADY PRASHANTH KUMAR (19/7/2016)	A study of cross functional interactions between sourcing and supply chain	OR	Pof. Amit Bardhan
F-365	KARTIK MATHUR	Mapping Gender and Personality Types to Film and Entretainment Preferences	OB	Dr. Mahima Thakur
F-366	MRIDUL JAIN	Study of Determinants of Banking Crisis and Currency Crisis for BRICS and Asean	FIN	Dr. Anjala Kalsie
F-367	SHIKHA VERMA (W)	Strategic Analysis of private labels in Indian Retail industry	SBM	Prof. Vivek Suneja
F-368	SOHAN LAL	Impact of Reverse Logistics on Firm's performance in Consumer Electronics	POM	Dr. Debayuti Das
F-369	R. ANANDA	Potential for Sharing Economy in India	SBM	Prof. Vivek Suneja



F-370	TUSSHAR KUMAR	strategies for Attaining profitability in India's Ecommerce Sector	SBM	Prof. Vivek Suneja
F-372	SHAILY JOSHI	Strategic Analysis of LNG as a Service in India	SBM	Dr. Soma Dey
F-373	JAMEEL ZOHA	IT Implementation in FMCG Industry	CMI	Prof. M. L. Singla
F-374	MANISH JAIN	Impact of GST in Indian Transportation & Logistics Sector	SBM	Prof. Vivek Suneja
F-375	AKHAND PRATAP SINGH	Technical Analysis & Trading Strategies for NSE & BSE Listed Stocks	FIN	Prof. Pankaj Sinha
F-376	SOPARIWALA KAIVALYA ASHWIN	Issues and Challenges in managing quality in SMEs	OR	Prof. Amit Bardhan
F-377	DAMA MAHOTSAVY	Consumer Behaviour While buying luxury Products in India	MKT	Prof. Harsh Verma
F-378	KANWARPAL SINGH	ICT in IMP Lementation in Indian Education Sector	CMI	Prof. M. L. Singla
F-111	Ankit Misra (Ex)	GST IMP Lementation and Compliance: Impact on the Indian Economy	GMT	Dr. Soma Dey



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1726401	F-101	AASTHA CHAWLA	Cause Marketing: Mutual Profitizing Or Piggymcking On Social Issues For Commercial Gain ? Impact of Consumer's Perspective on Brand Loyalty	MKT	Prof. Harsh V. Verma
1726402	F-262	AASTHA GUPTA	Analysis of Relationship between Corporate Governance Index and Firm Financial Performance	FIN	Prof. Madhu Vij
1726404	F-301	ABHIJEET PAWAR	A Study of R &D Management Strategies in Indian Automobile Companies from T QM Perspection	POM	Prof. Sunil Sharma
1726405	F-278	ABHISHEK DUTTA	Critical Evaluation of Security Systems for E-Commerce Portals	CMI	Prof. M.L. Singla
1726406	F-102	ABHISHEK ARORA	Interrelationship Between Indian Stock Market and Macroeconomic Variables	FIN	Prof. Madhu Vij
1726407	F-202	ABHISHEK GURELE	Determinants of Foreign Direct Investment and Portfolio Investment for BRICS and ASEAN and its Impact on Foreign Exchange Rates	FIN	Prof. Madhu Vij
1726408	F-269	ABHISHEK MAJI	Role of Leadership in Start - Up	OB	Prof. Kavita Singh
1726409	F-176	ABHISHEK PANDEY	Analysis of Direct Delivery Operations from a Strategic and Operational Perspective	POM	Prof. D. Das
1726410	F-302	ABILASH UTTAMA	Productivity Improvement in Packaging and Palletization of a Printing Company	POM	Prof. Sunil Sharma



1726411	F-303	ADITYA KAUSHIK	A Case Study on Measurement of Learning in An Indian Startup, Identifying Target Points and Suggesting Improvements	HRM	Prof. A. Venkat Raman
1726412	F-203	ADITYA SINGH	Optimising the Delivery of Equipments at a Steel Plant: An Integer Linear Programming Approach	POM	Prof. D. Das
1726413	F-304	AISHWARYA CHAURASIA	Sensory Marketing: Studying the Effect of Smell, Color and Sound on Consumer Behavior	MKT	Prof. Harsh Verma
1726414	F-103	AJAY AGARWAL	Valuation Guide for Telecom Sector - In Depth Analysis of Sector and Valuation Specific research	FIN	Prof. Madhu Vij
1726415	F-263	AJAY KAUSHIK	Interrelationship Between FOREX and Stock Market	FIN	Prof. Madhu Vij
1726416	F-305	AKASH CHAUDHARY	Operations Strategy for Differentiated Shipping in E-Commerce Model	POM	Prof. Sunil Sharma
1726417	F-104	AKASH KUMAR	Blockchain : Potential Impact on the World and Indian BFSI	CMI	Prof. M.L. Singla
1726418	F-205	AKASH SAINI	Impact Of Rist On Foreign Flows.	FIN	Prof.Dr.Anjala Kalsie
1726419	F-306	AKSHAYA BAJAD	Analysis of Current Issues, Future Trends and Opportunities Associated with Dynamic Pricing in E-Business	OR	Prof. Amit Bardhan
1726420	F-105	AKSHIT SINGH	Strategic Analysis of Patanjali's Entry Leading to Shift in Consumer Preference in FMCG Industry	MKT	Prof. H.V. Verma
1726421	F-206	ALLAN BENNETH LYNGDOH Y BLAH	Effect of Mergers and Acquisitions on the Financial Performance of the Company: An Indian Industry Perspective	FIN	Prof. Pankaj Sinha
1726422	F-307	ALOK BADWAL	Use of Digital Marketing in Increasing Awerness of Digital M & A Platform in India	FIN	Prof. Madhu Vij



1726423	F-106	AMAN GOYAL	How Artificial is re-engineering Modern age businesses to gain Competitive Advantage in the market	CMI	Prof. M.L. Singla
1726424	F-207	AMIT DEELIP GAWALI	Analysis of Block Chain in Fintech Industry	FIN	Dr. Anjala Kalsie
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1726511	F-182	OJAS ASHOK KULKARNI	Ascertaining the Success of Football Academies Across the World	SBM	Dr. Soma Dey
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1726524	F-175	PRINCE JAIN	Financial Modeling and Valuation of Tata Sky	FIN	Prof. Madhu Vij
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1726536	F281	RAMPRAKASH D	Supply Chain Performance Benchmarking for Customer Excellence in an E-Commerce Firm	POM	Prof. Sunil Sharma
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1726549	F-241	S. SAI SUMANTH	Financial Analysis of Tata Group	FIN	Prof. Monica Singhanian
1726550	F-341	S L NARAYAN	Integration of E-Commerce and Traditional Supply Chain and Use of Analytics in FMCG Sector	CMI	Prof. M.L. Singla
1726551	F-144	SACHIN JAIN	Challenges and Opportunities associated with advent of Electric Vehicles in India and Impact on Various Stakeholders	SBM	Dr. Soma Dey
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1726555	F-146	SAI KRISHNA RAGULA	Managing Climate Change in India: An Update	FIN	Prof. Monica Singhania
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1726562	F-173	SARTHAK BALA	A Study of Relationship Between Personality Traits and Social Media Usage	OB/HRM	Dr. Mahima Thakur
1726563	F-246	SARTHAK NAGPAL	Scope, Trends and Analysis of NON Care Businesses Disinvestments within Business Groups in India	FIN	Prof. Madhu Vij
1726564	F-344	SATHISH KUMAR BABU	FDI In Infrastructure Domain in India : Modelling of FDI Inflows on Multifirm autonomous Macroeconomic Parameters	FIN	Prof. Pankaj Sinha
1726565	F-149	SAURABH BARWA	A Study of Factors Related to Netflix Adoption in Different Segments	MKT	Dr. Mahima Thakur
1726566	F-247	SAURABH KUSHWAHA	A Report on Strategic Importance of IT In SMEs.	SBM	Dr.Vivek Suneja
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1726568	F-150	SAURABH TALREJA	Blockchain, Cryptocurrency and Valuation of An Initial Coin Offering's Token.	FIN	Prof.Madhu Vij
1726569	F-248	SAYAK GUHA	Strategies for Overcoming entry Barriers in the Performing arts Industry	SBM	Prof. Vivek Suneja
1726570	F-347	SAYANI TALUKDAR	The Interaction Between Exchange Rate and Stock Prices	FIN	Prof. Pankaj Sinha
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1726577	F-153	SHIKHAR SINGH	Credit Rating of Indian Companies and Its Impact on the Stock Market	FIN	Prof. Pankaj Sinha
1726578	F-251	SHREYA GUPTA	A Study of Sexism Communicated Through Advertisement in the Indian Society	HRM	Dr. Mahima Thakur
1726579	F-350	SHREYA KASHYAP	Future Outlook and Technology Forecasting in the Automobile Sector	SBM	Dr. Soma Dey



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1726590	F-156	SOUMYA JAIN	Geek Perception of the Search, Experience, Credence Paradigm	SBM	Prof. Vivek Suneja
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1726598	F-370	SWAPNIL GUPTA	Impact of reward on employees' commitment	OB	Kavita Singh
1726599	F-354	TADASA TANWI	Strategic Analysis of Product Line extension: A Study of Oral Rehydration Solutions Industry	SBM	Dr.Soma Dey
1726600	F-355	TARAL URMESHBAI PARIKH	Relationship Between Sales Promotion Schemes and Purchase Quantity; A Study for Indian ecommerce dairy Industry	MKT	Dr. Garima Gupta
1726601	F-177	TEJESVI GUPTA	Strategy Involved in Transforming the Logistics Industry by Rivogo Inc.	SBM	Prof.Vivek Suneja
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1726604	F-279	TUSHAR KOHLI	A Study of Consumer Buying Behaviour in the Precious Jewellery Market of Delhi	MKT	Prof.H. V. Verma
1726605	F-356	VANJILA UDAY SIVA KUMAR	Investment and Risk Management in Real Estate	FIN	Prof. Pankaj Sinha



1726606	F-170	UTKARSH BAKHSHI	Development of an Activity Based Costing Framework for Supply Chain of E-Commerce in Apparel Industry	POM	Prof. Sunil Sharma
1726607	F-357	UTSAV BANSAL	Brand Activism : Differentiation Purpose - Driven Engagement or Something More	MKT	Prof. H.V. Verma
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1726609	F-358	VAIBHAV DIWAKAR	Importance of factors influencing Customer Demand for Mobile Phone	POM	Prof. D. Das
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1726614	F-181	VINEET PAHARIA	Prediction of Electric Vehicle Market in India by 2035	OR	Prof. Amit Bardhan
1726615	F-260	VISHAL GAUTAM	Study of Relationship Between Personality Traits and Organizational commitment of Executives in Indian Business Environment	OB	Prof. Kavita Singh
1726616	F-268	VISHAL GAUTAM	Crude Oil Market: The Paradigm Shift From OPEC	FIN	Prof. Dr. Anjala Kalsie



1726617	F-360	VISHAL YADAV	Small Sachets Loans for Financial Inclusion Using Technology and Government Initiatives	GMT	Prof.Soma Day
1726618	F-162	VIVEK ROSHAN MAJHI	Web Based Entertainment Media : A Stategic Analysis	SBM	Prof. Vivek Suneja
1726619	F-261	YASH UJJWAL	An Assessment of the Impact of Cloud Computing on Micro, Small and Medium Enterprises in India	SBM	Prof. Vivek Suneja
1726621	F-361	ZORAWAR M. WHIG	Brand Activism - In Relation to Political Opinion	MKT	Prof. H.V. Verma



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1894691	FT-101	A SAHITHI	Applications of artificial intelligence in marketing	Dr. Garima Gupta	MKT
1894692	FT-201	AARUSHI VYAS	Internet of things: future applications and impact	Prof. M.L.Singla	CMI
1894693	FT-366	AAYUSHI BANSAL	Applications of AI technologies (such as NLP or reinforcement learning) for businesses	Prof. M. L. Singla	CMI
1894694	FT-301	ABHINAV SINGH	Factors that influence loyalty towards sports & marketing strategies for retention & expansion of "fers"	Prof. H. V. Verma	MKT
1894695	FT-302	ADIBA ASMAT	effect of organizational culture on innovation management	Prof. Sunita Singh Sengupta	OB
1894696	FT-202	ADITI SAINI	Total Quality Management implementation in Indian Bank	Prof. Sunil Sharma	POM
1894697	FT-203	ADITYA BHALE	Understanding the ecosystem in which 'AAI Foundation' working in the Indian classical music space breathes - social start-up success & sustainability	Prof. Vivek Suneja	SBM
1894698	FT-170	ADITYA GUPTA	Human resource issues related to Doctor in Esic hospital	Prof. Tanuja Agarwala	HRM/OB
1894699	FT-204	AISHWARYA RANGASWAMY	Privatisation of public sector banks in India and its implications	Prof. Tanuja Agarwala	HRM/OB
1894700	FT-205	AJAY VOHRA	Role of IT games & applications in education	Prof. M. L. Singla	CMI
1894701	FT-303	AJIT PRABHAKAR WALKE	Impact of NPAs on banking and non-banking sectors and the role of insolvency and bankruptcy code , 2016	Prof. Pankaj Sinha	FIN



1894702	FT-206	AKANKSHA SINHA	Technology & disruption in ecommerce industry	Prof. M.L.Singla	CMI
1894703	FT-304	AKHIL LANKA	Understanding the health of Indian IT-ites sites and its vulnerability to fluctuations in currency exchange rate	Prof. Madhu Vij	FIN
1894704	FT-207	AKSHAY TOMAR	Study and impact of factros affecting demand and renewal of medical health insurance in India	Prof. Vivek Suneja	SBM
1894705	FT-305	ALEEZA FAHEEM	How information technology can be leveraged by markeeters	Prof. M. L. Singla	CMI
1894706	FT-178	ALIEU MANNEH	Ethics and Corporate social responsibility in the pharmaceutical industry in India	Prof. Tanuja Agarwala	HR/OB
1894707	FT-275	ALISHA DIANA TIRKEY	A study of relationship between ethics in advertisements and customer purchase intention	Dr. Mahima Thakur	MKT
1894708	FT-103	AMAN JAIN	Data Analytics in supply chain: improving the last mile delivery	Prof. M. L. Singla	CMI
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1894711	FT-208	AMJAD ALI	Advertising to the millennial - A strategic analysis	Prof. Vivek Suneja	SBM
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1894713	FT-104	ANIKET R. TAMBE	Analysis of recommendation algorithms on media streaming platforms	Prof. M.L.Singla	CMI
1894714	FT-358	ANIMESH CHOUDHURI	Happiness at work: Personal, Unit and transient level	Prof. Sunita Singh Sengupta	OB
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1894846	FT-147	RAJIV SINHA	Imapct of Technology in Banking	Prof. M.L.Singla	CMI



1894847	FT-148	RAJU KUMAR	Assessing the impact of IT in implementing management control system in technology startup	Prof. M. L. Singla	CMI
1894848	FT-334	RAJYA LAXMI SWATHI JONNALAGADDA	Re-engineering tertiary sales for FMCGS	Prof. M.L.Singla	CMI
1894849	FT-253	RESHMA RAJAN	New technologies in health care industry	Prof. M.L. Singla	CMI
1894850	FT-335	RICHA BUBNA	Role and impact of foreign institutional investment on Indian stock market during its crisis phase: A Study	Prof. Madhu Vij	FIN
1894851	FT-149	RISHAV PATAWARI	Modelling & forecasting of macroeconomic factors to understand the upcoming economic situation in India	Prof. Pankaj Sinha	FIN
1894852	FT-336	RISHIRAJ BISWAS	Effectiveness & sustainability of Mohalla clinics: A strategic Study	Prof. Vivek Suneja	SBM
1894853	FT-150	RITU TOMAR	Big Data Analytics Applications for improving performance fraud detection techniques in credit card industry	Prof. M. L. Singla	CMI
1894854	FT-337	ROHAN GUPTA	Logistics management for last-mile delivery for superior customer service in e-commerce	Prof. Sunil Sharma	POM
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1894857	FT-152	RUBY PAYAL	Analysis of 3D printing in automotive industry	Prof. Sunil Sharma	POM
1894858	FT-273	RUHMPHAT FONING LEPCHA	Role of human resource management in startups in India	Prof. Tanuja Agarwala	HRM/OB
1894859	FT-254	SACHIN MEENA	Role of HR in merger of public sector Banks	Prof. Tanuja Agarwala	HRM/OB



1894860	FT-174	SACHIN SHARMA	Revenue management policies across hospitality and airline industry	Prof. Amit Bardhan	OR
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1894901	FT-175	SYLVIA LALTHIANGHLIMI	Information technology in HRM	Prof. Tanuja Agarwala	HRM/OB
1894902	FT-352	TANUKU BHAVANI SRI DEEPTHI	Cloud Computing Implementation in Health Care	Prof. M. L. Singla	CMI
1894903	FT-374	TARUN SINGH	Investment opportunities in real estate (Retail)	Prof. Pankaj Sinha	fin
1894904	FT-263	UDAY PRATAP	Understanding customer brand co-creation and its implications for the Indian FMCG industry	Prof. H. V. Verma	MKT
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1894906	FT-354	UTSAV PODDAR	Consumer behaviour for green products analysis on why intention does not	Prof. H. V. Verma	MKT



			convert to purchase for Gen Z.		
1894907	FT-355	UTSAV SINGH	Quantitative Portfolio optimisation using markowitz model	Prof. Pankaj Sinha	FIN
1894908	FT-270	VAIJAYANTI BALASAHEB AMBRE	A study of factors related to attitude towards femvertisements	DR. Mahima Thakur	MKT
1894909	FT-163	VAKKALAGADDA SAI SRIRAM NAVEEN	Deployment of technologies in low carbon supply chain and its sustainability management; multiple case studies	Prof. Sunil Sharma	POM
1894910	FT-356	Veena M	A study of alternative packaging in FMCG Sector with special reference to environmental sustainability	Prof. Sunil Sharma	POM
1894911	FT-360	VIDHI	Study of green marketing and branding strategies	Prof. Vivek Suneja	SBM
1894912	FT-265	VIDHUKESH VAIDEHI	GMP and sustaibale procurement in cosmetic industry	Prof. Sunil Sharma	POM
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1894914	FT-267	VINI SAWJIANI	Usage patterns of digital marketing among yough to develop strategies to engage them	Prof. Vivek Suneja	SBM
1894915	FT-278	VIPIN CHAMARIA	Comparison of Performance of active vs passice mutual funds over last 8 years	Prof. Panakj Sinha	FIN
1894916	FT-164	VISHAL YADAV	Optimal location and routing of bike ambulance	Prof. Amit Bardhan	OR
1894917	FT-165	VISWAS KUMAR	Environment impact assessment of UNFCCC on refrigerant industrys: A case of new product development (NPD) and manufaturing in the context of TQM	Prof. Sunil Sharma	POM



1894918	FT-166	VRINDA BHATNAGAR	Narendra Modi Vs Rahul Gandhi: A study of how voters view political brands	Prof. H. V. Verma	MKT
1894919	FT-169	ADITI RAHUL KAVIYA	Effect of collegiate network on entrepreneurship	Prof. Vivek Suneja	SBM
1894920	FT-181	ABEER NANDRAJOG (Re-admission)	Using Dividend history for passive investment	Mr. Narain	FIN
55220	FT-380	Akul Gupta (Batch 2016-18)	Managing carbon footprint through supply chain coordination	Prof. D. Das	POM
1726620	FT-182	Zaid Arshad (Batch 2017-2019)	Analysis of the electric vehicle industry landscape in India	Prof. Vivek Suneja	SBM
60131	F-235	Payal	Vendor base management & Purchase order improvement: A case study	Prof. D. Das	POM



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Roll No.	Class Roll No.	Name of Student	Topic	Name of Supervisor	Area Code
19109826001	F19-201	Aakash Agarwal	Understanding Drivers for Adoption of Ecommerce/ Digital First Consumer Brands in India	Dr. Garima Gupta	MKT
19109826002	F19-203	Aakash S.	Impact of Blockchain on Financial Services	Prof. Monica Sinhanian	FIN
19109826003	F19-101	Aartik Chopra	Analyzing global investor behavior in leading global indices and their constituent sectors before and after Covid-19 pandemic using Treynor ratio optimization	Dr. Anjala Kalsie	FIN
19109826004	F19-166	Aayush Goyal	SUPPLY CHAIN ANALYTICS FOR PERFORMANCE MANAGEMENT	Prof. Sunil Sharma	OPS
19109826005	F19-301	Abhay Kumar Mishra	Executive Compensation and company performance In US Technology Sector	Dr. Soma Dey	SBM
19109826006	F19-202	Abhay Sharma	Solar Energy: The Future of Indian Power Industry	Prof. Vivek Suneja	SBM
19109826008	F19-372	Abhilash Sharma	"Impact of Personality Traits and Entrepreneurship Stimulation from educational institutions on Entrepreneurial Intentions of Business and Engineering Students"	Dr. Mahima Thakur	OB
19109826009	F19-302	Abhilasha Singh	Study of Impact of Negative Pre-Purchase Mood states on Online Impulse Buying during COVID-19 lockdown	Dr. Mahima Thakur	MAR
19109826010	F19-303	Abhinav Ahlawat	The Effect of Time to Resolution and Time to Maturity on the Recovery of Defaulted Bonds and Loans	Dr. Anjala Kalsie	FIN
19109826011	F19-304	Abhishek Kumar	Banking 4.0: What can Banks and Regulators do to remain relevant?	Prof. Monica Sinhanian	FIN



19109826012	F19-175	Abhishek Upadhyay	Total Quality Management in the Indian EdTech Sector	Prof. D. Das	OPS
19109826013	F19-177	Adhiraj Singh	Economical solution for a viable adoption to Electronic Vehicle	Dr. Soma Dey	SBM
19109826014	F19-205	Aditya Kumar S/o Ajay Kumar Gupta	Role of Electronic Word-of-Mouth (eWOM): A Study in the Context of Skincare and Haircare Categories	Dr. Garima Gupta	MKT
19109826015	F19-305	Aditya Kumar S/o Prem Pal Singh	A Machine Learning Approach to Categorise and Predict Flight Arrival Delay for American Airlines	Prof. Amit Bardhan	OPS
19109826016	F19-306	Ajay Mathew	Artificial Intelligence in healthcare: Stakeholder Perception	Prof. A. V. Raman	HR
19109826017	F19-103	Akash Singh Chauhan	EFFECT OF EMPLOYEE ENGAGEMENT ON CUSTOMER LOYALTY IN SERVICE-BASED INDUSTRY	Prof. Sunita Singh Sengupta	HR
19109826018	F19-206	Akriti Raman	Impact of TBEM, WCQ and TQM on Operational Excellence at TATA Motors	Prof. Sunil Sharma	OPS
19109826019	F19-104	Akshay Kothari	Impact of Industry 4.0 on Supply Chain Management with focus on Manufacturing Sector	Prof. M. L. Singla	IT
19109826020	F19-105	Anand Sharma	Self-Reliant India: A Study Of Consumer Perspective On "Vocal For Local" Branding Initiative	Prof. h. V. verma	MKT
19109826021	F19-307	Aniket Verma	Role of Artificial Intelligence in Ecommerce and Logistics	Prof. M. L. Singla	IT
19109826022	F19-106	Anindita Biswas	INDUSTRY ANALYSIS OF NANOMATERIAL IN INDIA	Dr.Soma Dey	SBM
19109826023	F19-278	Anjali Raj	HR Practices and the Impact of COVID-19	Prof. Sunita Singh Sengupta	HRM
19109826024	F19-308	Anjali Sablania	THE INDIAN HEALTH INSURANCE INDUSTRY: ANALYSIS AND CHALLENGES	Prof. Vivek Suneja	SBM



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19109826026	F19-367	Ankur Yadav	Why Modi is a strong brand – A comprehensive analysis	Prof. H. V. Verma	MKT
19109826027	F19-309	Anshul Mathur	Dhantripty – Sustaining a Social Enterprise	Prof. Monica Singhania	FIN
19109826028	F19-310	Anubhav Verma	Linkages of money market, Foreign Exchange Markets and capital markets	Dr. Anjala Kalsie	FIN
19109826029	F19-311	Anuj Deogade	ONLINE SHOPPING EXPERIENCE: A QUASI-EXPERIMENT ON DECISION MAKING POINTS	Prof. A. V. Raman	MKT
19109826030	F19-208	Anurag	Foundations of the impact economy Frameworks for simplifying diversity and complexity of impact measurement	Prof. Monica Singhania	FIN
19109826031	F19-107	Anurith R	Central Banks and Covid-19	Dr. Narain	FIN
19109826032	F19-209	Anushka Kyal	Why do People shop in Flea Markets?	Prof. H. V. Verma	MKT
19109826033	F19-108	Anushree Gawad	Risk Analysis And Mitigation In Last Mile Delivery Using FMEA Framework	Prof. D. Das	OPS
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19109826037	F19-314	Arpit Bajaj	Currency Fluctuation Risks and Corporate Hedging in Multinational Firms– Case Based Analysis	Dr. Narain	FIN



19109826038	F19-211	Arshdeep Singh	DESCRIPTIVE STUDY OF THE INDIAN BEER MARKET AND ANALYSING THE CRAFT BOOM IN INDIA	Dr. Soma Dey	SBM
19109826039	F19-109	Arth Gupta	DO SMALLER HEDGE FUNDS DELIVER ECONOMICALLY LARGER RISK-ADJUSTED RETURNS THAN DO LARGER FUNDS?	Dr. Narain	FIN
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19109826043	F19-315	Ashik A	“Organizational change in times of Artificial Intelligence”	Prof. Sunita Singh Sengupta	OB
19109826044	F19-213	Ashish Babarao Jadhao	Agile Analytics in Data Warehouse Development In-depth Research & Analysis	Prof. M. L. Singla	IT
19109826045	F19-214	Ashish Kumar Das	Applications and advantages of using AI in recruitment processes of organizations – A Comparative Study	Prof. A. V. Raman	HRM
19109826046	F19-215	Asit Chandrakant Kharche	IMPACT OF COVID-19 ON HUMAN RESOURCE MANAGEMENT AND ORGANIZATION’S RESPONSE: STUDY OF SELECTED INDUSTRIES IN INDIAN CONTEXT	Prof. Tanuja Agarwala	HRM
19109826047	F19-316	Avni Agrawal	“STUDY OF FACTORS THAT INFLUENCE THE SHOPPING MODE PREFERENCE AND THE TRIGGERS THAT LEAD TO CHANGE OF SHOPPING MODES”	Prof. H. V. Verma	MKT
19109826048	F19-216	Ayesh Kanta Padhi	Role of Gender in Leadership during Crisis	Prof. Sunita	OB



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19109826049	F19-370	Ayushi Ingole	Identification and Prioritization of factors from OTT supply chain affecting the growth of OTT Platform	Prof. D. Das	POM
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19109826053	F19-317	Bhavin Mistry	APPLICATION OF TECHNOLOGY AND DIGITALIZATION IN SUPPLY CHAIN IN ED-TECH INDUSTRY	Prof. Sunil Sharma	OPS
19109826054	F19-218	Chadaram Lavanya Rekha	ANALYSIS OF INDIAN FINTECH COMPANIES WITH PRE AND POST COVID COMPARISON	Dr. Anjalal Kalsie	FIN
19109826055	F19-111	Chaitanya Ganu	EFFECT OF PRODUCT LISTING ATTRIBUTES ON PURCHASE DECISION IN BEAUTY ECOMMERCE	Prof. H. V. Verma	MKT
19109826056	F19-375	Deepak Ram	A STUDY OF THE GROWING MENACE OF NON-PERFORMING ASSETS IN THE INDIAN BANKING SYSTEM	Dr. Narain	FIN
19109826057	F19-220	Deepali Jain	Supplier-Buyer Relationship in MRO category with focus on negotiations	Prof. D. Das	OPS



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19109826059	F19-221	Devika Tolia	DECODING THE PURCHASE JOURNEY OF ONLINE MAKE-UP SHOPPER	Dr. Garima Gupta	MKT
19109826060	F19-318	Dewanshee Brahmhatt	Optimal Routing Methods in Waste Collection	Prof. Amit Bardhan	OR
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19109826063	F19-114	Divya Jangir	Impact of Green Procurement practices on Supply Chain performance of SMEs	Prof.. d. Das	OPS
19109826064	F19-170	Divyanshu Agarwal	RE-ENGINEERING HR STRATEGIES IN A POST-COVID ORGANISATION WITH THE USE OF GAMIFICATION TO DRIVE EMPLOYEE PERFORMANCE	Prof. Tanuja Agarwala	HR
19109826065	F19-319	Divyanshu Kumar Verma	Use of Univariate Time Series Models for Forecasting of Cement Volume Purchased by PAN India Cement Dealers	Prof. Amit Bardhan	OR
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19109826074	F19-352	Gulhane Shubham Anilrao	Perceived effectiveness of employee engagement strategies during COVID 19 pandemic	Prof. A. V. Raman	HRM
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19109826076	F19-324	Harsh Yadav	The Impacts of The Profitability and The Earnings Quality on The Credit Ratings: An Empirical Study for Non-Financial Corporations in the UK and the US	Prof. Pankaj Sinha	FIN
19109826077	F19-119	Himanshu Hemant Jobanputra	Deterrents In Purchase Behavior In Indian Automobile Industry	Dr. Garima Gupta	MKT
19109826078	F19-277	Ishant Gupta	Analysis, present scenario and road ahead for Impact. Investment industry in India In-depth Sector specific Research & Analysis	Dr. Anjala Kalsie	FIN
19109826079	F19-325	Jahnvi singh	HOW DOES SYNDICATION AMONG COMPANIES CREATE A CORPORATE ADVANTAGE?	Dr. Soma Dey	SBM



19109826080	F19-120	Jampani Venu Nanditha	Role of Information Technology in Customer Service and Customer Loyalty in Telecom, Banking and Fintech Industries	Prof. M. L. Singla	IT
19109826081	F19-222	Jayakanth Abhimanyu Mellela	Reviewing existing health coverage options to choose ideal health cover to gig workers	Prof. A. V. Raman	HR
19109826082	F19-121	Juan John Mathews	Evolution of Decentralised Finance and Assimilation with Traditional Finance	Prof Pankaj Sinha	FIN
19109826083	F19-223	Kanhav Goenka	Sustainable Competitive Advantage through Green Financing	Dr. Soma Dey	GMT
19109826084	F19-224	Kartik Sahu	Potential of Virtual Assistants in Indian Healthcare Industry	Prof. A. V. Raman	IT
19109826085	F19-376	KAVASH KHANNA	Investment Behavior of Indian Millennials and the Impact of COVID-19	Dr. Narain	FIN
19109826086	F19-225	Kaveena M Doddalingannavar	STUDY OF "FACTORS INFLUENCING INTENTIONS TO PURCHASE ONLINE IN GROCERIES AND SMART PHONE CATEGORY"	Prof. H. V. Verma	MKT
19109826087	F19-326	Keval P Varotaria	Gender bias in advertisement : A brief analysis	Prof. A. V. Raman	HRM
19109826089	F19-123	Komal Gupta	DIGITAL TRANSFORMATION & DIGITAL MATURITY IN THE CHEMICAL INDUSTRY	Dr. Soma Dey	SBM
19109826090	F19-327	Komal Katna	Artificial Intelligence In Marketing – An Attitudinal Study to Understand Consumer Experience	Dr. Garima Gupta	MAR
19109826091	F19-124	Komal Sanjay Joshi	CRUDE OIL PRICE FORECASTING using ARIMA and Prophet model	Prof. Amit Bardhan	OR
19109826092	F19-227	Kumari Anuja	Effect of leadership behaviour on employee work engagement post COVID-19 pandemic	Dr. Mahima Thakur	HRM



19109826093	F19-125	Kunal Kumar	Student Engagement during COVID-19	Prof. Kavita Singh	OB
19109826094	F19-126	Kushagra Sharma	APPLICATION OF TECHNOLOGY IN AGRICULTURE WITH FOCUS ON PRODUCTION, FINANCE, PRICE DISCOVERY & MARKET LINKAGES	Prof. M L Singla	IT
19109826095	F19-127	Lakshya	FACTORS AFFECTING CONSUMER INTENTION TO PURCHASE AND RECOMMEND PRIVATE LABELS IN THE ONLINE GROCERY SEGMENT	Prof. H.V. Verma	MKT
19109826096	F19-228	Lalit Mehar	A study on the impact of a destination promotional video with the case of Meghalaya Tourism	Dr. Mahima Thakur	MKT
19109826097	F19-129	Manali Mundra	Outcomes of Negative WOM: An Assessment of Airtel Services	Dr. Garima Gupta	MKT
19109826098	F19-130	Mandar Raman Parulekar	Development of trading algorithm for interest rate futures	Dr. Narain	FIN
19109826099	F19-267	Manoj Kumar (4/7/19)	"QUANTITATIVE AND QUALITATIVE ANALYSIS OF RISK MANAGEMENT IN INDIAN BANKING SECTOR"	Prof. Pankaj Sinha	FIN
19109826100	F19-328	Mayuri Santosh More	Influence of Regulation on the Capital & Financing Structure of Banks	Dr. Anjala Kalsie	FIN
19109826101	F19-229	Meet Verma	Leadership Succession Planning	Prof. Sunita Singh Sengupta	HR
19109826102	F19-230	Meghana Rudraraju	Dynamic Pricing for Electronic Business based on the quantity of purchase by Customer	Prof. Amit Bardhan	OR
19109826103	F19-329	Mohammadazim Sachora	The Global Financial Crisis and islamic Finance	Prof. Monica Singhia	FIN
19109826104	F19-231	Moinack Shaikh	IOT in Procurement and Supply Chain	Prof. Sunil Sharma	OPS



19109826105	F19-131	Muskaan	Impact of Social Media on Buying Behavior of Young Urban Indians	Dr. Garima Gupta	MAR
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19109826115	F19-333	Ninad Arunsingh Rajput	ROLE OF HUMAN RESOURCE MANAGEMENT IN MERGER AND ACQUISITION OF STARTUPS BY BIG FIRM	Prof. Tanuja Agarwala	HR
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19109826119	F19-234	Parimal Mhaiske	ASSESSING THE ROLE OF WORK MOTIVATION ON EMPLOYEE PERFORMANCE	Prof. Tanuja Agarwala	HR
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19109826147	F19-174	Rashi Rekhan	Understanding green purchase using Tata Steel's sustainability strategy	Dr. Soma Dey	SBM
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19109826153	F19-144	Rishi Mohan	INFLUENCE OF SOCIAL MEDIA VS REGULATED MEDIA ON PERCEPTION AND BEHAVIOR OF PEOPLE TOWARDS COVID-19: KAP FRAMEWORK	Prof. A. V. Raman	HR



19109826154	F19-244	Riya Parwani	ESG Investing and its Implications on Fund Management	Prof. Monica Singhania	FIN
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19109826158	F19-245	Sachin Kumar	Factors Influencing Customer Preferences and Switching Behaviour in Telecom Sector	Prof. A. V. Raman	HRM
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19109826161	F19-347	Sai Dinesh Chayanam	Identifying Ways To Improve Social Media Sentiment Of Brands Using Twitter	Dr. Garima Gupta	MKT
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19109826163	F19-348	SAMARTH KHURANA	A Study of the Relationship between Information Overload & Quality of Information on Purchase Avoidance	Dr. Mahima Thakur	MKT
19109826164	F19-167	Sameer Shekhawat	FINANCIAL ANALYSIS OF PUBLICLY LISTED FOOTBALL TEAMS	Prof. Pankaj Sinha	FIN
19109826165	F19-274	Samiksha Singade	THE READINESS OF INDIA INC. FOR AN LGBTQ+ INCLUSIVE WORKPLACE	Prof. Sunita Singh Sengupta	HR



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19109826169	F19-273	Sayani Saha	Analysis of Impact Level of Factors Influencing Employee Morale in Remote Work	Prof. Tanuja Agarwala	HRM
19109826170	F19-268	Shah Purav Harishkumar	Study on Vehicle Routing Problems with a model solution for real world CVRPTW (Capacitated Vehicle Routing Problem with Time Constraints)	Prof. D. Das	OPS
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19109826177	F19-246	Shivendra	Indian prospective of yield curve for Government Of India (GOI) bonds and its link with the liquidity problem	Dr. Anjala Kalsie	FIN
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19109826181	F19-248	Sidagam Geethika Sri	ETHICS & JOB SATISFACTION	Prof. Kavita Singh	OB
19109826182	F19-271	Siddharth A	Comparative study of service quality of Voice Assistants	Dr. Mahima Thakur	HR
19109826183	F19-354	Siddharth Verma	Managing Supply Chain Disruption in FMCG sector during COVID-19 in India	Prof. Sunil Sharma	OPS
19109826184	F19-171	Siddhartha Shering	The Rise & Impact Of Direct-To-Consumer Model in the Personal Care Category	Dr. Garima Gupta	MKT
19109826185	F19-249	Sidharth Yadav	Financial Efficiencies of Southern and Northern Distribution Utilities in India	Prof. Pankaj Sinha	FIN
19109826186	F19-355	Simran Jalhotra	Consolidation of 10 Public Sector Banks in India done in 2019	Dr. Anjala Kalsie	FIN
19109826187	F19-250	Smriti Bakshi	FACTORS IMPACTING EMPLOYEE WELLBEING	Dr. Mahima Thakur	HR
19109826188	F19-356	Snigdha Aman	VaR BASED PORTFOLIO CONSTRUCTION	Prof. Amit Bardhan	OPS
19109826189	F19-251	Sonawane Akshay Mohan	"A Quantitative Analysis of Stress at Workplace"	Prof. Kavita Singh	OB
19109826190	F19-252	Souradip Mistry	Role of Organizational Identification on Workplace Behavior	Prof. Tanuja Agarwala	HR
19109826191	F19-152	Sourav Chel	e Impact of Work from Home on the Productivity and Wellbeing of Employees	Dr. Mahima Thakur	HR
19109826192	F19-357	Srishti	Strategies to Improve Employee Well-Being during COVID-19	Prof. Sunita Singh Sengupta	HR



19109826193	F19-358	Subham Bisht	“Relationship between different NIFTY sectoral indices”	Dr. NARAIN	FIN
19109826194	F19-253	Sudhanshu Pathak	“ TO ANALYZE CORPORATE GOVERNANCE PRACTICE OF BSE-30 COMPANIES FOR LAST FIVE YEARS WITH REFERENCE OF MANDATORY DISCLOSURE BY SEBI FOR INDIAN COMPANIES ”	Prof. Pankaj Sinha	FIN
19109826195	F19-153	Sudipt Kumar	STOCK PRICE FORECASTING USING TIME SERIES MODELS	Prof. Amit Bardhan	OPS
19109826196	F19-254	Suhani Chandra	Influence of organization’s culture on its innovation	Prof. Kavita Singh	OB
19109826197	F19-154	Sumit Kumar	IMPACT ON EMPLOYEE ENGAGEMENT AND PRODUCTIVITY DURING PANDEMIC	Prof. Kavita Singh	OB
19109826198	F19-255	Sumit Kumar Singh	Study of factors affecting the consumer attitude towards Instagram advertising	Prof. H. V. Verma	MKT
19109826199	F19-256	Sunny Jain	Application of Information Technology in Healthcare	Prof. M. L. Singla	IT
19109826200	F19-155	Suruchi yadav	FMCG Industry –Future of supply chain & shift in consumer behaviour due to COVID-19	Dr. Soma Dey	SBM
19109826201	F19-156	Swanand Kanchi	“Impact of Artificial Intelligence in Finance”	Dr. Narain	Fin
19109826202	F19-157	Tarun Kumar Singh	Green Supply Chain Management: Analysis of Indian Retail Industry	Prof. D. Das	OPS
19109826203	F19-359	Turalapati Aditya Ramaiah	TIME SERIES ANALYSIS & FORECASTING OF SALES USING PYTHON	Prof. Amit Bardhan	OR
19109826204	F19-257	Tushar Singhal	Evolution of Electric Vehicles industry in India and brand strategy analysis using Sentiment Analysis on Twitter	Prof. Vivek Suneja	SBM



19109826205	F19-360	Utkarsh Panwar	"Financial Globalization and Regulation of International Banking"	Prof.Pankaj Sinha	FIN
19109826206	F19-158	V N S Juhi Vallabh	Digital Transformation and Employee experience	Prof. Sunita Singh Sengupta	OB
19109826207	F19-361	Vaibhav Narayanrao Borkar	Study the effect of Usefulness & Constituent attributes of Customer reviews' on Online Purchase Behavior	Dr. Mahima Thakur	MKT
19109826208	F19-258	Vankadoth Eshwar Naik	Evolution of digital payments in India	Prof. Sunil Sharma	OPS
19109826209	F19-159	Varn Gupta	Deciphering the Direct-to-Consumer Strategy for Brands	Prof. Vivek Suneja	SBM
19109826210	F19-362	Varun Mahajan	Valuation of Tata Motors and Analysis of players in the Automotive industry	Prof. Pankaj Sinha	FIN
19109826211	F19-259	Veenal Bansal	Emerging technologies in the Education Industry (Impact of COVID-19 and evolution of EdTech) – Designing a tool under the methodology of Flipped Learning	Prof. M. L. Singla	IT
19109826212	F19-160	Vijaya Bhaskar Mamidi	Consumer products demand forecasting using Time series analysis in R	Prof. Amit Bardhan	OR
19109826213	F19-161	Vijender Kumar Pal	Emotional Intelligence in profession as an MBA Student	Prof. Tanuja Agarwala	HR
19109826214	F19-260	Vikas Kumar	Electricity Price forecasting Using Garch Model	Prof. Amit Bardhan	OR
19109826215	F19-169	Vikas Singh Tomar	Effect of Marketing Communication on Consumer Purchase Behaviour for Fast Moving Consumer Goods in India	Prof. A. V. Raman	HRM
19109826217	F19-180	Vikram Singh Gill	Factors Affecting the Consumer Behavioral Intent with respect to E-wallet Usage amidst the Pandemic	Dr. Mahima Thakur	MKT



19109826218	F19-261	Vineeta Minz	ANALYSING TRANSFORMATION OF WORKPLACE CULTURE DURING COVID	Prof. Kavita Singh	OB
19109826219	F19-262	Vishal Tomar	Understanding the Purchase Factors of Men Grooming Products	Dr. Garima Gupta	MKT
19109826220	F19-263	Yash Gupta	A Strategic Analysis of Cloud Kitchen Businesses in India	Prof. Vivek Suneja	SBM
19109826221	F19-363	Yashovat Ashu Jain	City Gas Distribution (CGD) Sector In-depth Sector specific Research & Analysis	Dr. Anjala Kalsie	FIN
19109826222	F19-162	Yashvardhan Mehra	Scope, Trends and Analysis of Non-Core Businesses Disinvestments within Business Groups in India	Dr. Narain	FIN
19109826223	F19-364	Yatin Kumar	Food Delivery in India: A Consumer Behavior Perspective	Prof. Vivek Suneja	SBM
19109826224	F19-163	Yogita Bansal	Analysis of Indian IT sector in terms of Financial, Accounting and Market variables	Dr. Anjala Kalsie	FIN
1894818	F19-377	Nishchint Gupta (Ex-student from Batch -2020)	Relationship between Organizational Behaviour and the Working Poor in India	Prof. Kavita Singh	OB
1894898	F19-378	Sudhir Kumar (Ex-student from Batch- 2020)	Consumer Behaviour When Buying Luxury Products	Dr. Garima Gupta	MKT
60081	F-364	Immady Prashanth Kumar (Ex-student)	CUSTOMER SATISFACTION IN THE BANKING SECTOR: A STUDY OF BANK OF BARODA	Dr. Mahima Thakur	OB



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20109826052	FT-20-115	Arushi Jain	IT	Prof. M.L. Singla
20109826063	FT-20-118	B Gautham Rao	IT	Prof. M.L. Singla
20109826069	FT-20-420	Bhavnish Goyal	IT	Prof. M.L. Singla
20109826088	FT-20-502	Divyansh Gupta	IT	Prof. M.L. Singla
20109826109	FT-20-130	Kanishka Khunteta	IT	Prof. M.L. Singla
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Annexure-II

Sample Project Reports

**IDENTIFICATION OF STRATEGIC FACTORS FOR SUBSTANDARD
IMPLEMENTATION OF SAFETY MANAGEMENT AT CONSTRUCTION
SITES**

**THESIS SUBMISSION
FOR
MASTERS IN BUSINESS ADMINISTRATION**

**SUBMITTED BY
SHIKHA SINGH
FT-21-228**

**UNDER THE GUIDANCE OF
PROF SOMA DEY**



**FACULTY OF MANAGEMENT STUDIES
UNIVERSITY OF DELHI**

NOVEMBER 2022

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Certificate

I hereby certify that the thesis titled “IDENTIFICATION OF STRATEGIC FACTORS FOR SUBSTANDARD IMPLEMENTATION OF SAFETY MANAGEMENT AT CONSTRUCTION SITES” by Shikha Singh, pursuing Master in Business Administration at Faculty of Management Studies, University of Delhi, Delhi in partial fulfilment of the requirement for the award of degree of MBA, is a record of the project work carried out by the her under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Prof. Soma Dey
Supervisor

Place: Delhi

Date: 25 November 2022

PROJECT REPORT

On

**International automobile companies' localization strategies in
India – A comparative study of Ford and Hyundai**

Under the guidance of

Dr. SOMA DEY

Submitted by

KRUTI JAIN

Roll No. FT-434

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
QUALIFYING MASTER OF BUSINESS ADMINISTRATION



AREA CODE: STRATEGY
Faculty of Management Studies

University of Delhi, India

October 2021

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At the very onset of this report, I would like to extend my sincere & heartfelt obligation towards all the personages who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in this project.

I take this opportunity to express my gratitude towards **Dr. Soma Dey**, my project guide for allowing me to work under her erudite guidance and for providing me the freedom necessary to pursue a topic so complex in nature and so wide in scope. The project could only reach its fruition through her timely advice and suggestions at various stages.

This project is a sincere attempt to learn and venture into the unknown to know more than I knew before the start of the project. In this effort, I received ample support and inputs from multiple sources.

Lastly, I would like to express my sincere gratitude to the Dean and Staff of the Faculty of Management Studies and also the library and administrative section for their continuous support and cooperation.

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2022

Direct-To-Consumer as a Go-To-Market Strategy For Brands and Measuring Their Success

ADITI AGGARWAL

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CERTIFICATE

This is to certify that the project titled “Direct-To-Consumer as a Go-To-Market Strategy For Brands and Measuring Their Success” submitted in partial fulfilment of the requirements for the Degree of Master of Business Administration, is a record of original research work carried out by myself. Any material borrowed or referred to is duly acknowledged.

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This is to certify that the above-mentioned project titled “Assessment of Indian airline industry landscape, post COVID outlook and build a growth strategy plan for TATA group airlines” submitted by Vivek Pratap Singh, MBA (FT) Batch 2023, Roll No. FT-21-514 has been carried out under my supervision.

Project Guide
Dr.Soma Dey
FMS, Delhi University

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PROJECT REPORT ON
INDUSTRY ANALYSIS OF NANOMATERIALS IN INDIA

UNDER THE GUIDANCE OF

DR SOMA DEY

SUBMITTED BY

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ROLL NO.-F19-106

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS

FOR QUALIFYING

MASTERS OF BUSINESS ADMINISTRATION




FACULTY OF MANAGEMENT STUDIES

UNIVERSITY OF DELHI, DELHI INDIA

MARCH, 2021

CERTIFICATE

This is to certify that the dissertation project titled “Industry Analysis of Nanomaterials in India”, for the requirement of fulfillment of the degree Masters of Business Administration, is an original research work carried out by me. All the material borrowed and used for this research work is duly acknowledged here in the project.



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This is to certify that the above mentioned project titled “Industry Analysis of Nanomaterials in India” is submitted by Ms. Anindita Biswas, Roll Number-F19-106 MBAFT Batch of 2019-21. Ms. Anindita Biswas is responsible for the material presented in the project. I am the supervisor.



DR. SOMA DEY

PROJECT GUIDE

FACULTY OF MANAGEMENT STUDIES

UNIVERSITY OF DELHI

EXECUTIVE SUMMARY

Innovation in Nanotechnology has the ability of transforming every other industry. Nanomaterials have numerous uses in other industries and the scope is ever increasing. The first use of nanomaterials can be traced back to the 4th century A.D. However, research related to nanomaterials started only in the 20th century. Applications of nanomaterials and nanotechnology can be found in various industries like electronics and communication, medicine implants and pharmaceutical industry, defense, paint and rubber industry, cosmetics industry etc.

While nanomaterials can be used to reduce pollution in the ecosystem, unaccounted nanomaterials can also harm human beings and other organisms. Due to limited research, the full impact of nanomaterials on the ecosystem is yet to be known fully. Thus both for the development of new products and services and to understand the full impact of nanomaterials on the environment more researches are required to be made.

The use of nanomaterials globally has only saw an increasing trend over the years and this market is expected to reach the US\$ 125 billion by the year 2024. Typically USA dominates the nanomaterials market with the highest number of patented documents over the years.

India has also shown growth in the commercial production of nanomaterials over the years. The government of India has also started taking initiatives by providing investments, creating better research centers, manpower and linking the results of the researches with the industry to boost interest of all the stakeholders. However this market is still in the introduction phase and is very nascent in nature.

In this study to get a better understanding regarding the nanomaterials industry in India, I have discussed the features of this industry via various tools like Industry life cycle, PESTEL analysis and Porter's five force analysis. Later to understand the how India fares in research and development in nanotechnology, with the help of comparative analysis; I have compared the number of nanotechnology related publications in four countries (Russia, USA, China and India) and the world to compare the level research and development undertaken by the major countries in the world. However this method of analysis is only indicative and not exhaustive in nature.

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ONLINE SHOPPING EXPERIENCE: A QUASI-EXPERIMENT ON DECISION MAKING POINTS

PROJECT REPORT

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2021**

Certificate

This is to certify that the project titled “Online Shopping Experience: A Quasi Experiment” submitted in partial fulfilment of the requirements for the Degree of Master of Business Administration by Anuj Deogade at the Faculty of Management Studies, University of Delhi is a record of original research work carried out by him. Any material borrowed or referred to has been duly acknowledged.

Student

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This is to certify that the above mentioned project titled “Online Shopping Experience: A Quasi Experiment” submitted by Anuj Deogade, MBA (FT) Batch 2021, Roll No 311 has been carried out under my supervision.

Project Guide

**Prof. A. Venkat Raman
Faculty of Management Studies
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**Faculty of Management Studies
University of Delhi, India**

Foundations of the impact economy

Frameworks for simplifying diversity and complexity of impact measurement

Dissertation Submission

by

Anurag | Roll No 208 | Section B

on 17/03/2021

AREA CODE – FINANCE

Under the guidance of

Dr. Monica Singhanian

Submitted in partial fulfilment of the requirements for qualifying
Master of Business Administration

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This is to certify that the project titled “*Foundations of the impact economy: Frameworks for simplifying diversity and complexity of impact measurement*” submitted in partial fulfilment of the requirements for the Degree of Master of Business Administration by **Anurag** at the Faculty of Management Studies, University of Delhi is a record of original research work carried out by him. Any material borrowed or referred to has been duly acknowledged.



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Foundations of the impact economy

Frameworks for simplifying diversity and complexity of impact measurement landscape

Abstract

Over the last few decades, we have witnessed a global explosion in impact measurement tools, methods and approaches from various sections such as academia, investors, foundations, institutions, and corporates. Contrary to industry aspirations of reaching common impact measurement and reporting standards, similar to the trajectory followed by financial accounting standards, the industry is getting more complex with no clear pathway to reduce or navigate this complexity. The paper aims to address this complexity by proposing a unifying three-tier framework that maps the industry at macro ecosystem level, impact-actor level, and impact operations level. The proposed frameworks in their static formats can act as a map to classify existing interventions and impact measurement solutions, and in their dynamic formats present a dynamic view of the ecosystem, offering unique insights and strategic direction for industry actors and policymakers. The contribution aims to initiate conversation and lay a set of foundational frameworks towards an impact economy, envisioned as a state where social and environmental impact can be planned, measured, accounted, reported, aggregated, compared and monetized across all actors and entities who claim to create or fund impact. Studies so far have broadly contributed towards – 1 tracing historical developments, 2. landscaping, classifying and clustering of solutions, 3. evaluating existing and proposing new solutions, 4. theoretical contributions and 5. industry analysis and commentary. Our contribution is unique in the sense that existing literature so far has not addressed this complexity explicitly through frameworks, which can capture and simplify this diversity and complexity while offering understanding and actionable insights for industry stakeholders.

Keywords: Social impact, impact measurement, impact economy, impact accounting

**Analyzing the current Business model in the Indian Agri – Inputs industry, and Strategizing
& devising a sustainable long-term business model for an e-commerce company**

A Project Report submitted for the partial fulfilment for the award of the degree of
Master of Business Administration

UNDER THE GUIDANCE OF

Dr. Soma Dey

SUBMITTED BY

Aditya Dasari

MASTER OF BUSINESS ADMINISTRATION

Area Code: GSM



Faculty of Management Studies, Delhi

University of Delhi

Delhi, India

October 2021

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This is to certify that the project titled ***“Analyzing the current business model in the Indian Agri – Inputs industry, and Strategizing & devising a sustainable long-term business model for an e-commerce company”*** submitted in partial fulfilment of the requirements for the Degree of Master of Business Administration is a record of original research work carried out by myself. Any material borrowed or referred to is duly acknowledged.



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Project Guide

Dr. Soma Dey

Faculty of Management Studies

University of Delhi

EXECUTIVE SUMMARY

E-commerce platforms have been catering products and services in various industries. Though e-commerce is a seemingly recent idea, the domain has seen a number of players trying to do commercial transactions in various industries. Agriculture industry remains by far the impenetrable by the e-comm players. In spite of listing products in all domains except agriculture, it makes one curious to know why this hasn't happened so far. Hence the need was felt to look into the traditional value chain of agriculture and figure out what is being done, where this industry might be heading to and what can be done to bring in the digital disruption. This meant an analysis of the industry as well as the existing stakeholders and to enter the industry in the Agri inputs side what are the important things to be considered.

Although there are many players who exist in the foreign countries, barely any e-commerce company has tried to tap into the Agri inputs market based in India. Although literature exists to support that e-commerce has impending disruption on the agriculture value chain, this is going to be the e-commerce model which will have covered the challenges of the Indian agriculture. Also with the increased internet penetration and digitalization the end rural consumers have been increasingly using the internet applications. At the same time the existing potential of the agriculture sector is very huge to tap in. Using the e-commerce platform to tap to the potential of Agri input industry would be an immense business opportunity. This exact reason also means that an existing players in the e-commerce domain with big pockets can burn cash and enter into this industry expanding their portfolio of services.

The aim of the research is to understand what challenges an e-commerce company can face while trying to enter into this industry and what are the returns they can expect to get from such a venture dealing with all the pain points and challenges to warrant such an entry. Among the various Agri inputs existing in the market, in my project I narrowed down to seeds, pesticides and fertilizers as these are easy to deliver and transport in line with the other products that are sold on the e-commerce websites. Lastly an analysis is done to figure out recommendations so that the said entry is easier for any e-commerce company wishing to do so.

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PROJECT STUDY

Area Code: OB

**ROLE OF POSITIVE PSYCHOLOGY AT WORKPLACE IN
INFLUENCING EMPLOYEE WELLBEING DURING THE COVID
PANDEMIC**

A Project Report Submitted in Partial Fulfilment of the Requirement for the Award of Degree of

MASTER OF BUSINESS ADMINISTRATION – FULL TIME



Faculty of Management Studies, Delhi

Under the Guidance of

Prof. A. Venkat Raman

Faculty of Management Studies, Delhi

Submitted by

Khundhana Madurai

Roll no. FT-21-447

November 2022

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This is to certify that the project titled '**Role of Positive Psychology at Workplace in Influencing Employee Well-being during the Covid Pandemic**' was submitted in partial fulfilment of the requirements for qualifying for the degree of Master of Business Administration at the Faculty of Management Studies, University of Delhi. This dissertation hence submitted is the record of original work carried out by me. Any material borrowed or referred is duly acknowledged.

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This is to certify that the above-mentioned project titled '**Role of Positive Psychology at Workplace in Influencing Employee Well-being during the Covid Pandemic**' was submitted in partial fulfilment of the requirements for qualifying for the degree of Master of Business Administration at the Faculty of Management Studies, the University of Delhi by Khundhana Madurai of MBA FT 2021-23, Roll No: FT-21-447, has been carried out under my supervision.

Project Guide: Prof. Venkat Raman

Professor, Faculty of Management Studies

University of Delhi, Delhi

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List of Abbreviations:

PERMA- Positive emotions, Engagement, Relationships, Meaning & Accomplishments

PP- Positive Psychology

PPW- Positive Psychology at Workplace

POB- Positive Organisational Behavior

SBW- Subjective Well-Being

SDT- Self-determinant Theory



Faculty of Management Studies
University of Delhi

Reviewing existing health coverage options to choose ideal health cover to gig workers

A project submitted in the partial fulfillment of Requirement for award of the degree in Master of Business Administration

Under the guidance of: Dr. A Venkat Raman

Submitted by:
Jayakanth Abhimanyu
F-222, MBA (FT)

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***** Dr.

A Venkat Raman Jayakanth Abhimanyu Project Guide MBA (FT) 2019-21 **Faculty of Management Studies Faculty of Management Studies** University of Delhi University of Delhi / ACKNOWLEDGEMENT I would hereby like to thank my guide Prof. A Venkat Raman for his constant guidance and support in completing this project. Pursuing a project in such a vast and dynamic field **would not have been possible without** his encouragement and guidance. Apart from the project work, I also owe my gratitude to Prof. A Venkat Raman for being a faculty member that has always laid strong emphasis on creative thinking and always been there for his students whenever they needed support and guidance.

I have learnt from several articles, research studies and papers from national and international entities. I acknowledge the value I received from the bodies of knowledge. Jayakanth Abhimanyu **Faculty of Management Studies** University of Delhi Table of Contents CERTIFICATE.....2

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Gender bias in advertisement : A brief analysis

Project Report

Keval P Varotaria | Roll No 326 | Section B

3/22/2021

UNDER THE GUIDANCE OF

Prof. A Venkatraman

Submitted in partial fulfilment of the requirements for qualifying
Master of Business Administration



Faculty of Management Studies

University Of Delhi

Delhi, India

March 2021

Certificate

This is to certify that the project titled “*Study of Gender Bias portrayed through advertisement in Indian Society*” submitted in partial fulfilment of the requirements for the Degree of Master of Business Administration by Keval P Varotaria at the Faculty of Management Studies, University of Delhi is a record of original research work carried out by her. Any material borrowed or referred to has been duly acknowledged.

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MBA-FT 6303

Project Study

Empirical Analysis of ESG Funds in India

Submitted By:

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FT-21-487

Project Guide:

Professor Anjala Kalsie

Area Code:

FIN

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Overview

According to data from Morningstar India, the fund size of ESG funds stood at Rs 12447 crores as of March 2022, up from Rs 2268 crores in March 2019, signifying approximately a fivefold jump in the assets under management of funds linked to the ESG theme in just the last 3 years. During this time, a slew of new ESG funds have materialized and investor demand has shot up. At the same time, ESG investing is witnessing increased regulatory interest in India and abroad, making it an exciting space to understand for anyone interested in the investment world.

ESG stands for Environmental, Social and Governance criteria, a framework that is used by socially conscious investors to screen investments and trust their money to companies that are not only generating a profit but doing so responsibly. This is part of a recent phenomenon in the financial markets wherein investors have started to consider more than the financial factors of a company and focus on qualitative aspects.

Environmental concerns include company's commitment to safeguarding the environment from climate change, encouraging recycling, reducing carbon emissions, use of renewable energy etc. Social concerns include company's contribution to the society including CSR initiatives, promoting labour rights, ensuring product safety etc. Governance aspect considers the company's accountability and transparency, independence of the board, executive compensation, public disclosures etc.

As of March 2022, assets invested in socially responsible companies represent more than 36% of the global assets under management (AUM). By 2025, they are projected to increase to \$53 trillion dollars, presenting a large global opportunity to investors, investees, and financial intermediaries.

Investors allocate higher value to those companies that do better on ESG metrics. Top performers on ESG topics are rewarded with valuation multiples that are 3% to 19% higher than those of median performers on those topics.

Objectives

This project is motivated by the recent increase in ESG investing in India, driven by high investor demand. The objective is to understand the risk and return characteristics, as well as the relative performance of the ESG funds available in India and compare them to peers and benchmark index.

We also aim to look at the regulatory developments, in order to get a holistic understanding of the ESG investing space in India.

Methodology

To analyze the ESG funds available in India, we will use secondary data from the vast public disclosures of the funds, including the Key Information Memorandum (KIM) and the portfolio breakdown. To get a preliminary understanding of the funds, key information such as inception and assets under management will be considered.

Performance of the ESG funds will be evaluated by first calculating periodic (monthly and annual) returns, risk measures including variance and standard deviation, and downside deviation. Further, performance evaluation metrics such as Sharpe ratio, Sortino Ratio, Beta, R squared will be identified to facilitate comparison across funds.

For benchmarking, index funds available in India, mainly Nifty100 ESG Index will be considered. Fund performance will be benchmarked against the index and peers.

In India, the ESG space has developed only recently. While the global ESG frameworks are also still evolving, more mature ESG funds are available in the developed parts of the world, especially Europe.

SEBI has recently released a consultation paper on introducing disclosure norms for ESG mutual fund schemes. This entails proposed regulation to strengthen ESG related disclosures made by ESG funds, and if implemented, would make India a pioneer in regulating ESG funds, and would also be a step forward in the direction of standardizing ESG ratings for better environmental, social and governance evaluation of companies, enhancing responsible investing. A brief study of the evolving regulatory space will give indication of the future prospects of ESG investing in India.

Project Report

On

STRATEGIC ANALYSIS OF A SMALL-SCALE PVC PIPES

COMPANY: A CASE STUDY

Submitted By:

Raghav Rai Singla

Roll No. FT – 333

Under the Guidance of:

Dr Soma Dey

Submitted in Partial Fulfilment of the Requirements for Qualifying

Masters of Business Administration



Faculty of Management
Studies, Delhi

Area Code: GMT

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This is to certify that the project titled “**Strategic Analysis of a Small-Scale PVC Pipes Company: A Case Study**” submitted in partial fulfilment of the requirements for the degree of Master of Business Administration by **Raghav Rai Singla** at the Faculty of Management Studies, University of Delhi is a record of original research work carried out by him. Any material borrowed or referred to has been duly acknowledged.

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Raghav Rai Singla

Roll no. FT – 333

MBA (FT), 2020

This is to certify that the project titled “**Strategic Analysis of a Small-Scale PVC Pipes Company: A Case Study**” is submitted by Raghav Rai Singla, MBA (FT) Batch 2020, Roll No. 333. Raghav Rai Singla is responsible for the material presented here. I am the supervisor.

Project Guide

Dr Soma Dey

Faculty of Management Studies

University of Delhi

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PROJECT REPORT

On

Loan Moratorium '20: Impact on Microcredit Borrowers & Lenders

UNDER THE GUIDANCE OF

Dr. Soma Dey

SUBMITTED BY

Satvik Mahajan

Roll No.: F19-150

SUBMITTED IN PARTIAL FULLFILLMENT OF THE REQUIREMENTS FOR
QUALIFYING

MASTER OF BUSINESS ADMINISTRATION



Area Code: ***GMT***

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March 2021

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This is to certify that the project titled “*Loan Moratorium 2020: Impact on Microcredit Borrowers & Lenders*” submitted in partial fulfilment of the requirements for the Degree of Master of Business Administration is a record of original research work carried out by me. Any material borrowed or referred to is duly acknowledged.



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This is to certify that the above-mentioned project titled “*Loan Moratorium 2020: Impact on Microcredit Borrowers & Lenders*” is submitted by Mr. Satvik Mahajan, student of MBA Full Time, Batch of 2019-21. Mr. Satvik Mahajan is responsible for the material presented here. I am the supervisor.



Dr. Soma Dey

Project Guide

Faculty of Management Studies

University of Delhi

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