

Finalized Guide	Affiliation	Topic S. No.	Topic	Names
Ajay Gupta	DLF	1	Factors affecting the negotiation process in Automobile industry	Mahaboob Ali Khan Kunal Verma
Anatharaman Mani	HeyMath!	2	Effectiveness of Social Media as a Marketing Channel	Aditi Yadav
Arjun Chakerverti	Indusage	3	Effect of Green IT on Social sustainability and Return on Investments (ROI)	Atul Goyal Sweta Kanumuri Syed Zoheb
		4	Impact of telephone access on Earnings, Savings and Social Status of Urban Poor	Om Mohapatra
		5	Impact of Internet Marketing on sales	Kumaravel Sivakumar Senthil Manoj
Asif Shahinsha	Ex-Citi Smith Barney	6	Evaluating the asset allocation rules of leading wealth management firms	Anush M S
A. V. Vedpuriswar	UBS India	7	Shift in Business Development Strategy of organizations in Recessionary times	Rahul Jain Nikhil Sehgal Reema Verma
B. Ramesh		8	Carbon Footprint Reduction: Mere an Illusion or Reality	Rajshekhar Patne Sourabh Dubey
		9	Comparison of Indian IT industry during slowdowns	Chandrashekar R Prakash R
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Bala V. Balachandran	Kellogg School of Management, Northwestern University	12		Jagadeesan R
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				Satyendra Pratap Singh
				Siva Raja Sekhar Padala
		66	Applicability of Advanced Forecasting Model for Fluctuating demand	Praveen C.K
				Raj Narayan
		67	Materials Requirement Planning optimization	Aravind S
				Karn Kanwal

Finalized Guide	Affiliation	Topic S. No.	Topic	Names
				Neha Kedia
		68	Impact of knowledge Management on Quality in IT/ ITES Firms	Shilpi Munjal
Paul Prabhaker	Northern Illinois University	69	Effect of Consumer Contact Points on Consumer Choice Behavior	Anjali Pandey
				Nupur Yagnik
				Jagadishkumar Gandhimurthy
		70	Impact of Brand and Pricing Strategy on Customer's Perception of Quality.	Basant Choudhary
				Prasad Bhoosnurmath
				Siddhesh B Naik
		71	Role of brand equity, competition & consumer profile in deciding the pricing strategy of white goods	Mohit Khatri
				Milan Goswami
				M S Yoga Vigneshwarran
Subhash Chandra	VCTM - Aligarh	72	Impact of Procurement Strategy on Logistics Cost, Supplier Relationship & Inventory Level and Impact of IT-implementation on transactional costs in Supply-Chain of Hyundai (Chennai Plant).	Nimish Varshney
				Neelima Jain
				Karishma Shah
Prashant Mishra	IIM-C	73	Difference in online buying behaviour between men and women in India	Kshitij Agrawal
				Varsha Tiwari
Puneet saxena	Nomura Plc	74	Impact of underpricing of an IPO on the performance of the stock.	Mihir Shah
				Pratyush Sharma

Finalized Guide	Affiliation	Topic S. No.	Topic	Names
R K Kalra	CCS University, Meerut	75	Effect of various determinants like security & ease of use on user acceptance of Internet banking in India	Mukul Kant
R. Srinivasan		77	Outsourcing trends of the European Economy	Ankita Jain
		76		Tabish Maqsood
Rahool Joshi		77	Do ratings and Basel II Norms help banks in assessing financial condition of companies?	Apurva Gupta
				Chinmay Korhalkar
				Sushil Burnwal
Rajveer	Great Lakes Institute of Management	78	Do economic factors and raw material costs impact the performance of local stock markets?	Deepak Bhaskaran
				Poornima R
		79	Do fluctuations in Foreign Exchange Rates impact the bottom line and market performance of Indian IT companies?	Arun Bansal
				Atul Kothiyal
		80	Impact of F&O Volume, VIX and FII Volume on NIFTY	Nithya Ganesan
				Yamuna Priya
				Shiva Shekhawat
		81	Influence of Analyst Recommendation on Indian Stock Market	Bharath S
				Vineet Nangia
Rakesh Singh	Mumbai Business School	82	Effect of Recession on Automobile Industry in India and World	Arvind Paruthi
		83	Green Supply Chain in Indian Automotive Sector	Sivakumar T
		84	Level of penetration of rural retail in India	Sangeetha D
Rama Shankar	Delta Consultant	85	To study the effect of different Sigma levels on Customer Satisfaction Index (CSI) across industries	Swapan Kumar
				Vishnupriya Jite
Ramjei Narasimhan	DHL Express (India) Pvt Ltd	86	Challenges faced by SME's in adopting IT	Nikhil Mannar

Finalized Guide	Affiliation	Topic S. No.	Topic	Names
				Srikanth Pisipaty
		87	Cloud Computing - Implementation in non-IT organizations	Gokul Gururajan
		88	India as a preferred destination of IT / ITES Outsourcing for emerging domains	Jaywant Pandit
				Rahul Nair
S. Subramanian	Enam Securities Pvt. Ltd.	89	Capital Market Volatility : A Quantitative Analysis of its causes and effects	Sandeep Maheshwari
				Sapan Joshi
Saikat Mukherjee	Merryl Lynch	90	The analysis of post-transaction stock price performance and transaction premiums for recent acquisitions in India	Arindam Mandal
				Chandan Banerjee
Sanju Laroia	Esys Technologies	91	Do discounts really help boost product sales?	Deepinder Singh Sethi
				Nipun Vig
Saurabh Thirani	Cognizant Technology Solutions	92	Empirical Study of stock returns, volatility and volume in Indian stock market in the context of market corrections and rebound	Nitesh Sah
				Subhodeep Mukhopadhyay
Shekhar Rakheja		93	Divesting shared services unit of a company as value creation tool	Aparna Sharma
S. Sriram	Great Lakes Institute of Management	94	Strategic analysis of Cost Leadership	Altaf Darzi
		95	What influences business diversification decisions?	Aravind Rao H P
Sunder Raj	Great Lakes Institute of Management	96	Impact of Firm's characteristics on e-procurement adoption	Komal Kumari
		97	Impact of SCM Practices on the competitiveness of a firm	Achyuta Madabushi
				Akhil Surange
		98	Simulation of multi-attribute models for E-procurement	Vidhyasagari S
				Hitesh Jain

Finalized Guide	Affiliation	Topic S. No.	Topic	Names
Sunil Rai	Mumbai Business School	99	Effect of E-SCM on the operating efficiency in Indian Supply Chains	Sunandh Chakravarthi
				Shafeeque Ismail
				Koushik Ramakrishnan
		100	Strategic collaboration of Indian it companies: a global viewpoint	Abhishek
				Ankur Sri viastava
				Varun Sharma
Surysekar	Florida International University	101	Is the Performance in the Indian Banking Industry driven by industry or firm specific Factors?	Sreelalitha
T. V. Somanathan		102	Importance of Capital Structure in creating Shareholder value	Nimisha Saxena
				Hitesh Kumar K
				Sameer Hoda
T.N. Swaminathan	Great Lakes Institute of Management	103	Why should corporate India invest in rural India	Anuj Arora
				Bharat Maheshwari
Thomas A Thatapudi	UBS Investment Bank	104	Analysis of firm's profitability : Capital Intensive Vs Knowledge based Industries	Amit Kulkarni
				Vishal Vikram
				Kirti Singh
V.K. Jain		105	Effect of buyback of shares on stock prices of a company.	Rohan Thacker
Vaidy Jayaraman	University of Miami	106	Impact of 'the extent of ERP implementation' on the Business Outcomes	Ravi Kiran
		107		Vamsee Krishna
		108	Impact of Buyer Supplier Relationship on Retail Supply Chain Performance	Ashish Kumar

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				Karthikeyan Dhanabalan
		109	Impact of Supply Chain collaboration on the performance of the supplier	Avinash Ramanathan
				Praveen Pedagandham
				Sree Surya Tej Burra
		110	ISO implementation: Impact on financial Performance, productivity and relation with workmen awareness	Prasanta K. Sahu
				Santanu Jena
		111	The Firm-Supplier Dyad - A Consumer's Perspective	Bhoomi Patel
		112	Impact of Green Supply Chain Management on an Organization's Performance	Mandar Malshe
				Harsh Ratan mehta
Veeravalli	Great Lakes Institute of Management	113	Does investment in green IT technologies lead to an increase in cost advantage and brand equity	Anu Sathyan
				Dev Khandwala
Venkat R. Krishnan	Great Lakes Institute of Management	114	Enhancing impression management skills of employees in the services industry: Role of transformational leadership	Archana V
		115	Transformational Leadership in Health Care Sector: Role of Gender and Emotional Intelligence	Nithiya L
Xavier M. J.	Great Lakes Institute of Management	116	Impact of internal and external factors on performance of store in terms of Sales and determining the most predictive factor affecting Sales	Kanwaljit Kaur Bathh
		117	Effectiveness of Digital Marketing on sales and promotion of Business School	Ayush Aswal
				Anuj Mittal
				Himanshu Agarwal
		118	Traditional buying behavior versus E-Procurement in B2B environment	Abhishek Tripathi
				Manjit Singh Sahni
				Ramesh Vellingiri
		119	Finding empirically a better model for Demand forecasting of seasonal services (Hospitality)	Manoj Gupta
				Mohit Sewak
				Ritu mishra

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		120	Impact of CRM implementation in an educational institute	Harshdeep Singh Rapal
				Saurabh Suhasaria
				Kirthika C
		121	Understanding the impact of Semiotics on brand perception in Rural Markets	Priyanka Sarkar
				Ramya Rajamani
				Nidhi Sethi
		122	Impact of Social Media on Indian consumer behavior	Pranit Dubey
				Abhishek Chauhan
		123	Managing the retail stores better by analyzing the customer behavior	Amitesh Kumar Das
				Fareed Syed
				Tanvir Khan
		124	Understanding customer behavior with Neuromarketing	Bharath Kumar
				Murugan
Zubin Mulla	Tata Institute of Social Sciences	125	Transformational Leadership: Culture and Organization Structure has a role in affective commitment of an individual	Venkat Yellapantula

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P. K. Vishwanathan	IFMR	65	Demand Forecasting using Econometric Models	Prashant Roy	3
				Satyendra Pratap Singh	
				Siva Raja Sekhar Padala	
		66	Applicability of Advanced Forecasting Model for Fluctuating demand	Praveen C.K	2
				Raj Narayan	
		67	Materials Requirement Planning optimization	Aravind S	3
				Karn Kanwal	

Finalized Guide	Affiliation	Topic S. No.	Topic	Names	Student Groups
				Neha Kedia	
		68	Impact of knowledge Management on Quality in IT/ ITES Firms	Shilpi Munjal	1
Paul Prabhaker	Northern Illinois University	69	Effect of Consumer Contact Points on Consumer Choice Behavior	Anjali Pandey	3
				Nupur Yagnik	
				Jagadishkumar Gandhimurthy	
		70	Impact of Brand and Pricing Strategy on Customer's Perception of Quality.	Basant Choudhary	3
				Prasad Bhoosnurmath	
				Siddhesh B Naik	
		71	Role of brand equity, competition & consumer profile in deciding the pricing strategy of white goods	Mohit Khatri	3
				Milan Goswami	
				M S Yoga Vigneshwaran	
Subhash Chandra	VCTM - Aligarh	72	Impact of Procurement Strategy on Logistics Cost, Supplier Relationship & Inventory Level and Impact of IT-implementation on transactional costs in Supply-Chain of Hyundai (Chennai Plant).	Nimish Varshney	3
				Neelima Jain	
				Karishma Shah	
Prashant Mishra	IIM-C	73	Difference in online buying behaviour between men and women in India	Kshitij Agrawal	2
				Varsha Tiwari	
Puneet saxena	Nomura Plc	74	Impact of underpricing of an IPO on the performance of the stock.	Mihir Shah	2
				Pratyush Sharma	

Finalized Guide	Affiliation	Topic S. No.	Topic	Names	Student Groups
R K Kalra	CCS University, Meerut	75	Effect of various determinants like security & ease of use on user acceptance of Internet banking in India	Mukul Kant	1
R. Srinivasan		77	Outsourcing trends of the European Economy	Ankita Jain	2
		76		Tabish Maqsood	
Rahool Joshi		77	Do ratings and Basel II Norms help banks in assessing financial condition of companies?	Apurva Gupta	3
				Chinmay Korhalkar	
				Sushil Burnwal	
Rajveer	Great Lakes Institute of Management	78	Do economic factors and raw material costs impact the performance of local stock markets?	Deepak Bhaskaran	2
				Poornima R	
		79	Do fluctuations in Foreign Exchange Rates impact the bottom line and market performance of Indian IT companies?	Arun Bansal	2
				Atul Kothiyal	
		80	Impact of F&O Volume, VIX and FII Volume on NIFTY	Nithya Ganesan	3
				Yamuna Priya	
				Shiva Shekhawat	
		81	Influence of Analyst Recommendation on Indian Stock Market	Bharath S	2
				Vineet Nangia	
Rakesh Singh	Mumbai Business School	82	Effect of Recession on Automobile Industry in India and World	Arvind Paruthi	1
		83	Green Supply Chain in Indian Automotive Sector	Sivakumar T	1
		84	Level of penetration of rural retail in India	Sangeetha D	1
Rama Shankar	Delta Consultant	85	To study the effect of different Sigma levels on Customer Satisfaction Index (CSI) across industries	Swapna Kumar	2
				Vishnupriya Jite	
Ramjei Narasimhan	DHL Express (India) Pvt Ltd	86	Challenges faced by SME's in adopting IT	Nikhil Mannar	2

Finalized Guide	Affiliation	Topic S. No.	Topic	Names	Student Groups
				Srikanth Pisipaty	
		87	Cloud Computing - Implementation in non-IT organizations	Gokul Gururajan	1
		88	India as a preferred destination of IT / ITES Outsourcing for emerging domains	Jaywant Pandit	2
				Rahul Nair	
S. Subramanian	Enam Securities Pvt. Ltd.	89	Capital Market Volatility : A Quantitative Analysis of its causes and effects	Sandeep Maheshwari	2
				Sapan Joshi	
Saikat Mukherjee	Merryl Lynch	90	The analysis of post-transaction stock price performance and transaction premiums for recent acquisitions in India	Arindam Mandal	2
				Chandan Banerjee	
Sanju Laroia	Esys Technologies	91	Do discounts really help boost product sales?	Deepinder Singh Sethi	2
				Nipun Vig	
Saurabh Thirani	Cognizant Technology Solutions	92	Empirical Study of stock returns, volatility and volume in Indian stock market in the context of market corrections and rebound	Nitesh Sah	2
				Subhodeep Mukhopadhyay	
Shekhar Rakheja		93	Divesting shared services unit of a company as value creation tool	Aparna Sharma	1
S. Sriram	Great Lakes Institute of Management	94	Strategic analysis of Cost Leadership	Altaf Darzi	1
		95	What influences business diversification decisions?	Aravind Rao H P	1
Sunder Raj	Great Lakes Institute of Management	96	Impact of Firm's characteristics on e-procurement adoption	Komal Kumari	1
		97	Impact of SCM Practices on the competitiveness of a firm	Achyuta Madabushi	2
				Akhil Surange	
		98	Simulation of multi-attribute models for E-procurement	Vidhyasagari S	2
				Hitesh Jain	

Finalized Guide	Affiliation	Topic S. No.	Topic	Names	Student Groups
Sunil Rai	Mumbai Business School	99	Effect of E-SCM on the operating efficiency in Indian Supply Chains	Sunandh Chakravarthi	3
				Shafeeque Ismail	
				Koushik Ramakrishnan	
		100	Strategic collaboration of Indian it companies: a global viewpoint	Abhishek	3
				Ankur Sri viastava	
				Varun Sharma	
Surysekar	Florida International University	101	Is the Performance in the Indian Banking Industry driven by industry or firm specific Factors?	Sreelalitha	1
T. V. Somanathan		102	Importance of Capital Structure in creating Shareholder value	Nimisha Saxena	3
				Hitesh Kumar K	
				Sameer Hoda	
T.N. Swaminathan	Great Lakes Institute of Management	103	Why should corporate India invest in rural India	Anuj Arora	2
				Bharat Maheshwari	
Thomas A Thatapudi	UBS Investment Bank	104	Analysis of firm's profitability : Capital Intensive Vs Knowledge based Industries	Amit Kulkarni	3
				Vishal Vikram	
				Kirti Singh	
V.K. Jain		105	Effect of buyback of shares on stock prices of a company.	Rohan Thacker	1
Vaidy Jayaraman	University of Miami	106	Impact of 'the extent of ERP implementation' on the Business Outcomes	Ravi Kiran	2
		107		Vamsee Krishna	
		108	Impact of Buyer Supplier Relationship on Retail Supply Chain Performance	Ashish Kumar	2

Finalized Guide	Affiliation	Topic S. No.	Topic	Names	Student Groups
				Karthikeyan Dhanabalan	
		109	Impact of Supply Chain collaboration on the performance of the supplier	Avinash Ramanathan	3
				Praveen Pedagandham	
				Sree Surya Tej Burra	
		110	ISO implementation: Impact on financial Performance, productivity and relation with workmen awareness	Prasanta K. Sahu	2
				Santanu Jena	
		111	The Firm-Supplier Dyad - A Consumer's Perspective	Bhoomi Patel	1
		112	Impact of Green Supply Chain Management on an Organization's Performance	Mandar Malshe	2
				Harsh Ratan mehta	
Veeravalli	Great Lakes Institute of Management	113	Does investment in green IT technologies lead to an increase in cost advantage and brand equity	Anu Sathyan	2
				Dev Khandwala	
Venkat R. Krishnan	Great Lakes Institute of Management	114	Enhancing impression management skills of employees in the services industry: Role of transformational leadership	Archana V	1
		115	Transformational Leadership in Health Care Sector: Role of Gender and Emotional Intelligence	Nithiya L	1
Xavier M. J.	Great Lakes Institute of Management	116	Impact of internal and external factors on performance of store in terms of Sales and determining the most predictive factor affecting Sales	Kanwaljit Kaur Bathh	1
		117	Effectiveness of Digital Marketing on sales and promotion of Business School	Ayush Aswal	3
				Anuj Mittal	
				Himanshu Agarwal	
		118	Traditional buying behavior versus E-Procurement in B2B environment	Abhishek Tripathi	3
				Manjit Singh Sahni	
				Ramesh Vellingiri	
		119	Finding empirically a better model for Demand forecasting of seasonal services (Hospitality)	Manoj Gupta	3
				Mohit Sewak	
				Ritu mishra	

Finalized Guide	Affiliation	Topic S. No.	Topic	Names	Student Groups
		120	Impact of CRM implementation in an educational institute	Harshdeep Singh Rapal	3
				Saurabh Suhasaria	
				Kirthika C	
		121	Understanding the impact of Semiotics on brand perception in Rural Markets	Priyanka Sarkar	3
				Ramya Rajamani	
				Nidhi Sethi	
		122	Impact of Social Media on Indian consumer behavior	Pranit Dubey	2
				Abhishek Chauhan	
		123	Managing the retail stores better by analyzing the customer behavior	Amitesh Kumar Das	3
				Fareed Syed	
				Tanvir Khan	
		124	Understanding customer behavior with Neuromarketing	Bharath Kumar	2
				Murugan	
Zubin Mulla	Tata Institute of Social Sciences	125	Transformational Leadership: Culture and Organization Structure has a role in affective commitment of an individual	Venkat Yellapantula	1