

J.D. BIRLA INSTITUTE
 Department of Management
SELECTED RESEARCH PROJECT TOPICS AND MENTOR LIST
3rd year (Semester-VI), Session 2021-22

Sl. No.	Name of the Student	Roll No	Final Topic	Mentor
FINANCE SPECIALIZATION				
1	Aanchal Khemka	1	A comparative study on the financial performance of private and public sector banks in India for the last 5 years	Dr. Madan Mohan Dutta
2	Ahana Basu	3	Performance evaluation of SIP schemes of Nippon India and HDFC Mutual fund	Dr. Sraboni Dutta
3	Amandeep Singh Budhiraja	5	Financial performance analysis of Fortis and Apollo	Mr. Bhargav Majumdar
4	Bhavkirat Singh	9	Comparative analysis of financial performance of SBI AND ICICI Bank	Dr.Arindam Banerjee
5	Harshit Banka	15	Analysis of NPAs in select Pvt Sector banks in India	Dr. Madan Mohan Dutta
6	Jay S Joshi	20	A Study on currency fluctuation of US Dollars, Yen and Euro	Ms. Paramita Sarkar
7	Khushi Choudhary	22	Comparison of Financial performance of Mutual Funds Schemes of Franklin Templeton	Dr. Arindam Banerjee
8	Mahershi Jain	24	Performance of IDFC Bank and Capital First in the pre and post merger scenario	Dr. Arindam Banerjee
9	Mehak Kothari	27	A Study on the performance evaluation selected equity mutual fund schemes in India (with particular reference to HDFC Top 200 ,Nippon Vision and ICICI Prudential Top 100)	Dr. Arindam Banerjee
10	Mihir Banthia	28	A study on stock performance of select sectoral indices	Dr.Arindam Banerjee
11	Mohit Saraswat	29	Comparative Analysis of the Performance of LIC and ICICI Prudential Company Ltd	Dr. Madan Mohan Dutta
12	Nistha Agrawal	32	Prospects and challenges of e-banking in respect of Private sector Banks in India	Ms. Paramita Sarkar
13	Priyal Choraria	36	Effect of Jio's entry in the telecom industry on financial performance of Airtel	Mr. Bhargav Majumdar
14	Rahul Pandey	38	Comparative Study of financial performance of companies in Power sector in India :Special reference to Tata Power and Reliance Power	Dr. Madan Mohan Dutta
15	Riya Jain	43	Comparative Analysis of Financial Performance of TCS and WIPRO	Dr. Arindam Banerjee
16	Rohit Bubna	44	A comparative study on the financial performance of Indigo and Spice Jet	Mr. Bhargav Majumdar
17	Saksham Jaiswal	45	Impact of capital structure determinants on profitability of Tata Steel ltd and Jindal Steel Ltd.	Dr. Arindam Banerjee
18	Sakshi Sharda	46	A Study of factors affecting the deterioration of business performance of CCD in India	Ms. Paramita Sarkar
19	Sanskar Gadia	47	Comparative Financial Analysis of HDFC Mutual Fund and SBI Mutual Fund	Dr. Madan Mohan Dutta
20	Sayan Saha	48	Comparative Analysis of the financial Performance of Mahindra Ltd and Tata Motors Ltd	Mr. Bhargav Majumdar

21	Shailaja Shah	49	Performance of health insurance sector in India	Ms. Paramita Sarkar
22	Shrayas Rungta	52	Financial Performance analysis of Goldman Sach and Morgan Stanley	Mr. Bhargav Majumdar
23	Shruti Agarwala	53	Comparative Financial Analysis of Debt Fund Schemes with reference to Aditya Birla Sun life and SBI	Dr. Arindam Banerjee
24	Subhjeet Agarwal	59	An Analysis of npas in Indian banking sector with reference to SBI AND PNB	Dr. Madan Mohan Dutta
25	Tushar Jain	62	Financial performance of Mahindra Tech in post Satyam debacle	Mr. Bhargav Majumdar
26	Umang Jain	63	Comparative Financial Analysis of Tata Motors and Maruti Suzuki	Dr. Madan Mohan Dutta
27	Vipanci Bajoria	66	Impact of macro economic variables on Indian Stock Market	Mr. Sumanta Bhattacharyya
28	Aayesh Ahmed	68	Financial Performance of Bandhan Bank Vs Kotak Mahindra Bank	Dr. Madan Mohan Dutta
29	AhonaMitra	70	Analysis of the Financial Performance of Siemen Heealthineers and Midmark India pvt ltd.	Dr. Madan Mohan Dutta
30	Anweshika Jaiswal	73	Impact of demonitisation on Indian Macro Economic variables	Mr. Sumanta Bhattacharyya
31	Devika Mehra	77	An Analysis of npas in Indian banking sector with reference to HDFC bank AND Canara Bank	Mr. Sumanta Bhattacharyya
32	Eashan Agrawal	79	Impact of macro economic variables on Indian Economic Growth	Ms. Paramita Sarkar
33	Gautam Baid	80	Financial performance of Real Estate Sector with reference to Oberoi Realty and Sunteck Realty	Ms. Paramita Sarkar
34	Harshita Dugar	82	A study on Profitabilty analysis and Working Capital Management of Selected FMCG and FMCD companies	Dr. Madan Mohan Dutta
35	Ishika Musaddi	85	Impact of Home Loans on the growth of Housing Sector of Indian Economy	Mr. Sumanta Bhattacharyya
36	Jahnvi Jaiswal	86	Impact of foreign trade on performance on Indian Economy	Mr. Sumanta Bhattacharyya
37	Keshav Agarwal	88	Comparison of Financial performance of Berger Paints and Asian Paints	Mr. Sumanta Bhattacharyya
38	Khushi Goenka	89	Risk Return analysis in NSE	Ms. Paramita Sarkar
39	Mayuri Poddar	93	Performance and Challenges of Motor Insurance Sector in India	Dr. Madan Mohan Dutta
40	Mehul Agarwal	94	Financial performance analysis of Tata Group of companies with reference to Tata Motors and TCS	Mr. Bhargav Majumdar
41	Palak Modi	100	A Study on the past and Present Mergers of Domestic PSU Banks and its future prospects	Mr. Sumanta Bhattacharyya
42	Piyush Mishra	101	Impact of FPI on Indian Stock Market	Ms. Paramita Sarkar
43	Reshab Jhunjunwala	106	Impact of Debt Equity Mix on Profitability of selected Automobile Companies in India	Dr. Arindam Banerjee
44	Rishabh Singhal	107	Risk Return Analysis in stock of Indian Banking Index	Dr. Sraboni Dutta
45	Rishi Jain	108	Effects of merger and acquisition of Indian FMCG sector in long run	Mr. Bhargav Majumdar
46	Riya Sharma	110	Risk and Return Analysis of selected Indian Pharmaceutical companies	Dr. Arindam Banerjee
47	Sakshi Dugar	112	Impact of Micro finance on poverty alleviation in Indian Economy	Mr. Sumanta Bhattacharyya

48	Shamim Hossain Molla	116	Impact of crude oil prices on inflation in India	Ms. Paramita Sarkar
49	Shiksha Dugar	117	Comparative Financial Analysis of Vedanta Ltd and Coal India Ltd	Dr.Arindam Banerjee
50	Shivam Seksaria	118	Impact of Dollar movements on Indian Stock Market	Ms. Paramita Sarkar
51	Shruti Dalmia	120	Growth of digital banking in the covid era	Ms. Paramita Sarkar
52	Shubham Jain	121	Performance on Selected ipos in Indian Scenario	Dr. Arindam Banerjee
53	Shubham araogi	122	Risk Return in Derivative market in India with reference to Options	Dr. Arindam Banerjee
54	Snehanshu Agarwal	124	Comparative Analysis of npas in Indian Banking Sector with reference of SBI and HDFC	Dr. Madan Mohan Dutta
55	Tina Agarwal	128	Financial performance analysis of select balanced mutual funds in India	Mr. Sumanta Bhattacharyya
56	Tushar Pareek	129	Financial comparison of A category companies vs B category companies in India	Dr. Arindam Banerjee
57	Utkarsh Doshi	130	Comparative Financial Analysis of HDFC bank and AXIS Bank	Mr. Bhargav Majumdar
58	Vanshika Modi	131	Financial Analysis of select Hospitality Sector in India with special reference to Tata and ITC group hotels	Mr. Bhargav Majumdar
59	Vidhi Bihani	132	Comparative Analysis of India Stock Market during the global financial crisis and Covid Pandemic	Mr. Sumanta Bhattacharyya
60	Adeel Ahmed Bani	135	Comparative analysis of Financial performance of life insurance companies with reference to HDFC life ,ICICI Prudential and max life	Dr. Madan Mohan Dutta
61	Affan Ahmed	136	Comparative financial performance analysis of Spencer and dmart	Mr. Bhargav Majumdar
62	Akshat Agarwal	137	Growth and Prospects of selected NBFC	Mr. Sumanta Bhattacharyya
63	Aniruddha Bhawsinka	139	Financial performance of Automobile Companies in the Two Wheeler sector: Hero motor Vs Bajaj Auto	Dr. Arindam Banerjee
64	Archish Murarka	140	Comparative Financial performance analysis of Luxury Fashion Industry Vs Fast Fashion Industry	Mr. Bhargav Majumdar
65	Bhagyashree Agarwal	142	A study on financial performance of private Life insurance companies in India : HDFC Life, ICICI Prudential and SBI life	Dr. Madan Mohan Dutta
66	Divya Singhi	145	Comparative returns from Growth Oriented Mutual Fund Vs Stock Index	Mr. Sumanta Bhattacharyya
67	Himanshu Dadhich	149	Comparative working capital analysis of L &T and Bhel	Dr. Madan Mohan Dutta
68	Ishika Sanghi	152	Comparative Financial performance analysis of Tata Power and Reliance Power	Dr. Madan Mohan Dutta
69	Jahnvi Sharma	153	Performance of the Indian economy in post liberalization	Ms. Paramita Sarkar
70	Khusboo Agarwal	155	Comparative Working capital analysis of HUL and Godrej	Dr.Arindam Banerjee
71	Khushi Ojha	156	Risk Return Analysis of select stock of Automobile Companies in India	Dr.Arindam Banerjee
72	Mayank Jalan	159	Growth of FDI in India in post global financial crisis	Mr. Sumanta Bhattacharyya
73	Mehul Modi	161	Growth of Debt Mutual funds in India	Mr. Sumanta Bhattacharyya
74	Moavia Mumtaz	162	Impact on Government expenditure on Infrastructure on FDI inflow in India	Mr. Sumanta Bhattacharyya

75	Nitya Kajaria	166	Comparative Financial performance analysis of Listed Sugar Sector companies	Mr. Bhargav Majumdar
76	Pritesh Bhartia	169	Impact of COVID on NPA in PSU Banks in India	Mr. Bhargav Majumdar
77	Rishav Choudhary	174	Comparative study on the stock performance of Pharmaceutical Industry in India during the covid crisis period.	Dr. Arindam Banerjee
78	Rishik Kumar	175	Comparative Financial Analysis of Bajaj Electricals and Crompton Greaves	Ms. Paramita Sarkar
79	Ritika Kejriwal	176	An analysis of impact of FDI INFLOWS on India Economy	Ms. Paramita Sarkar
80	Shivam Gadodia	184	A Comparative study of Financial performance of Reliance petro Chemical Ltd and Indian Oil	Dr. Madan Mohan Dutta
81	Shraddha Lathia	185	Performance of select ETF in India	Mr. Sumanta Bhattacharyya
82	Shriansh Poddar	186	Prospects and challenges of Low cost Airlines in India	Ms. Paramita Sarkar
83	Shubham Periwal	188	Comparative analysis of financial performance of NALCO and HINDALCO	Mr. Bhargav Majumdar
84	Shweta Agarwal	189	Impact of exchange rate fluctuation on India Economy	Ms. Paramita Sarkar
85	Snigdha Verma	191	Comparative Analysis of financial performance of private banks- HDFC Vs ICICI Bank	Dr. Madan Mohan Dutta
86	Surbhi Chhajer	193	Comparative Analysis of financial performance in Indian Telecom Sector - Special reference to Bharti Airtel and Vodafone	Mr. Bhargav Majumdar
87	Tanish Lodha	194	Risk and return Analysis of stocks of IT sector :TCS and Infosys	Ms. Paramita Sarkar
88	Tvisha Kedia	196	Comparative Analysis of Financial performance of Mobikwik and Paytm	Mr. Bhargav Majumdar
89	Vaibhav Pansari	197	Impact of Free Trade Agreement on the International Trade of the Indian economy in the last 5 years	Mr. Sumanta Bhattacharyya

MARKETING SPECIALIZATION

1	Aditi Agarwal	2	Choice of attributes for buying online women's apparels.	Dr. Oindrila Chakraborty
2	Akshat Agarwal	4	Identification of factors influencing buying behaviour in sneaker industry.	Dr. Ranjan Bharadwaj
3	Arjun Kumar Khanna	7	A study on the preference between ads posted on social media site (linked in , internshalaetc) over traditional news paper advertisement for new entrants.	Mr. Aupam Purkait
4	Ayush Agarwal	8	A study on the influence of social media on the growth of small business enterprises.	Mr. Aupam Purkait
5	Chanchal Agarwal	10	Brand influence for FMCG products on urban consumers	Dr. Seema Lall
6	Dhruvi Agarwal	11	Comparative analysis of customer preference towards Colgate Plastic toothbrush and Bamboo India toothbrush	Dr. Ranjan Bharadwaj
7	Divyanshu Sharma	12	A study on promotional strategy of smartphone industry with special reference to Xiaomi.	Mr. Aupam Purkait
8	Gaurav Daga	13	Impact of loyalty programs on sales and customer loyalty in the Airlines sector.	Dr. Soma Sinha Roy
9	Harsh Khandelwal	14	Comparative study of Lays and Bingo.	Dr. Manjishtha Sur Roy Chowdhury

10	Harsh VardhanRungta	16	A study on consumer behaviour towards mobile phone with special reference to iphone.	Mr. Aupam Purkait
11	Iram Dhanani	17	A study of triggering factors of impulse buying behaviour.	Dr. Oindrila Chakraborty
12	Ishika Jaiswal	18	A study on the impact of nostalgia towards consumer buying behaviour.	Dr. Manjishtha Sur Roy Chowdhury
13	Ishita Lahiri	19	A study on the impact of nudge theory in retail customer's purchase decision	Dr. Manjishtha Sur Roy Chowdhury
14	Keshav Agarwal	21	Study of consumer buying perception toward Honda and Toyota cars	Dr. Manjishtha Sur Roy Chowdhury
15	Kunal Dugar	23	Impact of celebrity brand endorsements on buying behaviour of snacks	Dr. Seema Lall
16	Manav	25	Exploring the impact of celebrity endorsement on ROI for FMCG	Dr. Seema Lall
17	Mayank Sukhani	26	A study on the consumer behaviour towards ordering food online.	Dr. Ranjan Bharadwaj
18	Navya Narang	30	Impact of online grocery shopping apps on consumer behaviour a case study on nature's basket.	Mr. Aupam Purkait
19	Nilesh Mohta	31	A study on the customer preferences for headphones in the Indian Market	Dr.Ranjan Bharadwaj
20	Palak Agarwal	33	A study on factors influencing the consumer buying behaviour with reference to Nykka	Dr.Oindrila Chakraborty
21	Payal Minda	34	A study on the consumer perception towards Ice Cream brands in India.	Dr. Manjishtha Sur Roy Chowdhury
22	Radhika Mittal	37	The impact of word of mouth in the restaurant industry	Dr. Soma Sinha Roy
23	Rashi Dujari	39	A study on social media influence for choice of restaurants.	Mr. Aupam Purkait
24	Rishabh Khator	40	A comparative study on the promotional strategies of Big Bazaar and Reliance Retail.	Dr. Ranjan Bharadwaj
25	Rishav Falodia	41	A study on the Consumer behaviour on purchase decisions of electronic products online.	Dr. Soma Sinha Roy
26	Rishika Agarwal	42	Impact of cause marketing on brand affinity with young mothers- A case study on Mama Earth	Dr. Seema Lall
27	Shiddhant Sharma	50	A case study on Lenskart with special reference to Technology.	Mr. Aupam Purkait
28	Shubham Chanani	54	Study on the Consumer Online Buying Behaviour towards groceries during Covid-19.	Dr. Ranjan Bharadwaj
29	Shubham Rajuka	55	A study on the customer preferences towards organised and unorganised grocery items	Dr. Soma Sinha Roy
30	Siddhant Kochar	56	A comparative study of clean fuel vs non recyclable fuel cars	Dr. Ranjan Bharadwaj
31	Simardeep Singh Arora	57	A study on the factors contributing to the popularity of OTT services	Dr. Oindrila Chakraborty
32	Soumya Sharma	58	A study on Consumer behaviour towards fast fashion	Dr. Seema Lall
33	Sweta Mehta	60	Impact of brand image on customer loyalty towards Fashion brands.	Dr. Oindrila Chakraborty
34	Tejas Bhavsar	61	Impact of Store Image on Consumer Behaviour: A Comparative Study on Coffee Shops	Dr. Soma Sinha Roy
35	Vanshika Agarwal	64	A study on the change of consumer behaviour towards streaming services due to	Dr. Soma Sinha Roy

			the influence of covid 19	
36	Vedika Somani	65	A case study on repositioning strategies of Camlin.	Dr. Oindrila Chakraborty
37	Adnan Ahmed Mullick	69	A comparative study on Consumer behaviour towards Local Brands and National Brands in the Rural Market of West Bengal.	Dr. Seema Lall
38	Akshat Bhawsingka	71	A study of consumer preferences towards App-based milk delivery services in Kolkata	Mr. Aupam Purkait
39	Amishi Rungta	72	Analysis of consumer buying behavior for clothes.	Dr. Ranjan Bharadwaj
40	Ashwarya Kedia	74	Gen Z's perception of personal branding and its influence on their purchase decisions in the grooming industry	Dr. Soma Sinha Roy
41	Ayush Bhagat	75	Influence of Emotional Advertising on the consumer decision making for choice of QSR.	Dr. Oindrila Chakraborty
42	Bhumika Bothra	76	Study on change in consumer perception and behaviour towards healthy snacks.	Dr. Manjishtha Sur Roy Chowdhury
43	Divija Mimani	78	A comparative study of Tinder vs Bumble	Dr. Soma Sinha Roy
44	Harsh Mittal	81	A study to analyze the customer perception towards Lakme skincare products.	Dr. Seema Lall
45	Hrishika Kejriwal	83	Consumer Behavior towards 'Street Food In India'.	Dr. Manjishtha Sur Roy Chowdhury
46	Ishaan Mahipal	84	A study on the influence of Social Media on consumer preference for Gaming Apps.	Mr. Aupam Purkait
47	Jemin S Damani	87	A comparative study towards Britannia and Parle biscuits.	Dr. Seema Lall
48	Mahima Agarwal	91	Study on the Impact of the Covid-19 Pandemic on Instagram and Influencer Marketing.	Dr. Seema Lall
49	Mannvi Saini	92	A study on the factors affecting direct marketing in FMCG sector	Dr. Ranjan Bharadwaj
50	Mihir Purswani	95	A study on the impact of brand image on customer loyalty for Luxury Automobiles.	Dr. Oindrila Chakraborty
51	Mohit Upadhyay	96	A study to identify the factors contributing to the preference of OTT platforms in India.	Dr. Seema Lall
52	Nidhi Sahu	97	A study on the impact of Mobile Advertising for business growth in the retail sector.	Dr. Seema Lall
53	Nimit Jain	98	A Study on the packaging and labelling strategies used in FMCG sector	Dr. Ranjan Bharadwaj
54	Nitya Bhawsingka	99	Consumer behaviour towards streetwear	Dr. Manjishtha Sur Roy Chowdhury
55	Preeti Modi	102	Customer popularity for Black Friday sale-A comparison between Nykaa and Purplle.	Dr. Oindrila Chakraborty
56	Priyal Jain	103	A study to explore the impact of influencer marketing in consumer behaviour towards Fashion brands	Dr. Seema Lall
57	Radhika Agarwal	104	A study on Perception of customers regarding digital banking	Mr. Aupam Purkait
58	Rishu Agarwal	109	Influence of Animes in the purchase behaviour of the millennials and Gen Z.	Dr. Soma Sinha Roy
59	Saloni Rathi	113	Consumer perception towards purchase of apparels made from recyclable plastic.	Dr. Manjishtha Sur Roy Chowdhury
60	Sanskar Jaiswal	114	Comparative strategies undertaken by Digital Scholar and Growth School for their success.	Dr. Soma Sinha Roy

61	Sejal Kajaria	115	A study on the Consumer behaviour towards baby products.	Dr. Ranjan Bharadwaj
62	Shreeparna Mitra	119	A study on the Non medical factors that influence a patient's satisfaction in healthcare industry.	Dr. Manjishtha Sur Roy Chowdhury
63	Siddharth Jaiswal	123	A study to identify the factors that affect the choice of two-wheeler brands	Dr. Ranjan Bharadwaj
64	Sristi Agarwal	125	The power of two wheels: A comparative Study on Customer Relationship Management of Rapido Bike and Uber Moto	Dr. Ranjan Bharadwaj
65	Suraj Rohra	126	A study on the promotional measures and its effectiveness with special reference to Zomato and Swiggy.	Dr. Soma Sinha Roy
66	Yashvi Binani	133	A study on the factors affecting the purchase decisions of young adults for mobile phones.	Dr. Seema Lall
67	Youganter Rania	134	A study on Exploring the impact of celebrity endorsements on ROI for CPG	Dr. Oindrila Chakraborty
68	Aman Parakh	138	A study on the consumer perception towards urban company.	Dr. Manjishtha Sur Roy Chowdhury
69	Aviral Jaiswal	141	Impact of advertising on buying decisions of the consumer with respect to Indian ethnic wear	Dr. Oindrila Chakraborty
70	Bipasha Mallick	143	A study on Strategies undertaken to market beauty products to gen X.	Dr. Soma Sinha Roy
71	Esha Bothra	146	A study on the consumer buying behaviour for taboo products in India.	Dr. Manjishtha Sur Roy Chowdhury
72	Harsh Debuka	147	Impact of Promotional measures towards consumer purchase behavior for multi brand retail	Dr. Ranjan Bharadwaj
73	Harsh murarka	148	A study to analyze the perception of millennials towards luxury brands: a study based in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
74	Srishti Sadh	150	“A comparative study of consumer behaviour towards branded packaged drinking water”	Dr. Ranjan Bharadwaj
75	Ishan dubey	151	A Comparative study of E-wallets	Mr. Aupam Purkait
76	Liza Kar	157	A study on the role of brand elements in consumer purchase decisions of cosmetics	Dr. Seema Lall
77	Manan Khara	158	A study on brand love amongst Indian consumers with special reference to Smartphone Industry.	Dr. Oindrila Chakraborty
78	Megha Agrawal	160	A study on consumer buying behavior in local kirana stores vs hypermarket(Big Bazaar)	Dr. Oindrila Chakraborty
79	Nafees Atahar Khan	163	Techniques and Impact of Social Media Marketing on Service oriented companies with special reference to Byjus.	Mr. Aupam Purkait
80	Nikhunj Roongta	164	A study to identify the factors affecting brand loyalty in the sports shoes industry	Dr. Soma Sinha Roy
81	Paridhi Goenka	167	A study on the factors influencing consumers to switch purchases between online and offline platforms in FMCG sector	Dr. Seema Lall
82	Pragati Kedia	168	The role of social learning in influencing the consumer buying decision with specific reference to smart phones	Dr. Manjishtha Sur Roy Chowdhury
83	Priyanshi	170	A Comparative study of marketing mixes of bata and adidas	Dr. Ranjan Bharadwaj
84	Radhika Todi	171	A study on the brand switching behavior of smartphones in India	Dr. Oindrila Chakraborty

85	Rajeshwari Thaker	172	A study on the emerging trends in Luxury retail marketing - pre Covid and Covid times.	Dr. Soma Sinha Roy
86	Rhea Jaitha	173	A study on the factors affecting purchase behaviour in e-Pharmacy sector	Dr. Manjishtha Sur Roy Chowdhury
87	Rohan Agarwala	177	A study on role of influencer marketing on purchase decisions for lifestyle products	Dr. Seema Lall
88	Sakib Ahmed	178	Impact of advertising in fintech companies	Dr. Oindrila Chakraborty
89	Sakshi Joshi	179	A study on the effect of word of mouth on consumers buying behaviour towards grooming products.	Dr. Soma Sinha Roy
90	Sanket Nadhani	180	A STUDY ON Consumer behaviour towards energy drink in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
91	Sayam Verma	181	Factors influencing acceptance of AR video conferencing in retail jewellery industry	Mr. Aupam Purkait
92	Shagun Dhanuka	182	A study on the impact of online reviews in purchasing pattern of home appliances	Mr. Aupam Purkait
93	Shazneen Saher	183	A study on the adoption pattern of customers for iphone in the Indian market	Dr. Ranjan Bharadwaj
94	Shubh Bhawnani	187	Comparative study of Consumer Preference towards ios and Android	Dr. Oindrila Chakraborty
95	Siddharth Miharia	190	Impact of digital marketing measures on the growth of private banks	Mr. Aupam Purkait
96	Sriya De	192	A study on the impact of ethnocentricity in advertising on consumer purchase decisions.	Dr. Seema Lall
97	Trisha Datta	195	A study on the impact of supplementary services on consumer's buying behaviour for luxury hotels in kolkata	Dr. Oindrila Chakraborty
98	Vatsal Pincha	198	A study on the factors affecting consumer behaviour towards purchase of tea.	Dr. Manjishtha Sur Roy Chowdhury
99	Vijay Pareek	199	A Comparative study of traditional marketing and digital marketing with reference to clothing.	Mr. Aupam Purkait
100	Yashvi Lohia	200	A study on the consumer behaviour towards purchase of branded jewellery	Dr. Soma Sinha Roy
101	Zeyana Patel	201	The effect of brand awareness on consumer's purchase intentions for consumer electronic goods	Dr. Soma Sinha Roy
102	Shraddhan Jain	202	A study on the influence of digital marketing on real estate business	Mr. Aupam Purkait