

**J.D. BIRLA INSTITUTE**  
 Department of Management  
**APPROVED LIST OF RESEARCH PROJECT TOPICS & MENTORS**  
 3<sup>rd</sup> year (Semester-VI), Session2023-24

Sl. No.	Name of the Student	Class Roll No	Final Topic	Mentor
1	Pranav Kumar Agarwal	1	Risk-return analysis of Indian stock market: Pre and post covid 19 era	Dr. Arindam Banerjee
2	Ayush Agarwal	2	Comparative study of the NPAs and its impact on the financial performance of private and public sector bank : A study of SBI and HDFC Bank	Dr. Madan Mohan Dutta
3	Disha Jindal	4	Comparative financial performance analysis in paint industry in India with reference to Asian Paints and Dulux Paints	Mr. Bhargav Majumdar
4	Shristi Agarwal	5	A study on the financial performance of real estate sector with reference to DLF Ltd and Godrej Properties Ltd	Dr. Arindam Banerjee
5	Aditi Jaiswal	6	A comparative study of risk and return with reference to NIFTY banks and NIFTY IT	Dr. Sraboni Dutta
6	Saloni Kumar	7	The role of online reviews and ratings in influencing hotel booking decisions: A case study Taj Bengal	Dr. Ranjan Bhardwaj
7	KomalRampuria	8	Impact of selected macroeconomic variables on Indian stock market returns	Dr. Sumanta Bhattacharyya
8	Aditya Agrawal	9	Financial performance of HDFC home loan and LIC housing finance Ltd for last 5 years	Dr. Madan Mohan Dutta
9	Ayush Singh	11	A study on impact of personalisation in hospitality industry.	Dr. Oindrila Chakraborty
10	AarushiGoenka	13	Comparative financial performance analysis in hotel industry in India: ITC and Taj Group of Companies	Dr. Madan Mohan Dutta
11	YashHemani	14	A comparative study of mutual funds in India with reference to Nippon India mutual fund and Axis Mutual fund	Dr. Sumanta Bhattacharyya
12	YashKataruka	16	Comparative study of the non performing Assets in Indian banking sector with reference to Bank of Maharashtra and Kotak Mahindra Bank.	Dr. Arindam Banerjee
13	Aishwarya Jain	17	Red bull - a case study on competitive marketing strategies to capture Indian market	Dr. Oindrila Chakraborty
14	AishiBhattacharjee	18	A comparative study of mutual funds in India with reference to SBI mutual fund and HDFC Mutual fund	Ms. Paramita Sarkar
15	ShivangMundhra	19	A study of the risk return analysis of selected PSU bank stocks in India	Dr. Sraboni Dutta

16	VidhiKabra	20	Impact of goods and service tax on economic growth of India	Dr. Sumanta Bhattacharyya
17	YashviSaraogi	21	Comparative study of financial performance of manufacturing companies in India with reference to Maruti Suzuki and Tata Motors	Dr. Arindam Banerjee
18	ManavBadalia	22	Comparative financial performance analysis in automobile industry in India with reference to Bajaj Auto Ltd and TVS Motors	Dr. Madan Mohan Dutta
19	RitikaChoudhary	24	Impact of branding on consumer purchasing behaviour	Dr. Oindrila Chakraborty
20	Simran Sharma	25	Detailed analysis of merger of Infosys Ltd. and Kaleidoscope Innovation	Dr. Arindam Banerjee
21	Yuvraj Mall	26	A study on the comparative analysis between NSE and NASDAQ	Dr. Sumanta Bhattacharyya
22	Raja Bharat Rathi	27	Analysis of NPA of public sector bank with respect to SBI and PNB	Mr. Bhargav Majumdar
23	KritikaVasani	28	A study on investor's perception towards systematic investment plan(sip) in India	Dr. Sumanta Bhattacharyya
24	Vishal Manot	29	Analysis of IPO performance in Indian markets.	Ms. Paramita Sarkar
25	Priyanshu Agarwal	31	An analysis of working capital management of Ambuja Cement and Star Cement.	Dr. Arindam Banerjee
26	Rishi Tripathi	32	A comparative study on financial performance of equity oriented growth fund with reference to Reliance and HDFC mutual funds	Mr. Bhargav Majumdar
27	Gurlin Kaur	33	A study on working capital management of automobile sector with reference to Tata Motors and Ashok Leyland.	Dr. Madan Mohan Dutta
28	Mahi Jain	34	Comparitive risk and return analysis of growth oriented mutual funds vs index funds	Dr. Sumanta Bhattacharyya
29	Raghav Jain	35	A comparative study between NSE (India) and DJIA (USA)	Dr. Madan Mohan Dutta
30	Gaurav Tibrewal	36	A study on effecitve marketing strategies for health care services in India	Dr. Ranjan Bhardwaj
31	Kavleen Chhabra	37	Risk return analysis of 10 select IT stocks.	Ms. Paramita Sarkar
32	Adarsh Agarwal	38	Comparative analysis of financial performance of private sector banks with reference to HDFC and ICICI Bank.	Ms. Paramita Sarkar
33	Tanisha Ray	39	A study of social media marketing and its impact on luxury fashion brands.	Dr.Oindrila Chakraborty
34	Tanmay Jain	40	A comparative study of financial performance of Tata Steel and JSW steel in Indian Steel Industry.	Mr. Bhargav Majumdar
35	SamikshaChaturvedi	42	Future prospects of marketing in the age of the creator economy.	Dr. Manjistha Sur Roychowdhury

36	Sanskar Jain	43	An empirical study of investor behaviour in equity market.	Ms. Paramita Sarkar
37	Anshul Pachlangia	44	Investigating the relationship between stock market volatility and economic indicators (GDP, inflation rate, interest rate etc.) in India.	Dr. Sumanta Bhattacharyya
38	Bhavika Mehta	45	Structural and financial comparative analysis between BSE and NSE	Mr. Anupam Purkait
39	Roshni Golchha	47	Comparing pre merger SBI and post merger SBI	Mr. Bhargav Majumdar
40	Anurag Gupta	48	Export competitiveness of Indian tea vs Indian coffee	Ms. Paramita Sarkar
41	Oquaab Ali Nasib	49	Comparative financial analysis between Spice Jet and Indigo.	Dr. Madan Mohan Dutta
42	Piyush Jaiswal	51	Comparative financial performance analysis of Tata Steel and JSPL	Mr. Bhargav Majumdar
43	Satyam Choudhary	52	Comparative analysis on financial performance of PNB and Indusind bank	Dr. Arindam Banerjee
44	Jaya Agrawal	53	Comparative analysis on financial performance of SBI and ICICI bank	Dr. Oindrila Chakraborty
45	Priyanshu Mondal	54	A study on consumer behaviour towards local brands vs national brands in men's clothing	Mr. Anupam Purkait
46	Jhanvi Khanuja	55	Study on financial analysis and performance of Axis Bank and Bank of Baroda	Dr. Madan Mohan Dutta
47	Mitansh Bagaria	56	Impact of Covid 19 on the domestic two-wheeler sector	Ms. Paramita Sarkar
48	Bhavana Rathi	57	A comparative financial analysis of HUL and ITC Ltd	Dr. Sumanta Bhattacharyya
49	Rittika Sharma	58	A study of NPA of two new age banks: Bandhan Bank and Yes Bank.	Dr. Madan Mohan Dutta
50	Harsh Linga	59	Comparative financial analysis of Tetley India and Lipton India Ltd.	Ms. Paramita Sarkar
51	Aman Agarwal	60	A comparative study of financial performance of ICICI Prudential and SBI Life	Mr. Bhargav Majumdar
52	Vanshika Agarwal	61	The impact of social media influencers on consumer purchasing behavior in Fashion industry	Dr. Ranjan Bhardwaj
53	Shreya Rai	62	Comparative analysis of financial performance of TCS and Wipro	Dr. Manjistha Sur Roychowdhury
54	Disha Agarwal	63	A study on consumer perception towards fast food chain vs street food	Mr. Anupam Purkait
55	Sanjhi Agarwal	64	A comparative study of financial performance of airline industry in India with reference to Indigo and Air India	Dr. Madan Mohan Dutta
56	Nirvan Goenka	65	A comparative study of financial performance of airline industry in India with reference to Jet Airways and Air India	Dr. Arindam Banerjee

57	Shaily Agarwal	66	A study on perception towards thrift stores among college students	Dr. Oindrila Chakraborty
58	Adarsh Kumar Agarwal	67	Comparative financial performance analysis in Indian FMCG industry with reference to Britannia and Bisk farm	Ms. Paramita Sarkar
59	RishikaPoddar	68	Comparative financial performance analysis in cement industry in India with reference to Ultra TechCements Ltd and ACC Ltd	Dr. Madan Mohan Dutta
60	Tanisha Agarwal	69	A study on the awareness and perception of Brandlove amongst Indian generation Z Consumers with reference to the Fashion industry	Dr. Ranjan Bhardwaj
61	ShreevardhanBhatter	70	A study on working capital management with reference to indian automobile industry: Mahindra & Mahindra Ltd and Maruti Suzuki Ltd	Dr. Madan Mohan Dutta
62	Rozal Agarwal	71	Study of the impact of monetary policies by RBI on Indian economy	Ms. Paramita Sarkar
63	Shristy Agarwal	72	Comparative financial analysis of regional rural bank in India with reference to Karnataka Vikas Gramin Bank and Punjab Gramin Bank	Dr. Sumanta Bhattacharyya
64	Diya Gupta	73	Building strong brands: A comprehensive investigation into the factors influencing brand awareness and perceived quality in theme based restaurants business	Dr. Oindrila Chakraborty
65	Ankita Agarwal	74	Comparative financial performance analysis in Indian Aviation Industry with reference to Air India and Spice Jet.	Dr. Arindam Banerjee
66	Janhavi Mishra	75	Comparative financial performance of Indian pharmaceutical Industry in India with reference to Cipla and Dr Reddy Laboratories	Dr. Sumanta Bhattacharyya
67	Ayush Agarwal	78	Comparative financial performance analysis in power industry in India with reference to Power Grid and NTPC	Ms. Paramita Sarkar
68	Khushi Agarwal	80	Comparative financial analysis of Indian FMCG companies with reference to Tata Consumers and Nestle	Dr. Madan Mohan Dutta
69	Divyansu Agarwal	81	Comparative financial analysis of Indian IT companies with reference to HCL and TCS	Dr. Arindam Banerjee
70	Devansh Agarwal	82	Comparative analysis of financial performance of Indian Oil and HPCL.	Mr. Bhargav Majumdar
71	ShreevatsGarodia	83	A study of financial performance of banking sector using CAMEL ratios with reference to Punjab	Dr. Arindam Banerjee

			National Bank and HDFC Bank	
72	Rahil Rahman	84	A study on identification of factors impacting different marketing tools in fitness industry	Mr. Anupam Purkait
73	Mansi Goyal	85	Impact of changes in crude oil prices in Indian economic variables	Dr. Sumanta Bhattacharyya
74	MuskanKedia	86	Volatility of Indian stock market with respect to the union budget	Ms. Paramita Sarkar
75	Parag Agarwal	87	A study of investor behaviour in the Indian stock market.	Dr. Sumanta Bhattacharyya
76	MayankGoyal	88	A comparative financial study on Gillette and Procter and Gamble.	Dr. Madan Mohan Dutta
77	EkanshDalmia	89	A comparative study of FDI and FPI and their impact on Indian economy.	Ms. Paramita Sarkar
78	Karan Dhona	90	A study on the financial performance of automobile sector with reference to Tata Motors and Maruti Suzuki.	Mr. Bhargav Majumdar
79	Siyaa Agarwal	91	Micro, small and medium enterprises - Study of their problems and growth prospects in India.	Ms. Paramita Sarkar
80	Niyati Singh	92	Analysis of various methods of enhancing employee productivity with special reference to hospitality sector.	Dr. Manjistha Sur Roychowdhury
81	Arindam Roy	93	Sector wise analysis of mutual funds in India with reference to banking sector	Mr. Anupam Purkait
82	Keshav Agarwal	94	Sector wise analysis of mutual funds in India with reference to IT sector	Mr. Anupam Purkait
83	JahnviMohta	95	A comparative study on financial performance of Britannia and Parle Industries	Dr. Arindam Banerjee
84	Garima Jain	96	Financial impact of Jio's entry in the Indian telecom industry	Mr. Anupam Purkait
85	Ayush Sharma	97	Comparative analysis of the Financial Performance of SBI and ICICI bank.	Dr. Sumanta Bhattacharyya
86	Nikita Bhawsinghka	98	Comparing financial performance of Sun Pharmaceuticals with Cipla over past 5 years	Dr. Madan Mohan Dutta
87	Bhumi Agarwal	99	Impact of social media marketing on quick service restaurants in India.	Dr. Manjistha Sur Roychowdhury
88	AshwinGoyal	100	Financial statement analysis of FMCG industry with special reference to HUL.	Dr. Oindrila Chakraborty
89	Khushi Gupta	101	A study of the impact of influencer marketing on demand of cosmetic products.	Dr. Manjistha Sur Roychowdhury
90	DevanshiDidwania	102	The rise and impact of augmented reality (AR) and virtual reality (VR) on the customer experience.	Mr. Anupam Purkait
91	Samarth Chadha	103	A study on the performance of Jaguar pre and post Tata takeover	Dr. Sumanta Bhattacharyya

92	Abhay Garg	104	A study on the impact of foreign exchange fluctuations on India's trade balance	Ms. Paramita Sarkar
93	VedikaDaga	105	A study of the Impact of Covid 19 on the performance of the Indian two wheeler sector	Dr. Oindrila Chakraborty
94	Amitosh Chatterjee	106	A study on brand loyalty towards footwear in the age of choice	Dr. Ranjan Bhardwaj
95	Vishal Agarwal	107	A comparative study of financial performance of Aditya Birla Sun Life and SBI Life in Indian Life Insurance industry	Dr. Madan Mohan Dutta
96	AnanyaHait	108	Impact of influencer marketing with respect to choice of hotels in India	Dr. Ranjan Bhardwaj
97	Jia Agarwal	110	A comparative study (including financial analysis) between GPay and Paytm	Mr. Bhargav Majumdar
98	HritSinghania	111	A study on the customer preference towards select mobile brands (iPhone vs Samsung)	Dr. Manjistha Sur Roychowdhury
99	Arihant Agarwal	112	A study on the role of social media in digital marketing in food and beverage industry	Mr. Anupam Purkait
100	Shayantan Bhattacharya	113	Impact of social media influencers on youth in mobile industry	Dr. Oindrila Chakraborty
101	AnjaniKhaitan	114	A comparative financial analysis between Amazon and Flipkart.	Dr. Arindam Banerjee
102	Meera Kant	116	Empowering Indian Investors: A comprehensive analysis of REITS and INVITSin	Dr. Sraboni Dutta
103	KumudBhatter	117	A study on the changes in crude oil prices on the volatility Indian stock market	Ms. Paramita Sarkar
104	ShailveeGandotra	118	A study on measuring the impact of personalization in digital marketing in the luxury apparel industry	Mr. Anupam Purkait
105	HarshitBudhia	119	A comparative (financial) analysis of Tata Steel and SAIL	Mr. Bhargav Majumdar
106	Aakriti Agarwal	120	Impact of price and packaging of cosmetic items	Dr. Ranjan Bhardwaj
107	VikramRathi	121	Identifying successful marketing strategies undertaken by HUL and P&G	Dr. Manjistha Sur Roychowdhury
108	Divyansh Kumar Bothra	122	Comparative analysis on the financial performance of Tata Power and Adani Power	Mr. Bhargav Majumdar
109	Shubham Agarwal	123	Comparative analysis of financial performance of Patanjali and Unilever	Dr. Arindam Banerjee
110	Kunal Kothari	125	A study on factors affecting purchase behaviour of foods through different marketing channels	Dr. Ranjan Bhardwaj
111	MohitKasera	126	An investigation on impact of promotion mix in motivating consumer brand preference for earphones.	Dr. Manjistha Sur Roychowdhury
112	NainaChhajer	127	A study on consumer behaviour of online e commerce gift stores	Dr. Oindrila Chakraborty

113	ShubhMalani	128	Comparative financial analysis of Indian textile industry with reference to Raymond and Aditya Birla Group	Dr. Madan Mohan Dutta
114	Vaibhav Sharma	129	Comparative analysis of financial performance of ONGC and Reliance Petroleum	Mr. Bhargav Majumdar
115	KrishSinghania	130	A study on measuring the impact of promotion mix on consumers in cold beverage sector	Dr. Ranjan Bhardwaj
116	SkSamiuddin Ahmed	131	Comparative financial performance analysis of NTPC and NHPC	Dr. Oindrila Chakraborty
117	RashiPoddar	133	Comparative analysis of financial performance of Edelwiess and Aditya Birla Mutual fund	Dr. Madan Mohan Dutta
118	Khushi Gupta	134	A study on risk-return analysis of Indian Stock Market with reference to Nifty 50 and BSE Sensex	Mr. Anupam Purkait
119	Adarsh Agarwal	135	Comparative financial analysis of India telecom industry with reference of Airtel and Vodafone	Dr. Arindam Banerjee
120	Shraddha Jaiswal	136	A study on identification of determinants and associated factors for youth buying behaviour of Coca Cola	Dr. Manjistha Sur Roychowdhury
121	Hemontika Paik	137	Change in India's trade performance since liberalization with special reference to trade policy	Ms. Paramita Sarkar
122	Pragati Gupta	138	A study of financial performance of Indian banking sector with reference of HDFC Bank and Axis bank	Dr. Sumanta Bhattacharyya
123	AbhisekhHaritwal	140	Comparative analysis of financial performance of ICICI Prudential Mutual Fund and SBI Mutual fund	Mr. Bhargav Majumdar
124	GautamTaparia	141	Comparative financial performance analysis of Indian FMCG companies with reference to HUL and ITC	Dr. Arindam Banerjee
125	Akshita Agarwal	142	An empirical study on Indian college youth with special reference to the influence of marketing determinants on OTT platforms	Dr. Manjistha Sur Roychowdhury
126	HimanshiAgarwalla	143	A study on factors affecting consumer preferences with respect to street food in India	Mr. Anupam Purkait
127	Sujal Mittal	144	Financial performance of Indian telecom sector with special reference to Bharti Airtel Ltd over past 10 years	Dr. Arindam Banerjee
128	DhruviPopat	146	The importance of sustainability in marketing campaigns and its effects on brand reputation	Dr. Oindrila Chakraborty
129	Rishabh Sinha	147	Comparative analysis of financial performance of Hindustan Petroleum Corporation & Indian Oil	Dr. Sumanta Bhattacharyya

130	Suhani Desai	148	Indigo Vs Spicejet - Financial performance analysis	Ms. Paramita Sarkar
131	JunaidSaimChishty	149	Comparative financial analysis of Dabur and Patanjali Consumer Goods (FMCG Goods)	Dr. Madan Mohan Dutta
132	Swati Choraria	150	A comparative study on traditional and alternate investments in India.	Dr. Ranjan Bhardwaj
133	Keya Mehta	151	Financial performance analysis of Reliance Industries Ltd over past 10 years.	Mr. Bhargav Majumdar
134	Shruti	152	Financial performance analysis between Infosys and TCS	Dr. Arindam Banerjee
135	Gautam Agarwal	153	Study financial performance of IOCL and BPCL.	Mr. Anupam Purkait
136	Ishita Gupta	154	A study on the financial performance of banking sector with respect to PNB and Canara bank.	Dr. Arindam Banerjee
137	KrishPasari	155	Future and challenges of e-waste management	Dr. Oindrila Chakraborty
138	HanshikaAgarwalla	157	Future and prospects of green food marketing in India.	Dr. Manjistha Sur Roychowdhury
139	JatinAgawal	158	Comparative financial analysis of Honda and Hyundai.	Ms. Paramita Sarkar
140	Pratya Chowdhury	159	Impact of emerging technologies in construction and mining industry.	Dr. Ranjan Bhardwaj
141	Diya Agarwal	160	A study of financial performance of banking sector with reference to PNB and Axis Bank.	Mr. Bhargav Majumdar
142	Mayank Jain	162	Study perception of young investors towards investment in mutual funds.	Dr. Ranjan Bhardwaj
143	PratishthaSuntwal	163	Evaluating portfolio of HDFC bank and SBI and making investment decisions	Mr. Bhargav Majumdar
144	Karina Jain	164	A study on pre and post merger between Vodafone and Idea.	Dr. Arindam Banerjee
145	Umang Agarwal	165	Comparative financial performance of Kotak Mahindra and ING Vysya Bank	Mr. Anupam Purkait
146	JagritiDharewa	166	A Study on the effect of product packaging and aesthetics on consumer perception	Dr. Oindrila Chakraborty
147	Madhur Agarwal	167	Phone Pay vs Google Pay: Financial analysis	Dr. Sumanta Bhattacharyya
148	AsthaKejriwal	168	Financial analysis of Nike and Adidas - A comparative study	Ms. Paramita Sarkar
149	Tanisha Chandak	169	The impact of advertising on consumer behaviour in FMCG industry	Dr. Manjistha Sur Roychowdhury
150	VineetSanghvi	170	A study on effect of JIO's entry on the financials of existing telecom players	Dr. Manjistha Sur Roychowdhury
151	Shreya Agarwal	171	A study on influencer marketing with respect to thrift stores	Dr. Ranjan Bhardwaj
152	MayankShyamsukha	172	Comparative analysis (including financial) of IBM and Microsoft	Dr. Oindrila Chakraborty
153	AlishanAsgar	173	Comparative financial analysis of Infosys and HCL	Mr. Anupam Purkait
154	Kashish Jain	174	Comparing returns of various schemes of select mutual funds	Dr. Arindam Banerjee

155	Anjali Patwa	175	A study on consumer attitude towards green marketing and eco friendly products	Dr. Oindrila Chakraborty
156	Ronak Agarwal	176	Café Coffee Day vs Star Bucks: A comparative financial analysis	Dr. Sumanta Bhattacharyya
157	SamprityMondal	177	A study on the impact of word of mouth on restaurants	Dr. Manjistha Sur Roychowdhury
158	Shristi Bhardwaj	178	A study on the factors affecting consumer behaviour towards purchase of tea.	Dr. Ranjan Bhardwaj
159	Satyam Sen	179	A comparative study of the financial performance of Arvind Ltd. Vs Vardhaman Textiles Ltd.	Mr. Bhargav Majumdar
160	DhruvAgarwalla	181	Cross-generational comparison of brand loyalty: A case study in the fast-food industry	Dr. Ranjan Bhardwaj
161	ShobhitKeyal	182	A study on purchase decisions for kitchen appliances based on reviews and online ratings	Dr. Manjistha Sur Roychowdhury
162	Priyal Patel	183	A study on the impact of social media marketing on consumer's buying behavior of FMCG products	Mr. Anupam Purkait
163	SouravJaiswal	184	An study on sector wise foreign direct investment In India during the pre and post Covid era	Dr. Sumanta Bhattacharyya
164	Muskan Agrawal	185	Comparative financial performance analysis of Indian ecommerce companies :A case of Flipkart and Amazon	Dr. Arindam Banerjee
165	Shreya Agarwal	186	A study on equity oriented mutual funds in India with reference to ICICI Prudential and Nippon India Mutual fund	Dr. Sumanta Bhattacharyya
166	Aditya Goyal	187	Impact of artificial intelligence and digital transformation on Indian banking sector.	Mr. Anupam Purkait
167	Piyush Agarwal	188	Impact of fiscal deficit on the performance of Indian Economy over past 10 years	Dr. Sumanta Bhattacharyya
168	Tanvir Hassan Molla	189	A study on consumer preferences for grooming products for Gen Z	Dr. Manjistha Sur Roychowdhury
169	NikunjSanghi	190	Innovative marketing strategies for small businesses: A case study approach	Dr. Ranjan Bhardwaj
170	Harsh Jhunjhunwala	191	Comparative analysis of financial performance of JSW Steel and SAIL	Mr. Bhargav Majumdar
171	Ayush Jain	193	A study of performance of mutual funds in India during pre and post Covid era.	Mr. Anupam Purkait
172	MudrikaGoenka	194	Financial performance of Indian sugar Industry with reference to Balrampur Chini Mills Ltd and Shree Renuka sugars Ltd - A comparative analysis	Dr. Madan Mohan Dutta
173	Utkarsh Agarwal	195	A study on risk-return analysis of top 5 companies in BSE Sensex	Dr. Arindam Banerjee
174	SimranJhawar	196	Comparative analysis of financial performance of Infosys and Wipro Ltd	Dr. Madan Mohan Dutta
175	AmanMadhogaria	197	Comparative financial performance analysis in Indian	Ms. Paramita Sarkar

			FMCG industry with reference to Amul and Mother Dairy	
176	Muskan Agarwal	198	Comparative financial performance analysis in Power Industry in India with reference to Tata Power and Adani Power	Dr. Madan Mohan Dutta
177	Tia Agarwal	199	Assessing the impact of typefaces and logo design on consumer purchase intentions: The case of shoe brands	Dr. Ranjan Bhardwaj
178	SuvidhiChoraria	200	The impact of remote work on employee productivity and well being	Dr. Manjistha Sur Roychowdhury
179	AaryanAgrahari	201	Supply chain analysis in renewable Energy sector - A case study on Solar industry	Dr. Manjistha Sur Roychowdhury
180	VanshikaRathi	202	Financial performance comparison of Britannia and Parle Products over last 5 years.	Mr. Bhargav Majumdar
181	AvaniGoenka	203	A study on online shopping in India with reference to Amazon Fresh.	Dr. Oindrila Chakraborty
182	RohitSethia	204	Future and prospects of freelancing in India	Dr. Manjistha Sur Roychowdhury
183	Vinit Bansal	205	A study of factors affecting investment in mutual funds.	Dr. Sumanta Bhattacharyya
184	Dhruv Agarwal	206	Perception study of investors in risk free investment sectors	Ms. Paramita Sarkar
185	Vansh Shah	207	Comprehensive study of various mutual funds offered by Aditya Birla Sunlife Insurance.	Dr. Madan Mohan Dutta
186	Dishant Agarwal	208	Analyze the impact of financial literacy on investment preference across classes.	Mr. Anupam Purkait
187	Zaina Hamid	209	A study on factors influencing consumer buying behaviour of skincare brands	Dr. Ranjan Bhardwaj
188	Rohit Kumar Singh	210	A study on the impact of IOT on manufacturing.	Mr. Anupam Purkait
189	Prem Prakash Mohata	211	Comparative financial performance analysis of Asian paints Ltd and Berger Paints	Mr. Bhargav Majumdar
190	Anwasha Gupta	212	A study on HR dynamics and its impact on organizational success.	Dr. Manjistha Sur Roychowdhury
191	Anika Singhania	213	Prospects and challenges for social media marketing in FMCG products	Dr. Oindrila Chakraborty
192	AnupamSanghai	214	A study on impact of e-commerce on FMCG marketing	Mr. Anupam Purkait
193	VilinaMiteshRupani	215	A study on changing consumer preference among different generations towards organized retailing from unorganized retailing.	Dr. Oindrila Chakraborty
194	Ayush Agarwal	216	A study on distribution channel management-ITC	Dr. Ranjan Bhardwaj
195	Anjali Shah	217	Comparative analysis of finance performance of private sector banks with respect to HDFC Bank and Kotak Mahindra Bank	Mr. Bhargav Majumdar
196	KaushalSethia	218	Consumer awareness and attitude towards sustainable packaging.	Dr. Manjistha Sur Roychowdhury

197	Yash Bansal	219	Financial performance analysis of Nestle and Britannia.	Dr. Ranjan Bhardwaj
198	Shreya Bararia	220	Impact of national income and international trade on Indian economic growth	Dr. Sumanta Bhattacharyya
199	TabrezUllah Khan	221	Employee engagement and its impact on organizational performance in Tata Steel.	Dr. Manjistha Sur Roychowdhury
200	Komalmittal	222	Study on the consumer buying behaviour of package beverages in India	Dr. Oindrila Chakraborty
201	Aman Gupta	223	Comparing the financial performance of Sleepwell and Duroflex mattress manufacturers	Mr. BhargavMajumdar
202	Shivank Agarwal	224	Comparative analysis between NALCO and HINDALCO	Ms. Paramita Sarkar
203	SrihansBhartia	225	Comparative financial analysis of leather industry with respect to Khadim India and Sreeleathers Ltd.	Dr. Madan Mohan Dutta
204	Ritul Yadav	226	Exploring the influence of digital marketing on the beauty industry	Mr. Anupam Purkait
205	Vanisha Agarwal	227	Comparative study of financial performance between Idea and Jio	Dr. Ranjan Bhardwaj
206	Muskan Agarwal	228	Impact of monetary policy on the performance of Indian economy over past 10 years	Dr. Sumanta Bhattacharyya
207	ShoumickGuha	229	Ratio analysis study between Century Ply and Green Ply	Dr. Oindrila Chakraborty
208	VaibhavGolchha	230	Comparative financial analysis of Hero Moto Corp and Bajaj Auto Ltd.	Mr. Bhargav Majumdar
209	RishikaKallani	231	A study on instagram marketing and Gen Z trends and preferences	Mr. Anupam Purkait
210	MuskaanBihani	232	A study on the consumer preference towards Jio and Airtel	Dr. Ranjan Bhardwaj
211	Rachit Jain	233	Exploring the challenges and effectiveness of e-recruitment apps	Dr. Manjistha Sur Roychowdhury
212	Jasmine Kaur	234	Post-pandemic supply chain adaptations - A case study.	Dr. Oindrila Chakraborty
213	Vansh Agarwal	235	A study on the impact of digital marketing on Indian edutech industry	Dr. Ranjan Bhardwaj
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