

Dayananda Sagar College of Arts, Science & Commerce
Consolidated List of Project of 4th Semester MBA 2023 (2021-2023 Batch)

Sl. No.	Reg. No.	Name	Type of Research	Topic/Title	Guide Name
1	P03CJ21M0022	SHEETAL C	HR	COLLEGE JOB APPLICANT'S INTENTION TO REFUSE JOB OFFER: A STUDY WITH REFERENCE TO DEVTOWN PRIVATE LIMITED	Dr. Ameer Asra Ahmed
2	P03CJ21M0077	SANJAY DATHA HD	HR	CREATIVE PERFORMANCE BEHAVIOR: A COMPARATIVE STUDY BETWEEN WORK FROM HOME AND WORK FROM OFFICE EMPLOYEES	Dr. Ameer Asra Ahmed
3	P03CJ21M0104	ANUSHA S	HR	ROLE OF PSYCHOLOGICAL SAFETY ON EMPLOYEE WELL-BEING WITH REFERENCE TO COGNIZANT TECHNOLOGY SOLUTIONS INDIA PVT LTD	Dr. Ameer Asra Ahmed
4	P03CJ21M0114	APARAJITA	HR	INFLUENCE OF EMPLOYEE DIVERSITY AND INCLUSIVITY ON WORKFORCE COMMITMENT	Dr. Ameer Asra Ahmed
5	P03CJ21M0126	ROHAN M	HR	IMPACT OF LEADER AFFILIATIVE HUMOUR STYLE ON ENHANCING THE ENGAGEMENT AMONG THE NEW GENERATION EMPLOYEES	Dr. Ameer Asra Ahmed
6	P03CJ21M0128	CHETHAN J	HR	ORGANIZATIONAL CULTURE AND ITS INFLUENCE ON DIVERSITY AND INCLUSION IN WORKPLACE	Dr. Ameer Asra Ahmed
7	P03CJ21M0140	SPOORTHY S	HR	MENTAL HEALTH AND ITS IMPACT ON EMPLOYEE WORKPLACE PRODUCTIVITY	Dr. Ameer Asra Ahmed
8	P03CJ21M0141	SHIVAKUMAR GR	HR	JOB CRAFTING AND ITS IMPACT ON WORK ENGAGEMENT IN VIRTUAL TEAMS	Dr. Ameer Asra Ahmed
9	P03CJ21M0161	MANAV SAKARIA	HR	ROLE OF PSYCHOLOGICAL CAPITAL IN INFLUENCING THE WORK ENGAGEMENT OF EMPLOYEES AT EDELWEISS BROKING LTD	Dr. Ameer Asra Ahmed
10	P03CJ21M0164	PRADNYA SHENVI	HR	INFLUENCE OF WORK STRESSORS ON PSYCHOLOGICAL DISTRESS AMONG EMPLOYEES; A DEMOGRAPHIC PERSPECTIVE: A STUDY WITH RESPECT TO SOCIETE GENERALE GSC	Dr. Ameer Asra Ahmed
11	P03CJ21M0178	SWATHI GC	HR	ATTITUDE AND PERCEPTION OF EMPLOYEES AND EMPLOYERS TOWARDS REMOTE WORKING	Dr. Ameer Asra Ahmed
12	P03CJ21M0033	Ganesh M H	Marketing	CUSTOMER SATISFACTION OF TOYATO LTD	Dr. Kadambini Katke
13	P03CJ21M0043	Anil N	Marketing	ROLE OF DATA DRIVEN MARKETING IN SEGMENTATION, TARGETING AND POSITIONING STRATEGIES: A CONCEPTUAL REVIEW	Dr. Kadambini Katke
14	P03CJ21M0048	Swathi N S	Marketing	ROLE OF MARKET RESEARCH TECHNOLOGIES IN MARKETING STRATEGY OPTIMISATION: ACASE SPECIAL REFERENCE TO BIG DATA	Dr. Kadambini Katke
15	P03CJ21M0053	Venkat Rohit.G	Marketing	ROL OF RELATIONSHIP MARKETINGS IN CONSUMER SATISFACTION AND RETENTION: A CASE STUDY OF BAJAJ AUTOMOBILES	Dr. Kadambini Katke
16	P03CJ21M0054	Mohammed Areeb	Marketing	A STUDY ON ROLE BRANDING IN MARKETING MIX STRATEGY	Dr. Kadambini Katke
17	P03CJ21M0078	Sanjay s	Marketing	ROLE OF EMPLOYER BRANDING IN ATTRACTING, RECRUITINGANF EMPLOYEE RETENTIONIN Ii INDUSTRY	Dr. Kadambini Katke
18	P03CJ21M0083	Achyuth Alalageri	Marketing	ROLE OF BRAND AWARENESS AND BRAND TRUST IN BUILDING BRAND LOYALTY IN ONLINE BUSINESS: A SPECILA REFERENCE TO FMCG	Dr. Kadambini Katke
19	P03CJ21M0125	Rishal v	Marketing	A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL STRATEGY INFLUENCE ON CONSUMER DECISION MAKING PROCESS	Dr. Kadambini Katke
20	P03CJ21M0137	Murali.p	Marketing	A STUDY ON ROLE OF DIGITAL MARKETING PRACTICES ON ONLINE BUYING BEHAVIOUR: A SPECIAL REFERENCE TO ELECTRONIC PRODUCTS IN BANGALORE.	Dr. Kadambini Katke
21	P03CJ21M0153	Ashok koppad	Marketing	A STUDY ON COMPARISION OF CUSTOMER SATISFACTION AMONG THE USERS OF GOOGLE PAY AND AMAZON PAY	Dr. Kadambini Katke
22	P03CJ21M0162	Sabvassi panigrahi	Marketing	A STUDY ON CHALLENGES OF RURAL MARKETING AND THE ROLE OF DIGITAL TECHNOLOGY	Prof. NAYANA T
23	P03CJ21M0130	SUHAS N S	FINANCE	*A STUDY ON EFFECTIVE STRATEGIES ON MANAGEMENT OF INVENTORY AND BUDGET CONTROLLING AT HARIPRIYA HEARING SOLUTIONS PRIVATE LIMITED*.	Prof. NAYANA T
24	P03CJ21M0063	NAVEEN HEGDE	FINANCE	*A STUDY ON INVESTORS AND INVESTMENTS IN JRG SECURITIES LTD. BENGALURU*.	Prof. NAYANA T
25	P03CJ21M0009	SIRENIKA SUNIL MAHLESEKAR	FINANCE	*A STUDY ON INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT IN RETAIL, PETROLEUM AND HOSPITALITY INDUSTRY*.	Prof. NAYANA T
26	P03CJ21M0069	M DHANUSH	FINANCE	*THE STUDY OF CASH FLOW STATEMENT IN BHARATHI CEMENT PVT. LTD, KADAPA*.	Prof. NAYANA T
27	P03CJ21M0154	SHASHANK K S	FINANCE	*A STUDY ON THE EFFECT OF STOCK SPLIT ANNOUNCEMENT ON THE STOCK PRICE OF SELECTED INDIAN COMPANIES*.	Prof. NAYANA T
28	P03CJ21M0056	UMA A S	FINANCE	*A STUDY ON COST ANALYSIS OF VOLVO CE INDIA PVT. LTD*.	Prof. NAYANA T
29	P03CJ21M0111	SANJANA BV	FINANCE	* A STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE WITH REFERENCE TO IT COMPANIES*.	Prof. NAYANA T
30	P03CJ21M0150	ABHISHEK G	FINANCE	*A STUDY OF DAIRY PRODUCTS IN HORECA SEGMENT WITH SPECIAL REFERENCE TO ARNA MILK FOODS*.	Prof. NAYANA T
31	P03CJ21M0004	RAKSHITHA S	FINANCE	* A STUDY ON AUDIT AND ACCOUNTING PROCEDURE AT SPANIDEA SYSTEMS PVT. LTD*.	Prof. NAYANA T
32	P03CJ21M0090	UZMZ AFZAL KHAN	FINANCE	*AN ANALYSIS OF STOCK PRICES OF BSE SELECTED STOCKS USING THE CAPM MODEL*.	Prof. NAYANA T
33	P03CJ21M0020	PRADEEP A	HRM	*A STUDY ON TATA POWER SOLAR SYSTEM LIMITED BANGALORE*.	Prof. NAYANA T
34	P03CJ21M0109	KARUNYA RAM M	HR	A STUDY ON IMPACT OF WORK LIFE BALANCE ON PERFORMANCE OF EMPLOYEES WITH REFERENCE TO DEVTOWN	Prof. VAIBHAV PATIL
35	P03CJ21M0027	VANDANA CL	HR	A STUDY ON RELATIONSHIP BETWEEN EMPLOYEE COMMITMENT AND ORGANIZATIONAL PERFORMANCE WITH REFERENCE TO QUESS CORP LTD*	Prof. VAIBHAV PATIL
36	P03CJ21M0136	SHIVANI S.R	HR	A STUDY ON EMPLOYEE ENGAGEMENT PRACTISES AT HIMATSINGKA SEIDE LIMITED	Prof. VAIBHAV PATIL
37	P03CJ21M0112	M SINDHU	HR	A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO SHANTHALA SPHEROCAST PVT LTD	Prof. VAIBHAV PATIL
38	P03CJ21M0093	TEJASWINI R	HR	A STUDY ON STRESS MANAGEMENT PRACTICES WITH SPECIAL REFERENCE TO DRACLE CORPORATION BANGALORE	Prof. VAIBHAV PATIL
39	P03CJ21M0117	SUMUKHA S	HR	A STUDY ON TRAINING AND DEVELOPMENT PRACTICES WITH SPECIAL REFERENCE TO QUESS CORP BANGALORE	Prof. VAIBHAV PATIL
40	P03CJ21M0014	AISHWARYA P KOVALLIMATH	HR	A STUDY ON EMPLOYEE ATTRITION WITH REFERENCE TO ITC LIMITED, BANGALORE	Prof. VAIBHAV PATIL
41	P03CJ21M0121	HARSHITHA B	HR	A STUDY ON RECRUITMENT AND SELECTION PROCESS AT RADIANT MANPOWER SERVICES	Prof. VAIBHAV PATIL
42	P03CJ21M0041	NANCY EUNICE C	HR	A STUDY ON WORK CULTURE AND ITS INFLUENCE ON EMPLOYEE PRODUCTIVITY AT BEML LTD	Prof. VAIBHAV PATIL
43	P03CJ21M0044	PRAKASH G	HR	A STUDY ON EFFECTIVENESS OF GRIEVANCE HANDLING MECHANISM AT SUREWORKS INFOTECH PRIVATE LTD.	Prof. VAIBHAV PATIL
44	P03CJ21M0026	YASH JAIN	HR	A STUDY ON ORGANIZATIONAL COMMUNICATION & CULTURE ON EMPLOYEE & ITS IMPACT ON EMPLOYEE PERFORMANCE AT BISLERI BANGALORE.	Prof. VAIBHAV PATIL
45	20CCQMD114	RIYA SINHA	HR	A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL IN MAHARAJ SOAP INDUSTRY PVT LTD	Prof. Col Prasanna Kumar
46	P03CJ21M0007	Shamrao	MKT	A STUDY ON FUTURE SCOPE OF ENTERPRISE RESOURCE PLANING (ERP) AND SUPPLY CHAIN MANAGEMENT (SCM) IN FMCG INDUSTRY OF INDIA	Prof. Col Prasanna Kumar
47	P03CJ21M0016	Prema J M	MKT	A COMPARATIVE ANALYSIS ON CUSTOMER SATISFACTION OF RELIANCE JIO AND AIRTEL SERVICE PROVIDERS IN BANGALORE	Prof. Col Prasanna Kumar
48	P03CJ21M0071	Aishwarya V	MKT	A STUDY OF THE IMPACT OF CADBURY'S ADVERTISEMENT CAMPAIGN ON THEIR CUSTOMER ACQUISITION AND SALE VOLUMES IN INDIA IN LAST FIVE YEARS	Prof. Col Prasanna Kumar
49	P03CJ21M0075	Suswata Ghosh Dastidar	MKT	A STUDY OF CONSUMER ATTITUDE AND SATISFACTION LEVEL TOWARDS THE SERVICES OFFERED BY THE INDIAN RAILWAYS IN PAST 3 YEARS	Prof. Col Prasanna Kumar

50	P03CJ21M0079	Likith YK	MKT	A STUDY ON MEASURING SERVICE QUALITY AND CUSTOMER SATISFACTION IN FUEL STATION WITH REFERENCE TO SATTVA FUELS IN DABASPET	Prof. Col Prasanna Kumar
51	P03CJ21M0080	Omer N Farook	MKT	A STUDY OF DIGITAL MARKETING STRATEGIES FOR ENHANCING CUSTOMER ENGAGEMENT AND LOYALTY ON INSTAGRAM AMONG INDIAN CONSUMERS	Prof. Col Prasanna Kumar
52	P03CJ21M0081	Nanjundesh V Jalihal	MKT	A STUDY ON POST COVID PURCHASING BEHAVIOR OF MILLENNIAL CONSUMERS OF RAYMOND LTD WITH SPECIAL REFERENCE TO THEIR NEW-AGE OFFERINGS	Prof. Col Prasanna Kumar
53	P03CJ21M0084	Amruth R	MKT	A STUDY TO ANALYSE THE SUPPLY CHAIN MANAGEMENT PRACTICES ADOPTED BY DARSHAN INTERNATIONAL, AND ITS IMPACT ON THEIR BOTTOM-LINE	Prof. Col Prasanna Kumar
54	P03CJ21M0085	Sumanth S	MKT	A STUDY ON MARUTI SUZUKI'S MARKET SEGMENTATION STRATEGY AND ITS IMPACT ON SALES GROWTH IN INDIA	Prof. Col Prasanna Kumar
55	P03CJ21M0110	Kaveri P	MKT	A STUDY TO ANALYSE THE EFFECT OF MATERIAL MANAGEMENT TECHNIQUES ON PRODUCTION PLANNING PROCESS OF DARSHAN INTERNATIONAL COMPANY, CHAMRAJPET	Prof. Col Prasanna Kumar
56	P03CJ21M0113	Chirag K R	MKT	ANALYSIS OF THE MARKETING STRATEGY OF NIKE IN LAST 5 YEARS ON THEIR CONSUMER BEHAVIOUR TOWARDS THEIR YOUTH FOOTWEAR SEGMENT	Prof. Col Prasanna Kumar
57	P03CJ21M0060	ATHMIKA H S	HR	A STUDY ON EFFICIENCY OF EMPLOYEE HIRING, CANDIDATE QUANTITY, COST OF HIRE AND EFFICIENCY OF RECRUITMENT AND SELECTION PROCESS	Dr. Srikantamurthy M.R.
58	P03CJ21M0120	JAYASIMHA N P	HR	ROLE OF DIGITAL MARKETING ACTIVITIES IN CUSTOMER INTENTIONS: PERSPECTIVE OF KSF-9 CORPORATE SERVICES PVT. LTD.	Dr. Srikantamurthy M.R.
59	P03CJ21M0047	SYEDA MUSKAAN	HR	A PROJECT REPORT ON WORK LIFE BALANCE OF EMPLOYEES IN TCS, BENGALURU; A MARKET RESEARCH FOR BIZCAT MANAGEMENT CONSULTANCY.	Dr. Srikantamurthy M.R.
60	P03CJ21M0065	SAGAR. D. TARAL	HR	"KEYWORD OPTIMIZATION STRATEGIES AND ITS EFFECTIVENESS ON DIGI INFINITI BANGALORE"	Dr. Srikantamurthy M.R.
61	P03CJ21M0123	S. JAGATH LIJWAL REDDY	HR	"A STUDY ON PRODUCT PLANNING, TOTAL QUALITY MANAGEMENT AND PRODUCT DISTRIBUTION WITH REFERENCE TO SAMRUDDHI INDUSTRIES"	Dr. Srikantamurthy M.R.
62	P03CJ21M0148	DHANVI D C	HR	"A STUDY ON INVESTING THE EMPLOYEES PERFORMANCE APPRAISAL AND ITS EFFECTS ON WORKERS MOTIVATION AT DARSHAN INTERNATIONAL"	Dr. Srikantamurthy M.R.
63	P03CJ21M0176	RAHUL KULKARNI	HR	"A COMPREHENSIVE STUDY ON ELEVATING BRAND AWARENESS FOR ESHWAR AGRO TECH"	Dr. Srikantamurthy M.R.
64	P03CJ21M0183	KARTHIK L M	HR	"EMPIRICAL STUDY ON CONSUMER VALUE AND SATISFACTION AT DARSHAN INTERNATIONAL COMPANY, CHAMARAJPET"	Dr. Srikantamurthy M.R.
65	P03CJ21M0149	VENNILA S	HR	"ROLE OF DIGITAL MARKETING STRATEGIES IN COMPANY REVENUE GENERATION WITH REFERENCE TO JIVA AUTOMATION"	Dr. Srikantamurthy M.R.
66	P03CJ21M0028	SANJANA S	HR	BRINGING BRAND AWARENESS OF WOMEN'S HEALTH HYGIENE ORGANIC PRODUCTS USING SOCIAL MEDIA MARKETING	Dr. Srikantamurthy M.R.
67	P03CJ21M0170	MANOJ KUMAR k	HR	A STUDY ON BUILDING BRAND AWARENESS AMONG DEMOGRAPHIC SEGMENTATION USING SOCIAL MEDIA MARKETING FOR KOTAK MAHINDRA BANK	Dr. Srikantamurthy M.R.
68	P03CJ21M0029	Pawar Harshvardhan	Marketing	A PROJECT ON EVALUATING THE OLA ELECTRIC TWO-WHEELER MARKET POTENTIAL IN BENGALURU THROUGH USER PERCEPTION; A MARKET RESEARCH FOR BIZCAT MANAGEMENT CONSULTANCY.	Dr. Vinish P
69	P03CJ21M0067	Shivani D	Marketing	A STUDY ON BRAND POSITIONING AND CUSTOMER PERCEPTION TOWARDS FUNDERMAX	Dr. Vinish P
70	P03CJ21M0072	Pavan S Karasthalmath	Marketing	A PRICE COMPETITIVE ANALYSIS OF NANDINI VS OTHER LEADING BRANDS IN DHARWAD CITY	Dr. Vinish P
71	P03CJ21M0074	Vinayakumar Donta	Marketing	CRAFTING SUCCESS THROUGH KEYWORD RESEARCH, BOOKMARKING, & SITE PERFORMANCE ANALYSIS AT AVENTION TECHNOLOGIES PRIVATE LIMITED, BANGALORE	Dr. Vinish P
72	P03CJ21M0086	SANDESH GOWDA M S	Marketing	ENHANCING CORPORATE SOCIAL RESPONSIBILITY THROUGH IMPACTFUL CAUSE-RELATED MARKETING INITIATIVES: MEASURING THE CAMPAIGN EFFECTIVENESS FOR YOUR DESIGN STORE LTD, BANGALORE.	Dr. Vinish P
73	P03CJ21M0087	K Rakshith	Marketing	A STUDY ON PRODUCT PORTFOLIO PERFORMANCE OF JAGATH PHARMA INDUSTRY, BANGLORE	Dr. Vinish P
74	P03CJ21M0099	Harish kumar J	Marketing	EXPLORING GENERATION Z CONSUMER BRAND PERCEPTION OF OKINAWA AEROTECH PRIVATE LTD, BENGALURU	Dr. Vinish P
75	P03CJ21M0105	Nikhil budihalalmath	Marketing	ANALYSING CURRENT MARKET LANDSCAPE AND ANTICIPATING FUTURE DEMAND FOR HDFC MUTUAL FUNDS IN MANGALORE CITY	Dr. Vinish P
76	P03CJ21M0127	KOSINPELLU ARAVIND	Marketing	PATIENT WAITING EXPERIENCE DURING SERVICE ENCOUNTERS AT DIVINE SPECIALITY HOSPITAL, BANGALORE.	Dr. Vinish P
77	P03CJ21M0144	Darahan Raj R	Marketing	A STUDY ON MARKETING STRATEGIES OF USHA ARMOUR PRIVATE LIMITED BANGLORE	Dr. Vinish P
78	P03CJ21M0165	Yashashree shetty	Marketing	ANALYSING CUSTOMER SATISFACTION AND LOYALTY IN COMMERCIAL CONSTRUCTION PROJECT BY RAMALINGAM CONSTRUCTION COMPANY PVT LTD	Dr. Vinish P
79	P03CJ21M0177	PRADYOTH K G	FINANCE	A STUDY ON BUDGETARY CONTROL AND TECHNIQUES WITH REFERENCE TO SHIMUL SHIVAMOGGA	SHASHIKUMAR C R
80	P03CJ21M0073	YASHWANTH B U	FINANCE	A STUDY ON INVENTORY MANAGEMENT AT ORIENT BELL LIMITED-HOSKOTE	SHASHIKUMAR C R
81	P03CJ21M0006	PRAJWAL	FINANCE	A STUDY ON FINANCIAL PERFORMANCE AT HINDUSTAN AERONAUTICS LIMITED	SHASHIKUMAR C R
82	P03CJ21M0055	ANAGHA N	FINANCE	A STUDY ON PERFORMANCE ANALYSIS OF SELECTED MUTUAL FUND COMPANIES	SHASHIKUMAR C R
83	P03CJ21M0181	MANOJ K L	FINANCE	A STUDY ON RECEIVABLE MANAGEMENT AT THE HIMALAYA WELLNESS COMPANY	SHASHIKUMAR C R
84	P03CJ21M0098	SWATI G HIREMATH	HR	A STUDY ON EMPLOYEE JOURNEY MAPING AT ITC LIMITED	SHASHIKUMAR C R
85	P03CJ21M0166	ANAGHA INAMDAR	FINANCE	STUDY ON CHALLENGES OF CROSS BORDER PAYMENTS AT STONEX GROUP (GLOBAL PAYMENTS)	SHASHIKUMAR C R
86	P03CJ21M0036	VIDYA SHREE R	FINANCE	A STUDY ON FUND MANAGEMENT AT HDFC BANK	SHASHIKUMAR C R
87	P03CJ21M0017	GURUPRASAD J R	FINANCE	A STUDY ON CUSTOM DUTY STRATEGY OF BHARATH ELECTRONICS LIMITED COMPANY'S IMPORT AND EXPORT OPERATIONS	SHASHIKUMAR C R
88	P03CJ21M0180	SUSHMA P	FINANCE	A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEES AND TAX SAVING STRATEGIES AT ITC LIMITED	SHASHIKUMAR C R
89	P03CJ21M0179	GURUPRASAD K A	FINANCE	A STUDY ON COMPARATIVE ANALYSIS OF RETURNS OF CHEMICAL SECTOR STOCKS TO CHANGE IN CRUDE OIL PRICE	SHASHIKUMAR C R
90	P03CJ21M0062	Yelugoti Ganga Naga Vishnu	Finance	A STUDY ON STOCK EVALUATION OF CONTINENTAL AUTOMOTIVES PRIVATE LIMITED COMPANY	Dr.Sumera Aluru
91	P03CJ21M0013	Yogini krishna Bhandarkar	Finance	A STUDY ON CORPORATE GOVERNANCE AND CSR REPORTING OF SELECT COMPANIES IN INDIA WITH REFERENCE TO BIZCON SERVICES LTD	Dr.Sumera Aluru
92	P03CJ21M0151	Priyal	Finance	A STUDY ON THE IMPACT OF UPGRADES AND DOWNGRADES ISSUED BY PROFESSIONAL STOCK ANALYSTS ON SHARE PRICES OF SELECT STOCKS	Dr.Sumera Aluru
93	P03CJ21M0131	SAUD KHAN	Finance	INVESTOR PERCEPTION AND PREFERENCE TOWARDS IMPACT INVESTING THROUGH CARBON TRADING AT BIZCON SERVICES	Dr.Sumera Aluru
94	P03CJ21M0012	Vinay k a	Finance	A STUDY ON COMPARATIVE ANALYSIS OF PROMINENT SUSTAINABILITY INDICES OF BSE AND NSE WITH REFERENCE TO BIZCON SERVICES (SEARCHBOURNE CONSULTING PRIVATE LIMITED)	Dr.Sumera Aluru
95	P03CJ21M0108	NAYANA MS	Finance	A STUDY ON EVALUATION OF INTRA-DAILY VOLUME MODELING AND PREDICTION FOR ALGORITHMIC TRADING USING VWAP WITH REFERENCE TO J.P. MORGAN CHASE & CO	Dr.Sumera Aluru
96	P03CJ21M0015	Arun M	Finance	"A STUDY ON ADVANCED COMPARATIVE FINANCIAL STATEMENT ANALYSIS FOR STRATEGIC DECISION MAKING AT WAYCOOL FOODS AND PRODUCTS PRIVATE LIMITED	Dr.Sumera Aluru
97	P03CJ21M0003	Akbari Sarang	Finance	A STUDY ON SOCIALLY RESPONSIBLE INVESTMENT PERFORMANCE AND INVESTOR BEHAVIOR WITH REFERENCE TO ADITYA TRADING SOLUTIONS	Dr.Sumera Aluru
98	P03CJ21M0061	Subhash G S	Finance	A STUDY ON ROLE OF NBFCs IN ACCELERATING FINANCIAL INCLUSION WITH REFERENCE TO MUTHOOT FINANCE BANGALORE	Dr.Sumera Aluru

99	P03CJ21M0023	Tejaswini S G	Finance	CRITICAL ANALYSIS OF INFLATION RATE AND ITS IMPACT ON PERSONAL FINANCE INTEREST RATES WITH REFERENCE TO TEAMWORK FINANCE SOLUTIONS, HARAYANA	Dr.Sumera Aluru
100	P03CJ21M0035	Gaurav L	Finance	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS USING DUPONT AND ECONOMIC VALUE ADDED(EVA) AT JBM OGIHARA AUTOMOTIVE INDIA LIMITED	Dr.Sumera Aluru
101	P03CJ21M0025	SHARATH KUMAR	MARKETING	EFFECTIVENESS OF DIGITAL LEARNING IN CAREER ADVANCEMENT: A STUDY PERTAINING TO UPGRAD	Prof. Tejaswini L Kulkarni
102	P03CJ21M0042	Thaikadan Sooraj Sukumaran	Marketing	A STUDY ON EFFECTIVENESS OF SERVICE QUALITY DIMENSIONS IN HOTEL INDUSTRY WITH REFERENCE TO TINTON ADVENTURE RESORT	Prof. Tejaswini L Kulkarni
103	P03CJ21M0064	RAHUL D	Marketing	"A STUDY ON THE ROLE OF GAMIFICATION IN DIGITAL MARKETING CAMPAIGNS"	Prof. Tejaswini L Kulkarni
104	P03CJ21M0082	Keerthana S	Marketing	AN ANALYSIS OF CONSUMER'S ONLINE AND OFFLINE SHOPPING BEHAVIOUR, WITH SPECIFIC REFERENCE TO APPARELS CATEGORY.	Prof. Tejaswini L Kulkarni
105	P03CJ21M0096	Nidhi Shree M	Marketing	"A STUDY ON BRAND LOYALTY OF NANDINI OF KARNATAKA MILK FEDERATION LIMITED IN BANGALORE CITY".	Prof. Tejaswini L Kulkarni
106	P03CJ21M0115	Tarun Sai M	HR	A STUDY ON IMPACT OF EMPLOYER-EMPLOYEE RELATIONSHIP ON JOB SATISFACTION WITH SPECIAL REFERENCE TO DESERT STORM TECHNOLOGIES PVT. LTD	Prof. Tejaswini L Kulkarni
107	P03CJ21M0118	Spoorthy T	HR	IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE RETENTION IN IT INDUSTRY	Prof. Tejaswini L Kulkarni
108	P03CJ21M0122	VIJAYA LAKSHMI P	HR	A STUDY ON MEASURING THE EFFICIENCY & EFFECTIVENESS OF DIGITAL RECRUITMENT	Prof. Tejaswini L Kulkarni
109	P03CJ21M0129	Teertha Kumar kn	Marketing	A STUDY ON BRAND PROMOTION AND ITS IMPACT WITH REFERENCE TO MEDIA CONNECT	Prof. Tejaswini L Kulkarni
110	P03CJ21M0155	SAYED SUHAIB AHMED	Marketing	"A STUDY ON THE EFFECTS OF SOCIAL MEDIA MARKETING ON NEW PRODUCT AWARENESS AND BRAND DEVELOPMENT"	Prof. Tejaswini L Kulkarni
111	P03CJ21M0157	Sharat Ganesh Shetty	Marketing	A STUDY ON IMPACT OF SOCIAL MEDIA ON BUSINESS AND COMPANY IMAGE	Prof. Tejaswini L Kulkarni
112	P03CJ21M0088	Lokeshwaran N	HR	A STUDY ON IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYMENT RETENTION IN IT INDUSTRY	Prof. Tejaswini L Kulkarni
113	P03CJ21M0173	Maheshwari	Finance	STUDY ON EXPLORING THE PERCEPTIVES OF FINANCIAL INVESTORS TOWARDS GREEN BONDS AT ICICI BANK	Prof. B R Narasimha Murthy
114	P03CJ21M0139	Siddharth M Kadam	Finance	AN EMPIRICAL STUDY ON INVESTORS BEHAVIORAL FINANCE IN GOLD INVESTMENT ALTERNATIVES AND UNDERSTANDING PREFERENCES AND DECISION-MAKING	Prof. B R Narasimha Murthy
115	P03CJ21M0021	Shreyas Shirahatti	Finance	A STUDY ON QUALITY AND QUANTITATIVE ANALYSIS OF IDFC FIRST BANK"	Prof. B R Narasimha Murthy
116	P03CJ21M0002	Tanmay Sapre	Finance	A STUDY OF FOREX MARKET AND ANALYSIS OF MAJOR CURRENCIES AT STONEX	Prof. B R Narasimha Murthy
117	P03CJ21M0040	Kavya Gudigar	Finance	A STUDY ON CASH FLOW STATEMENT ANALYSIS OF HDFC BANK	Prof. B R Narasimha Murthy
118	P03CJ21M0005	Vinay N Korabu	Finance	A STUDY ON INVESTERS' PERCEPTION TOWARDS INVESTMENT IN STOCK MARKET	Prof. B R Narasimha Murthy
119	P03CJ21M0100	Neetu aanjana m	Finance	"A STUDY ON INFLUENCE OF EXCHANGE RATE AND INFLATION RATE ON BOMBAY STOCK EXCHANGE (BSE) SENSEX AND NATIONAL STOCK EXCHANGE [NSE]"	Prof. B R Narasimha Murthy
120	P03CJ21M0019	Revathi.m	Finance	A STUDY ON COST ESTIMATION OF QUALIFICATION TESTING OF LED LIGHTS IN CEMILAC	Prof. B R Narasimha Murthy
121	P03CJ21M0092	Sahana.S	Finance	A STUDY ON CASH MANAGEMENT AND TREASURY OPERATION AT HAL	Prof. B R Narasimha Murthy
122	P03CJ21M0039	Bhavana D	Finance	A STUDY ON CAPITAL STRUCTURE AND ITS IMPACT ON PROFITABILITY WITH REFERENCE TO VRL LOGISTICS LTD"	Prof. B R Narasimha Murthy
123	P03CJ21M0091	Adarsh K.N	Finance	A STUDY ON LENDING PROCESS OF MAHINDRA AND MAHINDRA FINANCE LTD	Prof. B R Narasimha Murthy
124	P03CJ21M0011	Diganth Indresh	Finance	A STUDY ON THE IMPACT OF GST ON SMALL AND MEDIUM ENTERPRISES	Prof.K.S.Gopal
125	P03CJ21M0158	Ganesh Hegde	Finance	A STUDY ON FINANCIAL PERFORMANCE OF NAMESTE EXPORTS LTD, USING ALTMAN'S Z SCORE MODEL	Prof.K.S.Gopal
126	P03CJ21M0133	Gayak Gowda D.N	Finance	A STUDY ON 'FINANCIAL IMPLICATIONS OF SUPPLY CHAIN MANAGEMENT AT RADALL INDIA (PVT) LTD.	Prof.K.S.Gopal
127	P03CJ21M0182	R.Indhu Shekar	Finance	A STUDY ON WORKING CAPITAL MANAGEMENT WITH SPECIAL REFERENCE TO JBM AUTO LTD.	Prof.K.S.Gopal
128	P03CJ21M0070	Manoj Kumar G.V	Finance	A STUDY ON COMPARATIVE ANALYSIS OF THE OLD AND NEW PERSONAL INCOME TAX REGIME IN INDIA	Prof.K.S.Gopal
129	P03CJ21M0089	Naveen Kumar S	Finance	A FEASIBILITY STUDY ON HYPOTHECATION FINANCING OF CAR LOANS WITH SPECIAL REFERENCE TO KOTAK MAHINDRA BANK.	Prof.K.S.Gopal
130	P03CJ21M0034	Nikhil Sudhakar Naik	Finance	A STUDY ON COST MANAGEMENT AND COST REDUCTION TECHNIQUES IN TATA ADVANCED SYSTEMS LTD (SUBSIDIARY OF TATA POWERLTD)	Prof.K.S.Gopal
131	P03CJ21M0049	Pragnya K	Finance	A STUDY ON EMPLOYEE STOCK OPTION PLANS OF SELECTED COMPANIES LISTED AT NSE	Prof.K.S.Gopal
132	P03CJ21M0145	Rajeshwari Y	Finance	ASTUDY ON THE ROLE, RISK AND RETURNS OF CRYPTO CURRENCY.	Prof.K.S.Gopal
133	P03CJ21M0143	Sanatosh P.Noolvi	Finance	A STUDY ON ASSET ALLOCATION PREFERENCES IN PERSONAL WEALTH MANAGEMENT AT CHRIS WEALTH MANAGEMENT.	Prof.K.S.Gopal
134	P03CJ21M0001	Paván H	Marketing	IMPACT OF DIGITAL MARKETING ON PURCHASING BEHAVIOUR OF CONSUMERS IN BENGALURU	Dr. C B Venkata Krishna Prasad
135	P03CJ21M0057	Kavya R	Marketing	A STUDY ON MARKETING STRATEGY OF ONE PLUS AND ITS EFFECTS ON CONSUMERS	Dr. C B Venkata Krishna Prasad
136	P03CJ21M0142	Sukruth B S	Marketing	IMPACT OF NEURO MARKETING ON CONSUMER BUYING BEHAVIOR ON RELIANCE DIGITAL	Dr. C B Venkata Krishna Prasad
137	P03CJ21M0037	Sanju simran	Marketing	A STUDY ON PRODUCTION AND DISTRIBUTION OF COAL BY CENTRAL COALFIELD LIMITED	Dr. C B Venkata Krishna Prasad
138	P03CJ21M0175	ShreeSai valbhav	Marketing	BRAND AWARENESS, BRAND PREFERENCE, BRAND LOYALTY AND CUSTOMER SATISFACTION TOWARDS HUL – FMCG'S – A STUDY WITH REFERENCE TO CONSUMERS IN TIRUCHIRAPALLI	Dr. C B Venkata Krishna Prasad
139	P03CJ21M0147	AKASH	Marketing	A STUDY ON LEVERAGING INFLUENCER MARKETING TO DRIVE BRAND ENGAGEMENT WITH RESPECT TO NIKE	Dr. C B Venkata Krishna Prasad
140	P03CJ21M0102	Prajol Chidkur	Marketing	A STUDY ON BRAND MANAGEMENT AND INFLUENCE OF PHYSICIAN REFERRALS ON HOSPITAL	Dr. C B Venkata Krishna Prasad
141	P03CJ21M0107	Pavan kalyan reddy G V	Marketing	A STUDY ON EMPLOYEE RETENTION AT DECATHLON, BANNERGHATTA, BANGALORE	Dr. C B Venkata Krishna Prasad
142	P03CJ21M0038	Nithin A	Marketing	IMPACT OF SOCIAL MEDIA MARKETING SERVICE WITH SPECIAL REFERENCE TO MEDIA CONNECT	Dr. C B Venkata Krishna Prasad
143	P03CJ21M0101	Bhavana VG	Marketing	A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING	Dr. C B Venkata Krishna Prasad
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145	P03CJ21M0167	D U Rohith Sai	HRM	A STUDY ON EFFECTS ON ORGANISATIONAL CULTURE AND EMPLOYEE BEHAVIOUR IN HYUNDAI MOTORS, BANGALORE.	Dr. Vijayakumar J
146	P03CJ21M0138	Likitha N S	HRM	IMPACT OF EMPLOYEE RELATION ON JOB SATISFACTION WITH REFERENCE TO TOYOTA KIRLOSAR MOTOR PVT. LTD.,	Dr. Vijayakumar J
147	P03CJ21M0059	Ram Rathish D	HRM	A STUDY ON EMPLOYEE SATISFACTION ON IT COMPANIES HAVING SPECIAL FOCUS ON COREEL TECHNOLOGIES.	Dr. Vijayakumar J
148	P03CJ21M0008	Shreeram B S	HRM	A STUDY ON EMPLOYEE ENGAGEMENT WITH REFERENCE TO HCL TECHNOLOGY LTD.,	Dr. Vijayakumar J
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150	P03CJ21M0146	Divya D Anand	HRM	A STUDY AND IMPACT OF WORK FROM HOME ON EMPLOYEE PRODUCTIVITY WITH REFERENCE TO TATA CONSULTANCY SERVICE PRIVATE LTD AT BANGALORE.	Dr. Vijayakumar J
151	P03CJ21M0046	Sanket altwade	HRM	A STUDY ON EMPLOYEE WELFARE MEASURE AT BHEL	Dr. Vijayakumar J
152	P03CJ21M0066	Bhagyashree G Sarode	HRM	SKILL GAP ANALYSIS - AN HR ANALYTICS STUDY IN ARVIND LIMITED (MYSORE ROAD).	Dr. Vijayakumar J

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170	P03CJ21M0156	Sharanya M	HRM	ROLE OF SUPERVISORY SUPPORT IN MANAGING THE EMPLOYEE MENTAL HEALTH AND PRODUCTIVITY AT VIJAY ELECTRICS	Dr. B R Venkatesh
171	P03CJ21M0010	Manjusha P	HRM	ADAPTING TO THE DIGITAL AGE: EXPLORING ELEARING'S EFFECTIVENESS IN EMPLOYEE DEVELOPMENT FOR TECH PROFESSIONALS IN BANGALORE	Dr. B R Venkatesh
172	P03CJ21M0018	Divya D Singi	HRM	A STUDY ON ROLE OF DISTRIBUTED LEADERSHIP IN CAPACITY BUILDING AND VOLUNTARY PARTICIPATION LEADING TO ORGANIZATION DEVELOPMENT AT SANJEEVANI ULTSPECIALITY HOSPITAL	Dr. B R Venkatesh
173	P03CJ21M0124	VISHAL M	HRM	"A STUDY ON EMPLOYER BRANDING WITH SPECIAL REFERENCE TO TECH MAHINDRA LTD".	Dr. B R Venkatesh
174	P03CJ21M0050	LAVANYA K G	HRM	"A STUDY ON THE IMPACT OF WORK-LIFE BALANCE ON JOB SATISFACTION AND EMPLOYEE RETENTION".	Dr. B R Venkatesh
175	P03CJ21M0068	HARSHITHA DODDABELE	HRM	"A STUDY ON EMPLOYEE SATISFACTION WITH SPECIAL REFERENCE TO MULTI-TECH FORGING TECHNOLOGIES".	Dr. B R Venkatesh
176	P03CJ21M0058	ABHISHEK G GOWDA	FINANCE	"A STUDY ON THE FINANCIAL PERFORMANCE OF STAR COMFORT INDUSTRIES".	Dr. B R Venkatesh

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