

EMPIRICAL STUDY - CLASS 2008 - 2009

| Sr. No | Guide Name | Student Name | Topic for Dissertation |
|--------|--|---------------------------|--|
| 1 | A V Vedpuriswar Independent Consultant | Shikha Jain | The role of Size, Fund, Family Expense Ratio and Sales Charge on a Mutual Fund's performance. |
| | | Vidith Agarwal | Empirical study on Indian stock market reactions to quarterly financial disclosures. |
| | | Vinay Bhardwaj | Impact of changes in Crude Oil Prices on Inflation in Developed and Developing Economies |
| 2 | A.Natarajan Independent Consultant | AanandaSudan.N | Impact and Benefits of implementing TPM in manufacturing industries, through employee satisfaction. |
| 3 | Abdul Rasheed University of Texas | Rutvij Oza | Factors affecting the success of IPO in the Indian Stock Market |
| 4 | Abhiroop Mukhopadhyay Indian Statistical Institute | Agniva Mookherjee | Alcohol consumption patterns and factors affecting it |
| 5 | Adarsh Priyadarshi Independent Consultant | Jayendu Sharma | Patent Regime comparison between developing economies like India and developed economies like USA, UK |
| 6 | Amir Valani Roamware | Rahul Gupta | Effect of Marketing and Advertising strategy of new websites on their number of visitors |
| 7 | Amit Lall Bharatmatrimoney.com | Arvind Bhasin | Incumbent CEO's vs. New CEO's |
| 8 | Amitava Ghosh Independent Consultant | Bharath V | Customer's Perception of Advertising in Automobile Purchase |
| | | Navneet Kaur Chowdhary | E-tailing in India: An Empirical study of factors that influence adoption of "E" Channel |
| 9 | Anandakuttan B Unnithan Indian Institute of Management, Kozhikode | S Krishna Sirisha | A study of factors influencing Brand loyalty in Indian FMCG sector |
| 10 | Anantharamamani HeyMath | Ashish Kaul | Banking for the next Billion |
| | | Gurmeet Singh | Effect of alternative financing on small businesses. |
| | | P Murlidhar Naidu | Rich Internet Applications |
| | | Supriya Ramachandra Dixit | Factors that motivate people to pursue freelancing instead of the traditional mode of working in the Indian context |
| 11 | Anup Kumar IDBI | Rajeev Ranjan | Derivatives instrument: Potential effect on financial market |
| 12 | Arjun Chakrav Indusage | Anurag Gupta | Impact of the quality of service and price constraints of Telecom Products on customer satisfaction |
| | | Nihit Bansal | SME's willingness to go for management consulting to meet the challenges of globalization |
| | | Niyati Kamthan | Justification for choosing "Impulse Buying" |
| | | Rahul Prakash | Factors governing a consumers decision-making while buying an electronic gadget in India |
| | | Sujay Sinha | Factors effecting the growth of Rural Telecom in India |
| 13 | Ashish Ojha Anagram | Poulomi Bandyopadhyay | Impact of Yen Carry trade on Indian stock market |
| | | Ramanpreet Gill | Are Dividend Stocks preferred over the other types of stocks? |
| 14 | Ashok Vasudevan Preferred Brands International | Vidya Shankar | Impact of Innovation in Packed Food Industry |
| 15 | B.Narayana Murthy Bloom Business Strategies | Sriganesh G | The impact of the US stock market on the stock market of India, Japan, Korea and Hong Kong |
| 16 | B.Ramesh Quinnipiac University | Chandra Mohan Agrawal | Performance of Large and Medium scale industries in India after ERP adoption |
| | | Ravi Sastry | Impact of Banks on Market penetration of renewable energy products in rural India. |
| 17 | Bala Balachandran Kellogg Graduates School of Management | Arun Kumar | Effect of Corporate Strategy on Performance of Indian FMCG Companies |
| | | Aveek Basu | Factors affecting the willingness of doctors to adopt e-health practice in India- An empirical Study. |
| | | Ravinder J | Factors affecting organization Decline |
| | | Sudarshan S Bhat | Empirical Study relating strategic decisions to operational performance, financial performance and corporate value of organizations. |

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| 18 | C Vijayalakshmi Institute of Financial Management and Research | Abishek K | Brand Awareness in the Rural Markets |
| | | Hiranjith G H | CRM - Customer Service Call Center – Impact on Customer Satisfaction/Loyalty |
| | | Jayanta Chandra | Study on influence of advertising on children's buying preferences |
| | | Muralidhar S | Factors Influencing a Non English speaking Consumer's choice of Retailer. |
| | | Sathish Raj | Study the perception of under privileged people towards banking services |
| | | Varadharajan Ramesh | Influence of Celebrity Brand Ambassadors on Buyer's Decision Making |
| 19 | D. Ravishankar Credit Market Services Ltd. | Nirav Kamdar | Study the risks that undermine the success of software product startup in India |
| | | Riyaz Vohra | The Cross-Section of Stock Exchange Returns: Evidence from the Indian Stock Market |
| 20 | Debasish Ghosh Narsee Monjee Institute of Management Studies | Ashish Jhawar | "Correlation between Stock prices and the Real Estate Prices in a developing Economy" |
| | | Saumya Bhardwaj | Sharia-Compliant Mutual funds Vs Conventional Mutual Funds – A comparative study |
| | | Soumik Dutta | Implication of capital market equilibrium and reforms on corporate finance |
| | | Vikas Jain | Credit Risk Management System |
| 21 | Deval Kartik Mudra Institue of Communication, Ahmedabad | James Thomas | Factors Affecting Impact of Internet or Web Based Marketing on Consumer Decisions. |
| 22 | Ganesh Sundararaman Graphic Spectrum | Chetan Prakash | Product Recalls and its impact on the Customer's Perception of a Brand |
| | | Vivek Singh | "Study of impact of celebrity endorsements on consumer behavior" |
| 23 | Govind Hariharan Coles College of Business | Jaddu Rakesh Appalasuri | Impact of the personality traits of a small investor on his/her investment decisions. |
| 24 | Joffi Thomas Indian Institute of Management, Calcutta | Sayantana Sen | Environmental concerns and international trade |
| 25 | K Suresh M/s Engineers India Ltd | Mrigank Mitra | Labour-Productivity Growth versus Energy-Productivity Growth – In the Indian Context. |
| 26 | Khalid Nainar Michael G DeGRoote School of Business | Gauthaman Krishnamurthy | Is Speculation or Demand; the major contributor for oilseed commodity price rises? |
| | | Ravi Krishnan | The impact of oil prices rise on stock market |
| 27 | Krishnan Dandapani Florida International University | Aaditya Thakur | Comparison and analysis of the performance of the VIX (Volatility Index) in US and Indian Stock markets |
| | | Arpit Baid | Can investors take advantage of the interdependence between Nifty and other stock markets |
| | | Nikhil V Shah | Strategy for identifying stocks that have a high growth potential |
| | | S. Maheshwaran | Pricing of Options |
| | | Sapna Verma | Which factors lead to a risky investment? |
| | | Satya Pal | Factors influencing the inflow of FDI, FII and its affect on the stock market volatility |
| | | Umesh Kathuria | Technical analysis and Mutual Funds Profitability |
| 28 | M J Xavier Great Lakes Institue of Management | Paul Swarnapandian | Consumer behavior of individual women purchasing apparels for their birthday |
| 29 | M Rajamanickam Trimentus Technologies | Jagatshree R | Distributed teams: Is Agile as successful as traditional methods of software development? |
| 30 | M S Jayaraman Lumino Strategies | Naveen Prashanth | Impact of Software reuse on Cost and Quality in Software Development |
| 31 | Manu Vora Business Excellence Inc | Abhinav Pragya | Effect of Employer branding on prospective employees |
| 32 | Mathew Parackal University of Otago | Sijo Kuruvilla George | Factors affecting M-Commerce adoption in India |
| 33 | Matt Asey Alsresco | George Mathew | OSS in India – A SWOT analysis using Empirical Data |
| 34 | Mohan Gopalkrishnan Arizona State University | Jai Agarwal | Effects of inadequate infrastructure and inefficient supply chain management on Post Harvest Losses in INDIA |
| 35 | Murali Jaganathan School of Management, Binghamton University | Ashirvad Srivastava | Role of transactions volume and stock prices in Options Markets |
| | | Ayutayu Sharma | Do derivatives trade in their theoretical price bounds |

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| 36 | N.V.Rao Northeastern Illinois University | Chhavi Saxena | To study the companies that have undergone merger with Indian companies in order to create a framework for analyzing M&A activity in India. |
| | | Deepank Kumar | Evaluating Sukuk as an alternate Investment Option for non-Muslim investors by studying the returns they provide against conventional financial bonds. |
| 37 | Niti Singh Gallup Consulting | Alok Kumar | Why are MBA's in India averse to starting new ventures |
| | | Namratha B | Study of Ethical Decision making capability of Business Students |
| | | Shailesh Sharma | Professional management and corporate governance leads to greater stakeholder satisfaction |
| 38 | Nitisha Patel Watson Wyatt Worldwide | Piyush Singhania | The effect of geopolitical issues on market behavior – do terrorist attacks affect returns? |
| 39 | P K Vishwanathan Institute for Financial Management & Research | Abhimanyu Shandilya | Alternate Channels of Banking and Customers' willingness to switchover. |
| | | Deepti Ingle | Study of investing parameters before investing in a particular stock |
| | | Swathi Duvvuri | A study on small market caps |
| | | Vratesh Chopra | Study of factors governing flight fares in domestic market |
| 40 | Patrick Guerra Santa Clara University | Arvind.R | Cost effectiveness of reverse logistics in a supply chain |
| 41 | Paul Prabaker Stuart Graduate School of Business | Allen Titto | Factors affecting the Indian Consumers' Openness to Shop Online |
| | | Avantika Saxena | Analyzing affects of gender, type of products to be purchased, brand equity of the product and user friendliness of the whole procedure on E-Consumers' Pre-Adoption behaviors and affect of consumer satisfaction on Post-Adoption behaviors, in Indian context |
| | | Guru Prasanna M | An empirical study on factors affecting software purchase decisions |
| | | Janani Dwarakanath | The Impact of Income bracket, Flexibility to change and Brand Awareness on the Brand loyalty of a customer with respect to choosing a hotel. |
| | | Krishnakumar.G | Effect of one roof super stores on the expenditure & spending patterns of Indian Customers. |
| 42 | Prashant Mishra Indian Institute of Management, Calcutta | Harshad Chiddarwar | Ambush Marketing and Brand Perception |
| | | Upasana G Jani | The impact of Effective Internet Advertising on the Customer Perception of the Brand Image of the Product |
| 43 | Preetha Menon Great Lakes Institute of Management | Bharat Bhushan Goyal | Effect of Word Of Mouth (WOM) on customer motivation and Customer Initiated Contacts (CIC) in the context of Green products |
| 44 | R P Pillai Krysalis Consultancy Services Private Limited | Ankush Gupta | Effect of Fair Compensation and Supervisory Trust on Motivation of the Sales force. |
| 45 | R Srinivasan Independent Consultant & Trainer | Ashwin Yeotikar | Empirical study based on Mumbai Sub Urban Railways |
| 46 | R. S. Veeravali Great Lakes Institute of Management | Dheeraj Batra | Case based study to identify the factors affecting the growth of a start-up |
| 47 | R. Shekar Polaris Software Lab Ltd. | Parth Bhimani | Success Rate Of A Company's IPO Is Directly Related to the Amount Spent on Media Campaigns and Advertisements during the Pre-IPO Run. |
| | | Varun Sood | How Capital Structuring affects the profitability of IT Companies |
| 48 | Rajasekhar Govindamenon Independent Consultant & Sessional Lecture | Abhijeet Kumar Mishra | Determinants of Success or Failure of Mergers and Acquisitions |
| | | Debasis Panda | SME Financing-Emerging opportunities, issues and challenges |
| 49 | Raju Rao Xtraplus Solutions | Suvadip Das | Empirical study on effect of project cost, design cost, planning time on probability of project delay |
| 50 | Rakesh P Singh Great Lakes Institute of Management | Kumar Vikram Singh | Risk analysis of micro credits based on the customer profile. |
| | | Manoj Chawla | Understanding Customer behavior in a real estate deal |
| | | Prasanna Joshi | Impact of Exchange Rate pass-through on Domestic inflation |
| | | Sheeba Thomas | Impact of micro credit accessibility on poverty reduction and education of poor households. |
| | | Varunshankar Nair | Role of Retail Financing in Fuelling Consumerism |
| | | Vijay Kumar Choudhary | Study of forecasting in organizations |
| 51 | Ramjei Narasimhan DHL Worldwide | Dhrupad Singh | An analysis of the Indian IT Outsourcing Industry |
| | | Mithun Sikka | Factors differentiating India and China as an outsourcing destination. |
| 52 | Ravi Nagarajan Adjunct Professor ICFAI Business School Chennai | Gauranga Boruah | Price, Quality and Consumer Behavior in Home Appliances division |
| 53 | S Radhakrishnan Independent Consultant | Joy Biswas | To study the relationship between agricultural loans disbursed by the banks and their default rates or NPAs. |
| | S. Krishnamurthy | Abhinav Sinha | Impact of cause related marketing on consumer's purchase intention in comparison to other sales activities |

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| 55 | S. Sriram Great Lakes Institute of Management | Abhishek KR | Impact of nature of Management control (Family run or Professional run) on Business Performance |
| | | Jimish Shah | Study of diversification strategies of TATA's, Ambani's, and Birla's |
| | | Shantanu Sharma | Founding-family ownership and firm performance. |
| 56 | Sachin Chaudari United Bank of Switzerland | Gauri Lonkar | Stock Market Contagion between developed and emerging markets. |
| 57 | Sandeep Sharma | Abhishek Upadhyaya | How does online advertising Manipulates Consumer Behavior? |
| 58 | Sridhar Ramaswami Iowa State University | Roshini Nambiar | Factors affecting Brand Reliability |
| | | Aditya Aggarwal | To identify and rate the factors which influence the consumers' attitudes towards Online Shopping in India |
| | | Asim Salim | Influence of trust and relationship on brand loyalty in service sector: A customer perspective |
| | | Badri Ravi | Study Up-market and down-market extension of Sub-brands |
| | | Bharat Sawhney | "Impact of a product's premium brand positioning on customer's inclination to buy" |
| | | Gautam Chhabra | Study the determinants and amount of credit people use on their credit cards on a monthly basis. |
| | | Ipinder Singh | Factors influencing Luxury Perceptions of products/brands |
| | | Kumar Bipul | Does the product recall by the companies increases the credibility of the Company among the customers? |
| | | Nilesh Jain | To identify and rate factors which influence consumer attitudes and behaviors towards online-trading portals. |
| | | Ranjit Shankar | Study of Consumer's Relative Preference towards Free Goods Being Offered with Products |
| | | Siva Kiran Battepati | Capturing Students' Attitudes toward E-Learning |
| | | Soumya S | Factors determining popularity of social network sites |
| Suryya Sarkar | Proliferation of Organized Retail Joints or Malls in semi-urban and rural areas at an aggressive pace | | |
| 59 | Sudhir Chomal Deutsch Bank | Haneet Bansal | Factors affecting the Performance of the Indian Service Industry |
| 60 | Suresh Ramanathan Graduate School Of Business, Univ of Chicago | Gaurav Saxena | Determine the factors affecting lower class and lower middle class consumer while they decide upon a routine household purchase. |
| | | Kumar Divya | To study the various factors that play a role in increasing customer loyalty. |
| | | Ridhima Suri | Factors influencing tourism destination choice |
| | | Vishal Arora | Telemarketing effectiveness in India |
| | | Vivek George | Consumer preference of sales promotion schemes in FMCG sector. |
| 61 | Surysekar School of Accounting, Florida International University | Vivek Narasimhan | Correlation between company performance and investments in Infrastructure and IT |
| 62 | Sushil Modi JSW Group | Sumeet Khanduja | Demand for Initial Public Offers (IPO) by various investors in India |
| 63 | T.N.Seshan Great Lakes Institute of Management | Narayanan T. | Relative Effectiveness of Industry and Agriculture in the Economic Empowerment of India |
| 64 | Thillai Rajan Indian Institute of Technology, Chennai | Richa Nawani | relationships between Venture Capital investment and its effect on companies during an Initial Public Offering (IPO) in Indian stock market |
| | | Vishnu Puri | Affect of availability of power (electricity) in economic development |
| 65 | V Prasanna Bhat Independent Corporate Advisor | Adarsh Nand Bahadur | Corporate hedging: Firm level attributes that affect this decision |
| | | Reshma Agarwal | To find out the factors which predominate the choice of a consultant for wealth management by the client |
| | | Saravanan S | Important factors for Mutual Fund success |
| 66 | Vaidy Jayaraman School Business Admn., University of Miami | Ajay A | Reverse SCM and waste management: Factors influencing creation and improvement of green supply chains in manufacturing environments in India. |
| | | Prakash Randheer | Implementation of RFID in Indian Retail Industry Supply Chain and Inventory Management |
| | | Rohit Menon | Bullwhip Effect as a result of Demand Forecasting, Shortage Gaming and Human Behaviour in Supply Chain Networks |
| 67 | Ven Venkatesan College of Business Administration, University of Rhode Island Saunderstown | Pooja Mahadevan | Profile of an emerging consumer segment in Chennai - Young women professionals |

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| 68 | Venkat Krishnan Great Lakes Institute of Management | B Archana Babu | Impact of transformational leadership on follower's economic well-being and health |
| | | Mahesh Balaji B | Impact of transformational leadership on follower's self-concept and empowerment in network marketing organizations |
| | | Rachna Devraj | Effect of followers' gender, self-monitoring, self-concept clarity, self-esteem and self-efficacy on transformational leadership. |
| | | Ram H H | Impact of leader's self monitoring on transformational leadership and follower's Karma-Yoga |
| | | Sailesh Kumar Chaudhary | Effects of pre-reading and teacher's transformational leadership on student learning |
| | | Smita Arora | Impact of parents' transformational leadership and fashion-consciousness on their female child |
| | | Vijay Janakiraman | Impact of faculty's transformational leadership and spirituality on student's learning and management skills - A study across business schools |
| 69 | Vincent Conrad JM Financial | Krishnan Subramanian | Empirical Study of the effectiveness of call and put price of S&P CNX Nifty Index and Stock Options as a forecaster of future volatility |
| 70 | Zubin Mulla Tata Institute of Social Sciences | Avneesh Gupta | Do a company's CSR activities enhance the chances of a prospective employee joining the company? |
| | | Deepthi Pullela | How do the demographic and personality traits of a CEO affect the performance of a firm? |
| | | Harisudhan . V | Effect of Apology and modesty on Transformational leadership in corporate world. |
| | | Indu Rajendran | impact of attribution when there is an outcome bias in making ethical judgments |
| | | Kanoo Sahajwala | Convenience of Online Services v/s Psychological Advantage of Face to Face Interaction |
| | | Kavitha Badhri | Why do women professionals leave their jobs? |
| | | Renjini Mathew | Impact of emotional intelligence on managerial effectiveness |
| | | Sagar Neel Choudhury | understand the relationship between the needs of a human being and his desire to take loans to achieve them |
| | | Satya Sahu | Empirically test the transformational leadership and team performance model proposed by Shelley D Dione, Francis J Yammarino, Leanne E Atwater and William D Spangler |
| | | Sumit Kumar Jain | Is Internet a nuisance or necessity for IT professionals? |
| | | Vinod Rajan J | A Study on the driving factors influencing fresh undergraduates on deciding their future career prospects |