

## Empirical Study - Class 2007-08

No.	Guide	Student Name	Topic for dissertation
1	S Radhakrishnan Independent Consultant	R. Athmanathan	Impact of methodologies (Practices of Microfinance Institutions) and government regulations on sustainability of microfinance institutions
2	A V Vedpuriswar UBS Service Centre(India)Pvt ltd	Pankaj Kumar Sahu	Comparison of Wealth Management Services offered by Indian Banks with Multinational Banks in India
3	Abdul Rasheed University of Texas	Prerit Kedia	IPO for the growth of small businesses in India.
		R.Arunachalam	Internationalizing Indian firms - their challenges and strategies
		Sachin Suhane	Impact of retained ownership and equity book value on IPO pricing
4	Amitava Ghosh Independent Consultant	Kirti Saurabh Kashyap	Measuring the Impact of Organized Small format stores in the Indian food and grocery retail market
		Neeraj Kumar Bharwani	Impact of modern retail on consumer expenditure and the various factors affecting it
		Vijay Vasant	An analysis of customer loyalty and share of wallet: and the moderating effect of customer's demographic profiles
5	Arjun Chakraverti IndusAge	Dharmesh Akotiya	Effect of promotion of Related Educational content on Sales of a technological product.
		R.Karthik	Study of the success of low cost airlines business model, understanding and predicting the trend in the business'.
		R.Sankara Narayanan	Effect of Retail Foray of a private lubricant company, in India, on its Brand
		T.R.Kala	IT Value Chain and positioning of IT companies along it.
6	Ashok Vasudevan Preferred Brands International	K.Kartik	Impact of a Corporate Food Blog on the Demand of FMCG goods
		N. Swetha	Role of finance in International Entrepreneurship
		Shwetha Reddy	Growth of the IT & ITeS industry and the factors affecting this growth.
		Anilkumar B. Daga	Indian Investment Banking industry – The Road ahead
		Atish Kumar Verma	Revenue Generation Model for “Provide Urban amenities in Rural Area (PURA) through IT”

7	Bala Balachander Kellogg School of Management Northwestern University	B.Amiruda Priya	Comparison and analysis of Strategy, performance and growth of selected firms.
		Jaideep Chanda	Effectiveness of CRM implementations across various verticals
		Kishore Kunal	Provide Urban amenities in Rural Areas (PURA) through IT Innovation
		Rahul Kumar	Indian Investment Banking industry – The Road ahead
		S.T.Balaji	Comparison and analysis of Strategy, performance and growth of selected firms.
		Srivasa Ramgopal	Effect or impact of Performance-Management on Profitability or Growth of Management Consulting/IT Consulting firms
8	Balaji Rajagopalan Oakland University	Sham Sitaram Shet	Growth Strategies in Indian Based IT Companies
		Ankur Khanna	Global Competition in IT Services: Implications for the Indian IT Services Industry
		Bhaskar Sahay	Global Multisourcing Models: Issues and Challenges
		Nihit Nirmal	A Study of Business Development Models for IT Service Firm
		Pranay Kumar	Prime reasons for customers' possible preference for outsourcing IT services to Eastern Europe" a comparative study of Eastern European IT firms and Indian IT firms
		Rajeesh Rajagopalan	China the next Outsourcing Destination
9	Bharat K S CMD, Aparajitha Group	B.Lakshmi	Study of Organizational Behavior in a restructured environment.
		Garvita Tanwar	Leadership growth: How management behavior influences organisational dynamics
		Prachi Tiwari	Branding for internal customers (employees)
10	C Vijayalakshmi Institute for Financial Management & Research, Chennai	Ankur Priyanka	A study of determinants that affect purchase of branded lifestyle products
		K.Mithila	Brand placement in movies
		Sudipta Chakraborty	Perceptual mapping of retail outlets

11	D Ravishankar Standard and Poor's & Executive Director, CRISIL	Ajay Singh Hooda	To check Market Return dependency on market risk
		Nikhil Pradip Deshpande	A framework for identifying, measuring, monitoring and managing risks in lending finance for projects.
		Seema Mohanty	Risk Management in the General Insurance Industry
12	Debashish Ghosh Narsee Monjee Institute of Management Studies, Mumbai	G.Karthik	Increasing Indian M&As, stock market growth and the economic growth
		Pranjit Arandhara	Currency rate prediction.
		Saurabh Subhash Agarwal	Investing in the BRIC equity markets v/s Investing in the equity markets of USA and Japan
13	Ganesh Sunderaraman CEO, Graphic Spectrum	Pamit Devender Anand	Consumer Choices: Impact of Pricing and Brand-Names
14	ISF Irudayaraj XLRI, Jamshedpur	Swati Sreeram	Performance Management in Hospitals
15	J X Gregory Saga Consultancy Services	Ashutosh Chaudhary	Impact of Planning and significance of human factor involved on the profitability of an organization undergoing change management.
16	Khalid Nainar Michael G DeGroote School of Business	Soumya Dipankar Bhattacharya	Study of factors of Crude Oil Price volatility
17	Krishnan Dandapani Florida International University	A.Gowtham	Behaviour of European Union Equity Market post MiFID implementation - Impact of Globalization (Investments) and Economic Growth
		Amandeep Singh Tahim	Impact of Market makers on Indian Exchange
		Deepak Singh	Growth Of Derivative trading in India Next 10 Years
		Kaushik Mozinder Baruah	Performance of IPOs in the Indian market in recent years
		Nirav Kirti Ramaiya	Futures Trading, Information and Spot Price Volatility of NSE-50 Index Futures Contract
		Padmaja Talatam	Working Capital Management in IT sector
		Pankaj Kumar	Comparative study of performance of private sector banks and public sector banks of India, during banking reform period.

		Rahul Khare	Effect of Terrorism and Politico-economic favourability on performance of Indian financial markets
		Rishikesh Kumar Sinha	Consolidation in the Indian cement industry.
		S.K.Prashanth	Effect of Risk management using Derivative instruments under Basel II capital Adequacy ratio guidelines on Profitability of the Banking and Financial institutions in the next 5 years V/s present Profitability
		Saumya Bhandari	Impact of oil prices on India's: Foreign Exchange, GDP and Stock Market
		Vibhor Jain	Determinants of FII and their growth in India over the next decade.
18	Latha Ramakrishnan Laras	Seema Mehra	People Processes in IT Industry and its implications
19	M Rajamanickam President, Consulting Services Trimentus Technologies, Chennai	R.Swaminathan	Productivity improvement in software companies
		B.Bharath	impact of Lean software development and technological innovations on productivity and efficiency in software firms
		C.Nagappan	The effects of the Appreciating Rupee and the Demanding Employee on the profitability of an IT organization
		Rakesh Kumar Singh	Revenue Vs. Manpower Growth in Indian IT Companies
20	M.S. Jayaraman President, Lumino Strategies	Himanshu Batra	Comparing Unified ERP Vs Legacy Systems
		Saurabh Agrahari	ROI on ERP Implementations
21	Manu Vohra Chairman and President, Business Excellence Inc	Rahul Tandon	Business objectives alignment with Enterprise operations through Balanced Scorecard
		Vinay V Kirthik	Market Research and feasibility of launching" Flavoured Mineral Water
		Ankit Kapoor	How Business Excellence Drives Customer Satisfaction
22	Mathew Parackal University of Otago	P.B.Pradeep	Impact of Internet on the Distribution Network
		C.Krishna	Impact of Integrated supply chain on the performance of the lean managed automobile spare parts industry

23	Mohan Gopalakrishnan Arizona State University	Sanjeev Kumar Kohli	Major factors affecting logistics cost in India
		Vaibhaw Dwivedi	Effect of Technology on the efficiency of Logistics involved in the Organized Food Retail Sector in India.
24	Murali Jagannathan Binghamton University	Ashish Kumar	Insight on the reasons why long term tax-exempt yields are higher than how they are predicted to be
		Karthik Shyam M	Comparative study of cross border merges and in country merges w.r.t. post merger performance and difficulty of the actual merger process
		Savitha Ostwal	Determinants of Stock Repurchases in India
25	Niti Singh Gallup Consulting, Mumbai	C.Sabarinath	Effects of Transformational leadership on Work Satisfaction, Sense of Empowerment, and Intention to Quit
26	P K Vishwanathan Institute for Financial Management & Research, Chennai	Brijesh Yadav	Underserved and Unexplored Areas in Indian Telecom that will drive future markets
27	Paul Prabhakar Stuart Graduate School of Business, Illinois Institute of Technology, Chicago	G.Navneet	Impact of the Booming Economy and Media Coverage on the Growth of the Sports Marketing Industry.
		P.Roopa	Differential Impact of Branding and Positioning Strategies on Mass and Luxury Brands
		Pawan Bhawsar	Impact of IP Telephony on Traditional Voice Communication Market
		S.Logendra	Drivers of Market Share in the Oil & Gas Industry
		S.Prashanth	The impact on the growth of e-marketing with the present state of internet security - An empirical investigation.
28	Prashant Mishra Indian Institute of Management, Calcutta	Naveen Arora	Apparel Retailing in India---Opportunities for Foreign Firms
29	Prem Chander Independent Consultant	D. Bhagyalakshmi	Factors Influencing Mergers of Banks in India".
		Rajesh Kumar Ravi	Success/Failure of Mergers and Acquisitions
		Sridhar Kota	Mergers and Acquisitions: Dealing with IT Sector
		V. Kamalakannan	M&As: Key to boom in Indian Pharma sector

30	R Srinivasan Independent Consultant & Trainer	A.Sriram Iyer	Growth of soft drinks in International markets
		Priti Nainwal Chandola	On what factors does the sales/profit of Indian Pharmaceutical Companies depend?
31	R. S. Veeravalli Great Lakes Institute of Management	Abhishek Narayan Rai	The Indian Passenger Car Industry" : Gearing for the future?
32	Raghu Iyer S P Jain Institute of Management and Research, Mumbai	Anubhav Rakesh Verma	Tax – Saving Investment
		Kamaljeet Dharmaraj Shinde	Debt-to-Equity (D/E) ratio and it's interdependence & correlation with other variables like Profitability ratio, Liquidity ratio, activity ratio and shareholder return ratio.
		Sameer Anil Lawande	Prediction of Probable Market Price of Stocks using Ratio Analysis
		Shailesh Prabhu	Mergers and Acquisitions with respect to their Value, Profitability and Market Capitalization.
33	Raja Rajaraman College of Business San Jose State University	Gaurav Chopra	Redefining Consumer Experience through IPTV Technology
		Shruti Gupta	All-in-one CRM Guide
34	Rajashekar Govindamenon Independent Consultant & Sessional Lecturer	A.Nesamani	Comparing the performance of equity funds (non industry specific) against Sensex in 2007-08.
		M.Sree Raghav	'Analysis of Bond Price for Corporate Bonds'
		Mandeep Singh	To study the current Capital market state and the strategic factors that dictate Merger and Acquisition activities.
		Mukul Kuthiala	Post Deal Performance of Mergers and Acquisitions in the IT Industry: How motives of Synergies and Diversification affect it
		Mukul Malik	Correlation between initial pricing of IPOs and the subsequent market determined prices.
		P.Karthikeyan	Performance comparison of the Open ended Equity Mutual Funds
		Pravar Saxena	To study effects of merger and acquisition on company's position in the market
R.Priya	The effect mergers and acquisitions has on company profits and the market share of the company"		

		Srinivas Reddy	Relation between stock and foreign exchange fluctuations and their impact on Foreign Investment
35	Raju Rao Xtraplus Solutions	Sachin Agarwal	Project Financing
36	Rakesh Singh Independent Consultant	K Suraj	Role of IT as an enabler in Distribution Channels
		Rahul Dixit	Feasibility of developing an effective health care delivery system in Indian private sector for the economically disadvantaged sections
37	Ramesh Gopaldaswamy Independent Consultant	Himanshu Pahuja	Growth of Indian IT Companies in IT Product market
38	Ramesh Subramaniam Quinnipiac University	Hrishikesh Rajan	Impact of consumer health awareness on Health Food Restaurants
		Tushar Vijay	Factors affecting growth of IT industry in India and China with a special focus on Government policies.
39	Ramjei Narasimhan IT Outsourcing Consultant and Advisor ,DHL Worldwide - Global Information Systems	K. Anand	Growth of IT Outsourcing in India
		K.Rajesh	Business process outsourcing of telecommunication companies.
		Satinder Pal Singh	Effect of business innovation and competitive environment on consumer value
		Tanvi Duggal	Alternate outsourcing locations – opportunity or competition?
40	S. Sriram Great Lakes Institute of Management Chennai	Sudhir Maddeti Shankarappa	Market strategies for sustainable innovation in high end technology markets (Telecommunication market)
41	ShyamSunder Rao Castrol India Ltd, Mumbai	Ashok Kumar Banerjee	Growth pricing and role of the government in Wind Power Generation in India
		Deepesh Dua	Feasibility of the Sale of Packaged Coconut Water Depends on the Location of Residence and Price Elasticity
42	Siva Nathan Georgia State University	Pratiti Prabhakar Bantwal	Impact of Management of Current Assets on Working Capital
		Sachin Agrawal	The need and potential for developing India's corporate bond market
		Vipul Singhal	Growth prospects of Indian Private Equity Market
43	Siva Sivaramakrishnan University of Houston	V.Ramya	Effect of type of acquisition and the type of industry on the portion of goodwill attributable to the brand equity of the acquired company.

	University of Houston	Varun Sardana	Forecasting the market price of Stocks using financial accounting ratios
44	Sridhar Ramaswami Iowa State University	A.Archana	Impact of Brand equity and Content Value on listeners in FM Radio Segment.
		Hari Hara Sutan P	Effect of income levels and status consciousness on the adoption level of western food brands.
		J.Anitha	Effect of Promotional Elements and perceived value on customer based brand equity in the detergent market in India
		Kailash Kumar	Branding a new product in retail sector
		M.Yashwanth	Effect of price and promotion on brand value of different toothpastes available in Chennai.
		Pooja Suhas Naik	Impact of Brand, Pricing and Features on the Mobile Handset Purchasing Decision of the Consumer.
		Pooran Panwar	Impact of Promotions on the Brand Building and Buying Behaviour of consumers in Entry-Level car segment.
		Pratyush Singh	Choice of Entry Mode in Indian Markets: Impact of Interrelationships among Ownership, Location and Internalization Factors
		R.Lavanya	The impacts of country of origin and product pricing on brand equity – the Indian context
		Ravi Singh	A study of customer relationship management practices in banking organizations in Chennai
		Shridhar Ramesh Garge	Analysis of Internet Usage Patterns of Consumers for Shopping
45	Sunil Rai S.P Jain Institute of Management & Research	Vinay Ashok Adavi	Importance of Network Access Control in BPOs and BFSIs
46	Suresh Ramanathan University of Chicago	Abhishek Prakash	The effects of brand positioning & pricing on consumer behavior
		Dwaipayan Chaudhuri	Sensory Cues-A Stimulation to purchase
		P.Deepak	Consumers' Attitude, Webpage Characteristics and Adoption of Internet Banking

		P.Shankar	Impact of the quality of service and brand image on customer loyalty
		Sunil Krishnaprasad	Effect of social influence among different age groups on movie going behaviour
47	Krishnamurthy Surysekar College of Business Administration Florida International University	Aarushi Sangwan	Quantitative analysis of quality, frequency and level of financial disclosures as determinants of corporate governance in Indian firms
		Akash Avinash Vaze	Ranking available Investment options with help of financial ratios and market trend
48	Swaminathan Murthy Great Lakes Institute of Management, Chennai	Manish Sharma	Critical Analysis of the impact of "Store Ambience", "Loyalty Schemes" and "Quality of Sales Personnel" upon two critical parameters in RETAILING like Walk-Ins and Conversion Rates, conducted in 3 major Departmental Stores in Chennai.
49	Thillai Rajan Indian Institute of Technology, Chennai	Shruti Mishra	Short term and long term impact of M&As on the financial health and performance of the firm in IT sector.
50	Tony Uvary Xavier Institute of Management, Bhubaneswar	T.Vivek Joseph	Transformational Leadership
51	Tripti Singh Indian Institute of Management, Bangalore	V.Archana	Role of Oneness in Emotional Intelligence and Transformational Leadership
52	V G Ratnam Management Consultant	Ashfaque Abbasbhai Vohra	Lubricant Marketing
		Mitesh Sharma	Retail marketing of processed food products in rural markets of India - Branding Challenges
		R.K.Haricharan	Impact of Psychic distance, Market Concentration, Product Differentiation on New Market Entry Strategy
		R.Shriram Bharathan	Influence of Integrated Marketing Communications on Consumer Behavior
53	V P Bhat Independent Corporate Advisor	C.Shalini	The Consumption function and the marginal propensity to consume
		J.V. Sahana	IT Service Industry: Maximizing working capital, limiting credit risk and hedging currency fluctuations
		M.Arun	Study of the empirical relationship between real estate prices and the factors responsible for increase in real estate prices
		Ramgopal.S	Impact of Interest Rates on Banking Products i.e. Loans and Deposits

		V.Vijay	Working Capital management in the SME IT industry
54	V. K. Murthi S P Jain Institute of Management & Research, Mumbai	Rahul Sinha	Role of IT in the Retail industry and the feasibility of end to end integration of Retail supply chain using IT
		R.Rashmi	Initial investigation on analyzing the market strategies for small scale industries in gaining superior ROI
55	Vaidy Jayaraman University of Miami	Manish Kumar	Managing and streamlining Supply Chain of Retail Superstores (India).
		Om Prakash Pradhan	Normative pricing strategy with supply chain prospective
		Prakritish Buragohain	Normative pricing strategy with supply chain prospective
56	Vasudevan Sundararajan Independent Consultant	Avneet Singh	The Evolution and Current Scenario of the Car Market in India
57	Venkat Krishnan Great Lakes Institute Of Management Chennai	R.Sudha	Cross-cultural Study of the Effect of Transformational Leadership on Work Attitudes
		Rashmi Uday Bhat	Performance Appraisals and Attrition Rate: Role of Transformational Leadership
		S. Arunachalam	Impact of Spirituality and Transformational Leadership on Market-Driving Culture
		R.Nandhini	Impact of Management Skills on Transformational Leadership and Apptitude for Public Service.



















