

SESHADRIPURAM INSTITUTE OF MANAGEMENT STUDIES**IV Semester Dissertation (Batch 18-20)**

SL. No:	USN No:	Student Name	Project Topic	Project Guide
1	MB187201	ABHIJITH B V	A Study on the impact of digitalization with special reference to Axis Bank	Dr. Vatsala G
2	MB187202	ABHISHEK K	Mainstreaming an Unorganized Industry: The Case of Suguna Poultry with special reference to Integrated Value Chain Management in Bengaluru	Dr. Vinay S
3	MB187203	ABHISHEK K S	A study on changing consumer preference towards organised retail sector.	Prof. Rashmi Patil
4	MB187204	AKSHATHA L	A study on investors awareness towards derivatives and its comparison with equity with reference to private sector.	Prof. Amruta N
5	MB187205	AKSHAY B MULGUND	A Study on Personal Finance Management practices among Healthcare Professionals in Bengaluru	Prof. Akash Vasani
6	MB187206	AMRUTHA V	A Study on Impact of Microfinance in Poverty Alleviation with Reference to Rural Areas of Ramanagara Dist., Karnataka	Prof. Bharath M

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
7	MB187207	ANSHU KUMAR	"A Study of Factors Influencing Switching Behaviour of Fixed Deposit Investors of Banking Sector in Bangalore"	Prof. Divya H N
8	MB187208	ARASU P	An Analytical Study on Investor Awareness of Demat Accounts with reference to Bengaluru Region.	Dr. S. N. Venkatesh
9	MB187209	ASHWINI A K	A study on financial assistance for the agriculture development	Prof. Vindhyashree
10	MB187210	ASHWINI K S	A study on challenges and prospects of digital payment in retail sector	Prof. Girinarayan G
11	MB187212	BALAJI N S	A Study on emerging trends in event management	Prof. Ramani Nair
12	MB187213	BANDANA CHAUHAN	A study on social media strategy for online shopping at Bata India Ltd.	Dr. Vatsala G

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
13	MB187214	BHAVYASHREE L	Impact of Visual Merchandising on Consumer Buying Behaviour: An Empirical Study of 'The Future Group - Retail Company' in Bengaluru City	Dr. Vinay S
14	MB187215	BIBIN P BALAN	A study on Best Practices and Emerging Trends in Recruitment and Selection with special reference to tildehat online serivices	Prof. Rashmi Patil
15	MB187216	BINDU BK	An Empirical study on Housing Finance Scheme and it's Tax benefits of HDFC Bank - From Customer's Perspective	Prof. Amruta N
16	MB187217	CHANDINI CHANDRABHANU	A study on role of microfinance in women empowerment with special reference to Bengaluru North	Prof. Akash Vasani
17	MB187218	CHARAN A S	A Study on Financial Planning and Tax Planning Among Salaried Persons in Bengaluru City	Prof. Bharath M
18	MB187219	CHEETHAN B N	"A Study on Impact of Macroeconomic Variables on Indian Stock market with reference to NSE Nifty 50"	Prof. Divya H N

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
19	MB187220	DARSHAN S G	A Study on Select Bank Nifty Stocks in National Stock Exchange.	Dr. S. N. Venkatesh
20	MB187221	DEEPIKA S	A study on perception of investors investing in life insurance	Prof. Vindhyashree
21	MB187222	DENNISON FELIX CORREYA	A Study on foreign direct investment on economic development	Prof. Girinarayan G
22	MB187223	DEVARAJU CM	A study on the impact of 2016 GST on business in India	Prof. Ramani Nair
23	MB187224	DHANUSH T R	A Study on Mutual Fund Companies in India with special reference to Reliance Mutual Funds and UTI Mutual Funds	Dr. Vatsala G
24	MB187225	DHIRAJ KUMAR YADAV	An Empirical Study on Exchange Rates and its Impact on Indian Economy	Dr. Vinay S

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
25	MB187226	DILIP KUMAR B	A Study on Retailer Behaviour towards Nandini Dairy Products	Prof. Rashmi Patil
26	MB187227	DINESH S	A STUDY ON AWARENESS OF AGRICULTURE INSURANCE COMPANY AND ITS PRODUCTS TO RURAL FARMERS BANGALORE RURAL.	Prof. Amruta N
27	MB187228	DINESH S	A Study on Consumer Perception on Solar Powered Products in Chikballapur District	Prof. Akash Vasani
28	MB187229	DIPESH KUMAR SAH	A Study on Perspective of Institutional Investors' Towards Corporate Bond Market in Nepal	Prof. Bharath M
29	MB187230	DIVYA V	"A Study on Impact of Branding on Consumer purchase decision of Electronic Home Appliance"	Prof. Divya H N
30	MB187231	DOODIPALLI RENUKA	A Study on Staff Training and Development as a tool for better Employee Performance in an Organization with special reference to the E-commerce Industry.	Dr. S. N. Venkatesh

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
31	MB187232	GANESH R	A study on Insolvency Risk and challenges for Public sector Banks in Bengaluru	Prof. Vindhyashree
32	MB187233	GANGADEVI R	A study on customer experience management in personal loan	Prof. Girinarayan G
33	MB187234	GEETHARANI T	A study on scientific screening process in a recruitment consulting firm	Prof. Ramani Nair
34	MB187235	GOKUL RAJ A V	A study on Risks and benefits associated with advanced mobile banking technology.	Dr. Vatsala G
35	MB187236	GOWTHAMI M	A Critical Analysis of Green HR Strategy in Indian Banking Sector: A Conceptual Study	Dr. Vinay S
36	MB187237	GREESHMA J	A study on The Impact of Psychological Factors on Consumer Buying Behavior towards selected FMCG goods	Prof. Rashmi Patil

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
37	MB187238	HARSHAVARDHANA N R	A study on fundamental and technical analysis of banking sectors	Prof. Amruta N
38	MB187239	HARSHITHA N	A Study on Challenges and Issues faced by the women workforce of IT industry in Bengaluru.	Prof. Akash Vasani
39	MB187240	JANCY N	A Study on Impact of Earnings and Dividend Pay-outs on Market Price of Selected Stocks in NSE	Prof. Bharath M
40	MB187241	KAVYA J	"A Study on Electronic Payment and its scope in the present scenario with reference to the pandemic crisis.	Prof. Divya H N
41	MB187242	KAVYA K	The study on effectiveness of advertisement with reference to The Himalaya drug company.	Dr. S. N. Venkatesh
42	MB187243	KHANDEKAR KARAN RAJENDRA	CONSUMER PERCEPTION AND EXPECTATION ON ONLINE ROOM BOOKING SERVICES (A STUDY WITH REFERENCE TO SHREE STAYS PRIVATE LIMITED IN BENGALURU CITY)	Prof. Vindhyashree

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
43	MB187244	KIRAN PARAJULI	A CAMELS model analysis of Public Sector Banks in India with special reference to Punjab and Sind Bank	Prof. Girinarayan G
44	MB187245	KIRAN RA	A study on consumer perception towards restaurant aggregators .	Prof. Ramani Nair
45	MB187246	KRUTHIKA K	A Study on Customer Loyalty towards Toyota Cars - An Exploratory Study in Bengaluru	Dr. Vatsala G
46	MB187247	KRUTHIKA N	An Exploratory Study of HR Practices Adopted by E-Commerce Companies in Bengaluru	Dr. Vinay S
47	MB187248	LAVANYA C	*The impact of Compensation and reward system on Employee performance of McDonald's in Bengaluru city*	Prof. Rashmi Patil
48	MB187249	LAXMI BASAVANNI LUGARE	A Study on brand strategic plan for Volvo earth movers and construction equipments.	Prof. Amruta N

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
49	MB187250	LEELAVATHI S	A Study on Online Essential Supplies Services in Bangalore with special reference to BigBasket and Amazon Pantry	Prof. Akash Vasani
50	MB187251	LEKHANA S	A Comparative Study on Effectiveness of Loan Lending Process of Selected Private Bank with Reference to Bengaluru	Prof. Bharath M
51	MB187252	M OOHA	"A Study on various factors impacting on growth of E commerce in India"	Prof. Divya H N
52	MB187253	MADHUMALLIKA V	A Study on the factors that influence the level of Impulse Buying among Consumers.	Dr. S. N. Venkatesh
53	MB187254	MANJUNATHA REDDY C S	A Study on Social Media Marketing	Prof. Vindhyashree
54	MB187255	MANOHAR R	A Study of Automobile Market in India	Prof. Girinarayan G

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
55	MB187256	MIDHUNA S	A study on behavioral impact of VIX index on future price with reference to service industr	Prof. Ramani Nair
56	MB187257	MOHAN S	A study on problems and challenges faced in medical tourism in India	Dr. Vatsala G
57	MB187259	MUYEED KHAN	A STUDY ON INVESTMENT DECISION using technical analysis on select stocks in BSE	Prof. Rashmi Patil
58	MB187260	N SRIKANTH	An empirical study on investors behaviour towards equity and derivatives market with respect to finance sector.	Prof. Amruta N
59	MB187261	NAGENDRA K L	A study on consumer perception towards Health Insurance policies offered by Life Insurance Corporation	Prof. Akash Vasani
60	MB187262	NALINA KUMARI B S	A Study on Customer Satisfaction Towards Products of Ultratech Cement Ltd. With Reference to Bengaluru City	Prof. Bharath M

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
61	MB187263	NARENDRA K	"A Study on Impact and effective utilization of ESI benefits among Garment sector employees"	Prof. Divya H N
62	MB187264	NAVEEN KUMAR N	An Exploratory Research on Customer Satisfaction on Channel Effectiveness at VRL Logistics Ltd. In Bengaluru Region.	Dr. S. N. Venkatesh
63	MB187265	NAVEEN KUMAR R	A study on comparison of business performance of fuel n electric vehicles in Bengaluru.	Prof. Vindhyashree
64	MB187266	NAVEEN KUMAR S	A Study on Effectiveness of social media for college students	Prof. Girinarayan G
65	MB187267	NAVEEN S N	An analysis of financial statements of Karnataka Antibiotics and pharmaceutical Ltd	Prof. Ramani Nair
66	MB187268	NIKIL S	A study on influence of advertising on the modern day e-commerce	Dr. Vatsala G

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
67	MB187269	NIRMALA G K	An Empirical Study on Consumer Perceived Risk towards Online Shopping Purchasing Decision and its Influencing Factors in Bengaluru City	Dr. Vinay S
68	MB187270	PALLAVI V	A study on internal audit- A tool for management control, shree chowadeshwari die casting company pvt Ltd, Doddaballapura, Bangalore-o3	Prof. Rashmi Patil
69	MB187271	POOJA V	A study on technical analysis of selected IT companies	Prof. Amruta N
70	MB187272	POORNITHA R	A study on employee welfare measures adopted by IT companies in Bengaluru during Covid19 Pandemic Crisis.	Prof. Akash Vasani
71	MB187273	PRATAP M	A Study on Customer Preference Towards Air Conditioners in Bangalore City	Prof. Bharath M
72	MB187274	PRAVEENA N	"An Analytical study of Compliance of Traffic Rules and Regulations by the Public in Bangalore City"	Prof. Divya H N

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
73	MB187275	PREETHI S	An Analytical Study on Employee Attrition with special reference to IT industry in Bengaluru Region.	Dr. S. N. Venkatesh
74	MB187276	PRIYANKA D	A study on job satisfaction level of employees in the textile industry	Prof. Vindhyashree
75	MB187277	PUNEETH M	A study on consumer perception and attitude towards branded sports shoe	Prof. Girinarayan G
76	MB187278	PUNEETH S	A study on effectiveness of Pradhan Manthri Jan Dhan Yojana in financial inclusion in Hesaragataha region	Prof. Ramani Nair
77	MB187279	PUNITH KUMAR C	A study on employees perception on HR practices and culture based on service sector with reference to call centers.	Dr. Vatsala G
78	MB187280	RAJESH H	A Study of Initial Public Offerings Valuations and Performance: An Evidence from the BSE SENSEX	Dr. Vinay S

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
79	MB187281	RAKESH KUMAR D S	A study on promotional strategy used for online marketing and its impact on customer buying behaviour	Prof. Rashmi Patil
80	MB187282	RAMYA K C	To study the strategies to optimize team conflict dynamics to improve Human resource development	Prof. Amruta N
81	MB187283	RANJITH V	Problems and Prospects of Sericulture in Chikballapur District - An Exploratory Study	Prof. Akash Vasana
82	MB187284	RUCHITHA RAJU U	A Study on The Marketing Mix Strategies Adopted by Mondelez India Pvt. Ltd.	Prof. Bharath M
83	MB187285	RUCHITHA S	"A Study on impact of Pandemic crisis on Labor living standards in Bangalore city"	Prof. Divya H N
84	MB187286	RUTHVIK A R	An Analytical Study on the Usage of Social Media in B2B Marketing Strategies.	Dr. S. N. Venkatesh

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
85	MB187287	SACHIN S	A STUDY ON EMPLOYEE PERCEPTION ABOUT ORGANIZATIONAL HR PRACTICES & CULTURE IN IT INDUSTRY.	Prof. Vindhyashree
86	MB187288	SACHIN S GOWDA	A study on employee impulse and its impact on performance	Prof. Girinarayan G
87	MB187289	SAMRUD R	Social media strategies for online shopping cart	Prof. Ramani Nair
88	MB187290	SANDEEP S	A study on evaluation of role of automation in reducing operational cost in organizations	Dr. Vatsala G
89	MB187291	SANGEETHA P	A Study of Derivative Trading Strategies in BSE with special reference to Commodity Market	Dr. Vinay S
90	MB187292	SANTHOSH S	A study on financial performance and growth aspects of the strategic alliance between tata coffee and starbucks in India	Prof. Rashmi Patil

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
91	MB187293	SARALA KUMARI	A study on effectiveness of advertising strategies adopted by Kennametal Steels	Prof. Amruta N
92	MB187294	SESU ANTHONY ALEX	A study on Cross-Functional Resource Balance between employee and employer .	Prof. Amruta N
93	MB187295	SHILPA K	A Study on Risk Return Analysis of Equity Shares in Banking Sectors	Prof. Bharath M
94	MB187296	SHILPA R	"A Study on Disaster Management document adopted by the companies with reference to Pandemic crisis"	Prof. Divya H N
95	MB187297	SNEHA R	An Empirical Study on the influence of Digital Marketing on the growth of consumerism in Bengaluru Region.	Dr. S. N. Venkatesh
96	MB187298	SONIYA N	A STUDY ON EMPLOYEE BENEFITS IN AN ORGANIZATION WHICH FOCUS ON EMPLOYEE RETENTION	Prof. Vindhyashree

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
97	MB187299	SUMANTH D K	Impact of brand positioning on consumers learning and brand loyalty	Prof. Girinarayan G
98	MB187300	SURESH P	A STUDY ON COMPETITION BETWEEN E-COMMERCE AND TRADITIONAL COMMERCE	Prof. Ramani Nair
99	MB187301	T KISHORE KUMAR	Public and environmental health effects of plastic waste disposal: An evaluative study in Bangalore.	Dr. Vatsala G
100	MB187302	TANUSHREE R	Financial Strategy for Enhancing Mobile Banking Services: An Empirical Study of SBI Yono Platform	Dr. Vinay S
101	MB187303	TEJAS P	4Performance Of Mutual Funds In India : A Comparative Analysis Of select Mutual funds	Prof. Rashmi Patil
102	MB187304	UMME KULSUM	Maternity benefits offered by IT Companies to their Employees in Bangalore - An Exploratory Study	Prof. Akash Vasani

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
103	MB187305	V NAYANA	A Study on offsite work policies adopted by IT Companies in Bengaluru	Prof. Akash Vasan
104	MB187306	VATSALA P	A Study on Effectiveness of ATM Services Provided by Selected Private Banks in Bengaluru City	Prof. Bharath M
105	MB187307	VIGNESH M	"A Study on Analysis of Market Strategies of Automobile companies in India"	Prof. Divya H N
106	MB187308	VIJAY C	A study on employee satisfaction on appraisal system with specific reference to IT industry in Bangalore.	Dr. S. N. Venkatesh
107	MB187309	VIJAY K	A detailed study on the Impact of public relations in corporate organizations.	Prof. Vindhyashree
108	MB187310	VIJAY KUMAR B	A study on investors perception towards stock market	Prof. Girinarayan G

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SL. No:	USN No:	Student Name	Project Topic	Project Guide
109	MB187311	VIJETH KR	A study on perception of investors towards life insurance	Prof. Ramani Nair
110	MB187312	VIKAS H G	An Empirical study on Agricultural practices for Organic farming in crop rotation in rural area	Dr. Vatsala G
111	MB187313	VISHNURAJ	The Perceived Quality Health Care Services and Patient Fulfilment of Prakriya Hospital in Bengaluru	Dr. Vinay S
112	MB187314	YAMUNA B M	A STUDY ON Green Orientation & Green Management Practices as CSR in Academic Institutions	Prof. Rashmi Patil
113	MB187315	YOGITA R	A study on evolving digital marketing trends and techniques in improvising eLearning	Prof. Amruta N