

**J.D. BIRLA INSTITUTE**  
 Department of Management  
**SELECTED DSE RESEARCH PROJECT TOPICS AND MENTOR LIST**  
**3<sup>rd</sup> year (Semester-VI), Session 2022-23**

Sl. No.	Name of the Student	Roll No	Final Topic	Mentor
<b>FINANCE SPECIALIZATION</b>				
1	Aditya Goenka	3	Impact of foreign exchange fluctuations on performance of India Economy	Mr. Sumanta Bhattacharya
2	Akshat Jain	4	Study of impact of Monetary Policy measures taken by the RBI on the performance of Indian Economy	Ms. Paramita Sarkar
3	Amna Asif	5	Comparative analysis of stock market return in the pre- post Covid 19 scenario in India	Dr. Sraboni Dutta
4	Archit Agarwal	7	A study of financial performance through Ratio Analysis of Loius Vitton and Allen Solly	Mr. Bhargav Majumdar
5	Astha Ruia	8	Analysis of NPA of private and public sector banks in India	Ms. Paramita Sarkar
6	Chirag Jhajharia	11	Study of the factors governing the investment in Mutual Fund in India	Dr. Arindam Banerjee
7	Dhruv Gori	12	Comparative Financial Analysis of top exporting companies in India in select product categories	Dr. Madan Mohan Dutta
8	Disha Sahni	13	Comparative analysis of financial performance of public sector and private sector bank with special reference to SBI and Yes Bank	Mr. Sumanta Bhattacharya
9	Eesha Gupta	14	Financial performance analysis of Maruti Suzuki Ltd in last 20 years	Mr. Sumanta Bhattacharya
10	Garv Dilawari	15	A comparative study of financial performance of Jio and Airtel in Indian Telecom Industry	Dr. Madan Mohan Dutta
11	Harsh Agarwal	16	A comparative study of financial performance of HDFC Life and SBI Life in Indian Life Insurance industry	Mr. Sumanta Bhattacharya
12	Harsha Vardhan Gupta	17	A comparative analysis of financial performance of top 5 companies and bottom 5 companies as per market capitalization of a selected index in India	Ms. Paramita Sarkar
13	Jaanvi Agrawal	21	A Study of financial performance of SBI and its associates in the pre and post merger scenario	Dr. Arindam Banerjee
14	Jasleen Kaur Sethi	22	A comparative analysis of financial performance of Indian Oil and HPCL	Dr. Madan Mohan Dutta
15	Jayant Chandak	23	A comparative study of financial performance of Indian Textile Industry with special reference to Grasim Industries Ltd and Raymond Limited	Mr. Bhargav Majumdar
16	Karan Baradia	24	A comparative study of financial performance of Hindalco Industries and Vadanta in Indian Mining Industry	Dr. Arindam Banerjee
17	Keshaw agarwal	25	Comparative study of performance of Mutual Funds in India with reference to HDFC and ICICI	Ms. Paramita Sarkar

18	Khushi Jain	26	Impact of Annual Union Budgets on the financial markets in India	Mr. Sumanta Bhattacharya
19	Kunal Sharma	29	Comparative Analysis of Financial performance of TATA Steel and JSW Steel in the Indian Metal Industry	Dr. Madan Mohan Dutta
20	Mahima Lohariwal	30	Comparative study of the Financial performance of the Civil Aviation Industry in India with special reference to Spice Jet and Indigo	Mr. Bhargav Majumdar
21	Manav Doshi	31	Comparative analysis of financial performance of Ferrari and Mercedes - A global perspective	Mr. Bhargav Majumdar
22	Nikhil Agarwal	35	A study of the Risk-Return analysis of selected PSU Bank Stocks in India	Dr. Arindam Banerjee
23	Payal Lakhota	36	Impact of macroeconomic variables on Indian stock market	Ms. Paramita Sarkar
24	Pradyum Agarwal	37	A Study on Working Capital Management of BHEL and SAIL	Dr. Madan Mohan Dutta
25	Pratik Jain	38	Impact of Jio's entry in the Indian telecom industry	Mr. Bhargav Majumdar
26	Priyal Agarwal	39	A study on the financial performance of Non life insurance sector in India with reference to The New India Assurance co Ltd. And National Insurance company Ltd.	Dr. Sraboni Dutta
27	Priyanshi Agarwal	40	Comparing NPA between Public and Private sector banks in India with reference to SBI and HDFC Bank.	Dr. Arindam Banerjee
28	Rishav Sureka	45	The impact of Fiscal deficit on the performance of the Indian economy	Mr. Sumanta Bhattacharya
29	Rohan Jain	46	Comparative analysis of Financial Performance of Public and Private sector Banks with reference to SBI AND ICIC Bank.	Dr. Madan Mohan Dutta
30	Satyaarth Singh	51	A study on the financial performance of Cement Industry with reference to Shree Cement and JK Cement.	Mr. Bhargav Majumdar
31	Shishir Mohta	54	A comparative study between NSE (India) and NASDAQ (USA)	Dr. Arindam Banerjee
32	Shreshtha Kr Shaw	55	Study the Investment preference of salaried individuals.	Ms. Paramita Sarkar
33	Shruti Bangani	56	Comparative analysis of financial performance of TCS and WIPRO	Mr. Sumanta Bhattacharya
34	Siddharth Sharma	57	A study on the financial performance of Heavy vehicle manufacturers in India with reference to Ashok Leyland and Eicher Motors Ltd.	Dr. Madan Mohan Dutta
35	Suhana Agarwal	58	A study of investor behaviour in the Indian stock market.	Mr. Sumanta Bhattacharya
36	Sweta Agarwal	59	Study on the financial performance of Sugar industry in India with reference to Balrampur chini mills and Shree renuka sugars	Dr. Arindam Banerjee
37	Tejaswee Bhadani	61	Study of the impacts of monetary policies on the Indian economy.	Mr. Sumanta Bhattacharya
38	Vedanshi Iath	63	Study and Comparison of two major Debt funds in India.	Ms. Paramita Sarkar
39	Aditi Sharma	67	A comparative study of financial performance of Airline industry in India with reference to Indigo and Spice jet.	Mr. Bhargav Majumdar

40	Akshat Sethia	69	Comparative analysis of Financial Performance of Private sector Bnaks with reference to HDFC AND ICIC Bank.	Dr. Madan Mohan Dutta
41	Ananya Nath	70	Evaluating the performance of Private and Public Mutual Funds with reference to SBI and Axis Bank mutual fund.	Ms. Paramita Sarkar
42	Arslan Hamzah Ali Ashraf	73	Hedge funds and its impact on the Indian capital market.	Dr. Arindam Banerjee
43	Bhawana Agarwal	75	A study on financial performance of private Life insurance companies with reference to HDFC Life, ICICI Prudential and SBI Life.	Mr. Bhargav Majumdar
44	Chirag Agarwal	76	A study on the financial performance of the Indian automobile sector with reference to TATA Motors and Mahindra and Mahindra.	Dr. Madan Mohan Dutta
45	Dev rajada	77	Comparative analysis of Financial Performance of TATA Steel and SAIL.	Dr. Arindam Banerjee
46	Dishant Singh	79	Impact of oil prices on the Indian Economy.	Ms. Paramita Sarkar
47	Gaurav Kedia	81	A study on the growth of Micro finance in India	Mr. Sumanta Bhattacharya
48	Harsh Jain	82	A study on the financial performance of Hotel Industry with reference to Indian Hotels and East India Hotels	Mr. Bhargav Majumdar
49	Harshit Agarwal	83	A study on the financial performance of two listed Tea companies in India.	Dr. Madan Mohan Dutta
50	Isha Saraf	85	Comparative analysis of regional Rural Banks in India with reference to Punjab grameena bank and Karnataka bikas bank.	Ms. Paramita Sarkar
51	Ishika Bansal	86	A Comparative study on Financial Performance of Britannia and Parle Industries	Dr. Arindam Banerjee
52	Jahnvi Bohra	87	A Comparative study of NPA in Indian Banking Sector with special reference to SBI and HDFC Bank	Mr. Bhargav Majumdar
53	Jasmeet Singh Mehta	88	A Comparative analysis of financial performance of TCS and Wipro	Dr. Madan Mohan Dutta
54	Karan Seksaria	90	Impact of Covid 19 on the performance of Indian Automobile Industry with special reference to Tata Motors and Mahindra and Mahindra	Mr. Sumanta Bhattacharya
55	Kavisha Prasad	91	A Comparative study of performance and impact of Micro Finance Institutions in India	Ms. Paramita Sarkar
56	Khushi Jain	93	A Comparative Study of Financial Performance of Hero MotoCorp and TVS Company	Dr. Arindam Banerjee
57	Khushi Sharma	94	A Study of factors affecting the Indian Aviation Industry	Ms. Paramita Sarkar
58	Krishnav Jhajharia	95	A Comparative study on Financial Performance of Heavy Vehicle Industry in India with special reference to Ashok Leyland Ltd, Tata Motors Ltd and EICHER	Mr. Bhargav Majumdar
59	Mayank Khandelwal	97	A Comparative study on Financial Performance of the merger of Allahabad Bank and Indian Bank	Dr. Madan Mohan Dutta
60	Mridul Bagaria	98	A Comparative study on Financial Performance of Equity Oriented Growth Fund with special reference to Reliance Mutual Fund and HDFC Mutual Fund	Mr. Sumanta Bhattacharya

61	Pranjal Choudhary	102	A Comparative Study of Financial Performance of Life Insurance Sector in India with special reference to LIC and ICICI Prudential	Ms. Paramita Sarkar
62	Priyansh Sarawgi	105	Comparative analysis of financial performance of between Airtel and Vodafone in Indian Telecom Industry	Dr. Arindam Banerjee
63	Priyanshu Ganeriwala	106	A Comparative study of the financial performance of Indian Packaged Tea Industry with special reference to Tata Tea and Brooke Bond tea	Mr. Bhargav Majumdar
64	Rahul Khandelwal	107	A Comparative study of financial performance of Indian Banking Sector with special reference to Canara Bank and Axis Bank	Dr. Madan Mohan Dutta
65	Rishika Agarwal	110	A comparative study of financial performance of ACC Ltd and Ambuja Cements in Indian Cement Industry	Dr. Arindam Banerjee
66	Sanjana Shrivastav	113	A Study of the Impact of NBFCs on growth of Indian Economy	Mr. Sumanta Bhattacharya
67	Sanyam Kanoria	114	An analysis of Impact of Indirect Tax reforms in India in recent times - A study with reference to introduction of GST	Ms. Paramita Sarkar
68	Shaivya Garodia	115	Gold prices and it's impact on Indian economy with special reference to Indian foreign exchange market	Mr. Sumanta Bhattacharya
69	Shreya Kejriwal	117	A study of impact of GST in Indian Service Sector	Ms. Paramita Sarkar
70	Thuvyam Jain	122	A Comparative Study of the Financial Performance of Paytm and gpay	Mr. Bhargav Majumdar
71	Vibhav Majeji	125	A comparative analysis of the impact of Covid 19 on different sectors of Indian economy	Ms. Paramita Sarkar
72	Aditya Bagaria	128	Factors affecting the growth of Indian economy	Mr. Sumanta Bhattacharya
73	Chirag Bhutoria	136	A Comparative Study of the Financial Performance of Honeywell, Bosch and Siemens with special reference to security and surveillance industry	Dr. Madan Mohan Dutta
74	Divisha Harlalka	138	Impact of Covid 19 on Indian pharmaceutical industry	Mr. Sumanta Bhattacharya
75	Garima Thakur	139	Analysis of Financial performance of fashion retail industry with special reference to Tata group and Reliance Industries	Dr. Arindam Banerjee
76	Hardik Kochar	140	A study of financial performance of Banking sector with reference to Kotak Mahindra and AXIS Bank	Mr. Bhargav Majumdar
77	Harsh Vardhan Agarwal	141	A study on the financial performance of Leather Industry with reference to Khadim India and Sreeleathers Ltd.	Dr. Madan Mohan Dutta
78	Harshita Agarwal	142	Impact of capital structure determinants on the financial performance of Tata Steel and Steel Authority of India Ltd.	Dr. Arindam Banerjee
79	Ishan Jaiswal	143	A study on the financial performance of Real estate sector with reference to DLF Ltd and Godrej Properties Ltd.	Mr. Bhargav Majumdar
80	Ishika Modi	144	Comparative Financial Analysis of FMCG companies with reference to HUL and ITC Ltd.	Dr. Madan Mohan Dutta

81	Jai Dadheech	145	A study of financial performance of Food Industry with reference to Britannia and NESTLE India Ltd.	Dr. Arindam Banerjee
82	Keshav Jajoo	149	A study of financial performance of IT sector with reference to INFOSYS and WIPRO	Mr. Bhargav Majumdar
83	Kshitij Sowlani	151	A study of financial performance of Battery industry with reference to EXIDE and Amara Raja Batteredries Ltd.	Dr. Madan Mohan Dutta
84	Mihir Nolkha	153	A study on stock performance of sectoral indices with reference to NIFTY Auto and NIFTY Pharma	Dr. Arindam Banerjee
85	Muskan Kothari	154	Comparison on investments in Gold and Stock market.	Mr. Sumanta Bhattacharya
86	Prashit Bothra	157	A study of financial performance of Aluminium sector with reference to NALCO and Hindalco Ltd.	Mr. Bhargav Majumdar
87	Prerna Bardia	158	Comparative analysis of financial performance of TCS and INFOSYS Ltd.	Dr. Madan Mohan Dutta
88	Priyansha Agarwala	159	A study of financial performance of Plywood sector with reference to Century Ply and Green Ply Industries Ltd.	Dr. Arindam Banerjee
89	Priyanshu Kedia	160	A study of financial performance of Pharma sector with reference to Dr. Reddy's Lab and Torrent Pharma	Mr. Bhargav Majumdar
90	Raj Kumar Lilha	162	A study of financial performance of Banking sector with reference to Bandhan Bank and RBL Bank Ltd.	Dr. Madan Mohan Dutta
91	Riya Sultania	164	A study of financial performance of Banking sector with reference to Bank of Baroda and Canara Bank.	Mr. Sumanta Bhattacharya
92	Sahil Mittal	165	A study of financial performance of TELECOM sector with reference to JIO and Airtel Ltd.	Dr. Arindam Banerjee
93	Sanklap Kasera	166	Study of Gems and Jewellery industry in India	Ms. Paramita Sarkar
94	Siddhant Garg	171	Comparing NPA between Public and Private sector banks in India with reference to PNB and AXIS Bank.	Mr. Bhargav Majumdar
95	Sonu Agarwal	172	Performance evaluation of SIP scheme of Nippon India and HDFC Mutual fund.	Mr. Sumanta Bhattacharya
96	Tanisha Singh	174	Study of Merger of Vodafone and IDEA	Ms. Paramita Sarkar
97	Ummang Agarwal	176	A study of financial performance of Pharma sector with reference to CIPLA and Sun Pharma	Dr. Arindam Banerjee
98	Vanshika Bansal	177	Study of Merger of Kotak Mahindra and ING Vysya Bank.	Mr. Bhargav Majumdar
99	Vidhi Agarwal	179	A study on the major Factors impacting the growth of the Indian economy	Ms. Paramita Sarkar
100	Yuvraj Garg	184	A study of financial performance of Two Wheeler Industry with reference to HERO Motocorp and TVS Motor company.	Dr. Madan Mohan Dutta

### **MARKETING SPECIALIZATION**

1	Aakriti Singh	1	A study on changing consumer preferences among different generations towards organised retailing from unorganised retailing.	Dr. Oindrila Chakraborty
2	Anuraag Banerjee	6	The impact of Social Media Marketing for Luxury Fashion brands.	Dr. Seema Lall

3	Bhakti Dalmia	9	A study on the factors influencing consumers in urban area to switch purchases between online and offline platforms in FMCG sector.	Mr. Anupam Purkait
4	Bilal Akhtar	10	Factors influencing selection of PG courses.	Dr. Manjishtha Sur Roy Chowdhury
5	Harshita jaiswal	18	3. Role of Artificial Intelligence in Market Basket Analysis in FMCG sector.	Mr. Anupam Purkait
6	Hridya Parekh	19	The impact of relationship marketing in Hospitality sector.	Dr. Ranjan Bhardwaj
7	Koshika Jain	27	A study on the consumer buying behaviour during covid times for grocery items.	Dr. Soma Sinha Roy
8	Kuheli Sarkar	28	Consumer preferences for grooming products for Gen Z	Dr. Seema Lall
9	manvi pasari	32	Impact of online grocery shopping apps on consumer behavior- a case study on Blinkit.	Dr. Ranjan Bhardwaj
10	Mohini Goyal	33	A study to determine the factors that influence the purchase decisions of Artistic Products.	Dr. Oindrila Chakraborty
11	Nandini Saraogi	34	The effect of advertisement on consumer brand preference for Apparel and Accessories sector.	Dr. Soma Sinha Roy
12	Purushotam Kumar Singh	41	A case study of brand positioning of CoCa Cola	Dr. Ranjan Bhardwaj
13	Raahil Baid	42	A study on consumer behaviour towards local brands and National Brands in Men's clothing.	Dr. Manjishtha Sur Roy Chowdhury
14	Rahil Saraf	43	Impact of social media marketing on preference of footwear brands.	Dr. Oindrila Chakraborty
15	Rajhvi Bhutoria	44	A study on social media influence for choice of restaurants.	Dr. Seema Lall
16	Sakchi goyal	47	Amazon Fresh as a model for studying online shopping habits of consumers.	Mr. Anupam Purkait
17	Sakshi Rathi	48	A comparative study on the Brand loyalty in case of millennials and generation z in the clothing sector.	Dr. Soma Sinha Roy
18	Sanskar Mahalka	49	Emergence of the Metaverse as a new digital marketing tool.	Mr. Anupam Purkait
19	Sartak Patni	50	The role of Advertising in motivating consumer brand preference on beverages	Dr. Manjishtha Sur Roy Chowdhury
20	Sayani Pahari	52	A Study on Consumer Buying Behaviour towards Purchase through Online Food Delivery Apps	Mr. Anupam Purkait
21	Seezal Chirania	53	A Study on Factors Influencing Family's Purchase Decisions in Kolkata with Children as Influencers	Dr. Ranjan Bhardwaj
22	Tanvi Beri	60	An Investigation on the Influence of Digital Marketing on Real Estate Businesses in Kolkata - A Consumer Based Study	Mr. Anupam Purkait
23	Vanshika Gupta	62	A Study on the Impact of Social Media on the Purchase of Clothing Brands	Dr. Oindrila Chakraborty
24	Vidhi Khaitan	64	A Study on Consumer Buying Behaviour towards their Chosen Brands amidst Changing Ideologies	Dr. Seema Lall
25	Aanchal Agarwal	65	A Study on Consumer Preferences towards Contemporary Packaging of FMCG Products	Dr. Soma Sinha Roy
26	Adarsh Singhania	66	A Study on the Influence of Marketing Communications on the Purchase of Smartphones	Dr. Ranjan Bhardwaj

27	Aditya Gupta	68	A Study Exploring Factors of Social Media Affecting Consumer Buying Behavior	Dr. Manjishtha Sur Roy Chowdhury
28	Annapurna Rathi	71	A Study on the Factors of Customer Experience at the Retail Store Leading to Customer Loyalty	Dr. Oindrila Chakraborty
29	Anushree Sinha	72	A Study of Emotional Branding Affecting Brand Image among Consumers in Modern India	Dr. Seema Lall
30	Avik Maitra	74	A Study on the Effect of Advertising towards Purchase of Sports Goods in Kolkata	Dr. Ranjan Bhardwaj
31	Dibya Choudhary	78	Exploring Factors of Customer Satisfaction in Fashion - A Pre and Post-pandemic Study	Dr. Soma Sinha Roy
32	Esha Khemka	80	Marketing Automation and AI: A Game Changer for the Next Generation - A Study based on OTT Platforms	Mr. Anupam Purkait
33	Harshwardhan Rungta	84	A Study on the Factors Influencing Consumer Behaviour towards Ordering Food Online in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
34	Jheel Parekh	89	Consumer Buying Behaviour towards Fashion Brands - A Study Based on Influencer Marketing	Dr. Oindrila Chakraborty
35	Khushi Agarwal	92	Factors Influencing Choice of Retail Stores - A Comparative Study between Pantaloons and Shoppers' Stop	Dr. Seema Lall
36	Mahak Agarwal	96	A Study on the Factors Affecting Choice for Coffee Shops in Kolkata	Dr. Soma Sinha Roy
37	Nidhi Agarwal	99	A Study on Factors Influencing Purchase Decisions of Wedding Jewellery among Adults of Kolkata	Dr. Manjishtha Sur Roy Chowdhury
38	Parshwati laha	100	A Study on Consumer Buying Behaviour of Packaged Beverages in India	Dr. Ranjan Bhardwaj
39	Piyush kothari	101	A Study on Positive and Negative Word-of-Mouth on Consumer Preference towards Restaurants in India	Dr. Oindrila Chakraborty
40	Prem Sancheti	103	A study of Impact of Marketing mix in Taboo products.	Dr. Seema Lall
41	Priti Mandhana	104	Impact of Influencer marketing in the fashion and Fitness industry	Dr. Soma Sinha Roy
42	Rajshree Khedwal	108	Study on Product Packaging and influence on Customers- A Comparative Study of Amazon & Flipkart	Dr. Ranjan Bhardwaj
43	Rishi Bafna	109	The psychology of logo design for effective brand communication.	Dr. Manjishtha Sur Roy Chowdhury
44	Sacchi Agarwal	111	Promotional strategy by TATA MOTORS & MAHINDRA AND MAHINDRA	Dr. Oindrila Chakraborty
45	Sakshi Agarwal	112	An analysis focussing on the increased usage of Health and Fitness apps during and before Covid 19.	Mr. Anupam Purkait
46	Shivangi Nair	116	A study on the impact of advertising on teenage group	Dr. Seema Lall
47	Shruti Khaitan	118	A study on impact of packaging and labelling of health and wellness products on customer purchase decisions.	Dr. Ranjan Bhardwaj
48	Suhasini Jaiswal	119	The effect of packaging of cosmetic items on customer perception.	Dr. Soma Sinha Roy
49	Tanisha Baid	120	A Study of Comarative Analysis of QSR and Fine Dining Restaurants	Dr. Manjishtha Sur Roy Chowdhury
50	Tanvi Chamaria	121	A Study on Customer Preference for Theme Based Restaurants	Dr. Oindrila Chakraborty

51	Vaibhav Sharma	123	ChatGPT and its far reaching effects on the Software Industry	Mr. Anupam Purkait
52	Vanshika Kothari	124	The impact of online customer reviews and recommendations on purchasing behavior.	Dr. Seema Lall
53	Vidhi Singhania	126	A study on Social Proof Marketing in Fashion Industry	Dr. Soma Sinha Roy
54	Vivek Sanghvi	127	The Impact of Personalized Paid Advertising on Customer Engagement in E-commerce	Mr. Anupam Purkait
55	Aksht Garg	129	A study on the impact of personalization in building of customer relationship in the Hospitality sector.	Dr. Ranjan Bhardwaj
56	Anisha Mehra	130	A study on consumer attitude towards green marketing and eco friendly products	Dr. Manjishtha Sur Roy Chowdhury
57	Anulekha Das Gupta	131	A study of Patient Satisfaction in the healthcare industry	Dr. Oindrila Chakraborty
58	Aprotim Banerjee	132	The impact of color psychology in brand preference	Dr. Seema Lall
59	Aryaman Jhavar	133	A Study on Factors Influencing Purchase Decisions of Mobile Phones amongst Adults of Kolkata	Mr. Anupam Purkait
60	Bhumika Baid	135	A Study on Factors Affecting Online Purchase of Jewellery in Kolkata	Dr. Soma Sinha Roy
61	Dipika Agarwal	137	A Study on Factors Influencing Consumer Buying Behaviour of Skincare Products in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
62	Jay Agarwal	146	A Study on Understanding the Perception of the People of Kolkata towards Electric Vehicles	Dr. Ranjan Bhardwaj
63	Jisha Saha	147	A Study on Factors Influencing Consumer Buying Behaviour of Luxury Brands	Dr. Oindrila Chakraborty
64	Khushi Agarwala	150	A Study on Consumer Behaviour towards Online Purchase of Electronic Products	Dr. Seema Lall
65	Maithili Jaiswal	152	A Study to Explore Factors that Induce Purchase of Books	Dr. Manjishtha Sur Roy Chowdhury
66	Nidhi Jajodia	155	A Study on Factors Influencing Consumer Buying Behaviour of Makeup Brands	Dr. Soma Sinha Roy
67	Piyush Sodhani	156	A Study on Purchase Decisions based on Reviews and Online Ratings	Dr. Manjishtha Sur Roy Chowdhury
68	Raashi Jain	161	A Study on Analyzing the Perception of Young Consumers towards Luxury Products.	Dr. Soma Sinha Roy
69	Rishabh Dalmia	163	A Study on Factors Influencing the Purchase Decisions of Automobiles in Kolkata	Dr. Ranjan Bhardwaj
70	Shejal Agarwal	167	Consumer Behaviour towards Wearable Electronic Brands in Kolkata	Dr. Seema Lall
71	Shobhit bansal	168	A Study on Factors Influencing the Choice of Coffee-shops among College-goers in Kolkata	Dr. Oindrila Chakraborty
72	Shristi Sarawgi	169	A Study on Factors Affecting Buying Decision of Milk Brands in Kolkata	Dr. Manjishtha Sur Roy Chowdhury
73	Sunny Paul	173	A Study on Factors Influencing Choice of OTT Platforms among Students	Dr. Ranjan Bhardwaj
74	Tanvi Chamria	175	Mobile App based Buying Behavior towards Apparel Brands- A Study based in Kolkata	Mr. Anupam Purkait
75	Vidya Agarwal	180	A Study of Customized Recommendation System and its Influence on the Consumer Buying Behaviour in the E-Commerce Sector	Dr. Oindrila Chakraborty



76	Vishal Soni	181	A Study on the Use and Effects of Predictive Analytics Tools in the E-Commerce Sector	Dr. Soma Sinha Roy
77	Yashvi Maloo	183	A Study on Factors Influencing the Choice of Interning in Startups among College-goers in Kolkata	Dr. Seema Lall