



**SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT
BENGALURU**

A constituent of Symbiosis International (Deemed University)

Academic Reports

MBA(Executive) 2016-19

Sr.No.	Name of the Student	Project Title
1	Akshay Badrinathan	How Digital Marketing helps brands increase both Revenue and ROI
2	Anindya Bhattacharya	Employability of Fresh Engineering Graduates in the Software Industry
3	Manjushree Gupta	A Study on Post Borrowing Behaviour of Micro Borrowers
4	Md Rayees Ansari	IT Outsourcing: Efficiency, Productivity and Effectiveness in Software R&D and Product Development
5	Mohamed Rafi	Designing of Supply Chain Model to Improve the "On Shelf availability" of Men's trousers
6	Nallamilli Veera Sivaji	Industry Priorities on the Key Outcomes of using Data Analytics and Transforming Business Performance through Strategic Decision Making
7	Pramod Chinnamulagund	Designing of Supply Chain Model to Improve the "On Shelf availability" of Men's trousers
8	Pravin P	An Empirical study on characteristics of crowd funding investors, platforms and attributes of crowdfunding projects
9	Preetha P	Enhancing the robustness of Evidence of Insurability Application
10	Sachith Rohan	Product Quality And Customer Satisfaction With Relation To Furniture.
11	Sakthikumar R T	ROADSIDE ASSISTANCE – COMMERCIAL VEHICLE
12	Saswat Patnaik	The Study of Webinar as a useful tool for marketers to drive customer engagement
13	Selvakumar	PROMOTE A.P.SELVA OFFICIAL YOUTUBE CHANNEL USING VIDEO MARKETING
14	Shanker Varandani	Assessing success factors for online grocery retailers in Bengaluru and Mumbai
15	Shefali Gupta	CUSTOMER PROFILING & PREFERENTIAL TREND ANALYSIS ACROSS HIDESIGN STORES
16	Sushant Kumar	Factors influencing Customer's Organizational Buying Behaviour for Hygiene Chemicals of Diversey Inc
17	Sushil John	Application of Augmented Reality in selling internally of embedded products within the scientific community in the public/defence sector in India
18	Swathi.B.P	Impact of group dynamics on performance in an organization
19	Syed Mushtaque Jagirdar	Comparison of Financial Statement - Tech Mahindra and Infosys
20	V Marylin Ittiyera	Transport Budget Optimisation at HSBC Electronic Data Processing Pvt. Ltd.
21	Varghese Mathew	Occupational Safety Practices and its effect on perceived Job Satisfaction of employees in XYZ Company

MBA(Executive) 2015-18

S.No.	Name of the Student	Project Title
1	Ambarisha.R	Portfolio Management Services
2	Anu Mohan	A Deep dive on the Operational Challenges faced by Ecommerce Apparel Sector in Bangalore
3	Avijit Das	Analysis of operational risk from Cyber attack and Its Financial Impacts
4	Bibhuti Bhusan H.Mishra	Research paper on Buyer preferences of 250-500CC Motorcycles in Bangalore
5	Deepak.H	Study of Satisfaction of Customer on Chemsis- Service and Products and the recommendations to increase the sales growth
6	Devanshi S Mehta	Importance of Induction Program
7	G.Seshagiri. Rao	Credit Risk Management in ICICI bank Limited
8	KK Vimal Kumar	Why Indias's Civil Aviation Industry is Bleeding?
9	Mehta Shailenkumar Kishor	IoT(Internet of the Things) Emerging solution for smart & sustainable India
10	Parikh Nirin Harishkumar	Agile Supply Chain By Total Cycle Time Reduction
11	Praveen Kumar Ray	Credit risk management & NPA Analysis of public and private sector banks in India
12	Rahul Kumar Jha	A Comprehensive Study on Mutual Fund Marketing Strategies globally
13	Shaheb Ali	An Analysis of operational risk in oil/gas sector and its financial impact
14	Talem Anupama Roy	Attrition - IT Industry in South India
15	Taraka Rajesh Dasari	Impact of Banking Frauds andscams on Banking sector index in India -An Event Study Analysis
16	Thulasirami Reddy Mucheli	Reactive to Proactive - Identify and Eliminate Root Causes causing IT Service Disruptions
17	Vamsi Krishna K	A Study on Consumer Behavior and Acceptance towards id Fresh Food
18	Vidya K P	A Study on the Product Life Cycle and Customer Perception about Royal Enfield Motorcycles
19	Vivek Kanisetty	Credit Risk Management, State Bank of India
20	Tarun Kurian	A Review on the Cross-Border Mergers and Acquisitions in the oil & Gas Industry

MBA(Executive) 2014-17

S. No	Name of the Student	Project Title
1	Abdul Basid	Analytics in eLearning
2	Adesh Surroach	Operational challenges in handling market research project
3	Amit Datta	Electronic Fund Transfer - Impact on Indian banking
4	Amit Malik	Revenue Forecast Model for Telecommunication Business: Focused on Roaming
5	Arun Ravindran	Impact of customer support- A study with reference to the company Zephyr
6	Ashwati Das	Re-inventing performance management at Infosys
7	Chinmaya Kumar Das	Factors influencing usage of Wi-Fi & Business Model
8	Debapriya Mukhopadhyay	Achievements of Eye Health Policy components by major private eye institutes in India: A brief analysis
9	Edwaranavinakumar S Somga	Analysis of customer preference for eBook: A study on MiDistributor App for Manipal Digital Systems
10	Ellis Joy Stephen	Study on Customer satisfaction and brand Loyalty in online retailing in India
11	Kripangshu Mitra	Study on factors influencing consumer buying decision while purchasing two wheelers
12	Kumaran Veerarajan	Customer experience Review on Service Quality in Retail Banks
13	Mahima Khot	A Comparative Study of Top Performing Mutual Funds in India
14	Manish Jain	Cost and Time efficiency using Technology in Recruitment
15	Pradeep Chabbi	Impact of Cloud based enterprise mobility management solutions-A study with reference to AT&T
16	Raghavendra Prasad P V	Agile HRM for M&A
17	Raju Pp	To understand the movement stock market from 2008 to 2016
18	Sathish Kumar K	A study on corn products in Indian Market: Farm Harvest
19	Suhas Dwarakanath	Analysis of consumer preference for Natural and Ayurvedic products in FMCG product category: A case of Patanjali Ayurveda Limited(PAL)
20	Sushmita M	Market analysis on Ready to Cook & ID Fresh Food Limited Perception & acceptance of consumers towards Ready to Cook products & ID Fresh Food
21	Thomas Pv	Integrated Marketing Communication Tools and Its Effectiveness through Different Medias in B2B Environment
22	Vinayak Zingade	A study on to understand brand awareness & Customer satisfaction towards fabindia in Bengaluru City

MBA(Executive) 2013-16

S. No	Name of the Student	Project Title
1	Ajin John	Credit Loss Forecasting
2	Akhil Jain	Lean Principles for Services
3	Ameya K Uchil	A study on Flipkart Marketplace - Seller & Customer Perspective
4	Anand Chouksey	A study on lean imlementation in HCL to reduce the waste from IT industry and improve the overall process lead time of the project
5	Badrinarayanan Ramaswami	Co-shipping - New Fulfilment Model for eBay
6	Chainani Tina Bimalkumar	Portfolio planning & Licensing of assets in the Pharma Industry
7	Divya Dhrangadharia	Brand Loyalty in two-wheeler market
8	G Ravichandran	Demand Driven collaborative People Supply Chain (DDC-PSC) - A trend in IT Sector
9	Goutham Krishnamurthy	Organic Food in India - Study of Consumer Behavior, Marketing Opportunities and Challenges in Expansion
10	Jayanta Das	Measures to reduce TAT for Customer Requirement in an IT Project
11	Maitreyee Dutta	Warehouse Space Management at Apotex Ltd
12	Mritunjay Kumar	Consumer Adoption of Mobile Banking Technology in India
13	Nandana N	Project Synopsis - Target Market Research PikeGenie.com
14	Priyanka Munjal	Project Synopsis - Client Research PikeGenie.com
15	Ravi K S	A study on the impact of e-tailers on traditional and modern retailers respect to purchase of electronic products in bengaluru
16	Saroj Kumar Samal	Study on Enablers for E-Business in Indian Healthcare Industry
17	Saurabh Pant	Big Data Adoption - India Scenario"
18	Sudipto Sen Gupta	Factors of High-End Apparel Marketing: A Study of Growth Opportunities for Independent Fashion Designers in the Indian Women's Apparel Industry
19	Suman Sourabh	Study the Factors for opening a Food Tech. Start-up - Food Wale
20	Vikram Wanchoo	Developing and Marketing IOT Mobile Application Platform