

**M S RAMAIAH COLLEGE OF ARTS, SCIENCE AND COMMERCE**

**Department of Management Studies- MBA**

**List of IV Semester MBA Dissertation Titles for Approval - August 2024**

Sl No	USN	Name of the Student	Name of the Guide	Title of dissertation
1	P18EV22 M015001	SABAREESH C S	Dr. Akshay A	A study on Efficiency of asset utilization on the overall profitability of steel industries Kerala Ltd(SILK), Thrissur, Kerala
2	P18EV22 M015002	M DEB JYOTHI MOHAN	Dr. Shaista B Harris	A study on assessing the Impact of Business Excellence Frameworks on Financial Performance Metrics in IIFL Samasta.
3	P18EV22 M015003	SILVIA MELVIN	Dr. Ravi Sankar A V	Impact of Organizational Support Program on Work Outcomes and Employee Behaviour In Ramaiah Memorial Hospital, Bengaluru, Karnataka
4	P18EV22 M015004	SANDEEP S SANNAKKI	Dr. Akshay A	A study on impact of social media marketing on Logistics industry with special reference to VRL logistics
5	P18EV22 M015005	ASHNA SINGH	Ms.Bharathi V Kalmath	A Study on the role of Neuro marketing techniques in understanding consumer behaviour and decision making
6	P18EV22 M015006	SUKAINA ZAIDI	Dr. Akshay A	A comprehensive study on equity valuation models and performance analysis of selected public sector banks
7	P18EV22 M015007	NANDAN PANDA	Mr. Y Shivashankar	A study on "Role of artificial intelligence in Financial decision making and its impact on technological innovations", on the selected 5 companies in Nifty-50.
8	P18EV22 M015008	SWATHI DILEEP V M	Dr. Shaista B Harris	The Impact of Social Media on Financial Decision Making: An In-depth analysis of influences, Behaviour and Outcomes
9	P18EV22 M015009	ANJAL V	Dr. Shaista B Harris	Mitigating Employee Attrition and Enhancing Organisational Performance : Strategic HR Interventions for Sreeram Industries in the Scaffolding Sector
10	P18EV22 M015010	SREERAG RAJIV	Ms. Bharathi V Kalmath	"Financial Impact of After-Sales Services on Dealership Profitability" In Mass Wheels Automotive Pvt Ltd (Royal Enfield) Kannur, Kerala.
11	P18EV22 M015011	VISHNU P	Dr. Akshay A	A comprehensive study on receivables management in metal industries limited, Shornur, Palakkad, Kerala

12	P18EV22 M015012	AMAL MATHEW	Ms. Kruthi V P	Analysing the Impact of Cash Management on Profitability of Steel Industrial Forgings Limited (SIFL), Kerala
13	P18EV22 M015014	SUBHRAJIT KAR	Mr. Y Shivashanka rachar	A study on " Recruitment and selection process with respect to BPO sector in Bangalore city".
14	P18EV22 M015015	ROVICHAN GIGI	Ms. Kruthi V P	Effect of Organisation Culture on Employee Performance in Steel Industrials, Kerala Ltd
15	P18EV22 M015016	SHRISTI SHAKSHI	Dr. Ravi Sankar A V	A Study on Holistic Approaches to Employee Mental Health In Central coal Fields Limited
16	P18EV22 M015017	KRITHARTH K	Dr. Shaista B Harris	Study of Risk Management Techniques in Microfinance : Analysing IIFL Samasta's approach to Loan Portofolios for Women Entrepreneurs
17	P18EV22 M015018	PRACHURJYA PRAN GOSWAMI	Ms. Kruthi V P	A Study of Cash Management of Food Corporation of India (FCI)
18	P18EV22 M015019	BELSON BENNY	Ms. Kruthi V P	Impact of Social Media Marketing on Consumer Behaviour : A Study of Q-Commerce Business Model
19	P18EV22 M015020	AKSHAY KUMAR K S	Mr. Y Shivashanka rachar	A study on customer perception and attitude towards the role of financial technology (Fintech) in enhancing financial inclusion
20	P18EV22 M015021	ALFI K C	Ms.Bharathi V Kalmath	Comparative Analysis on Assessing the Impact of Financial Literacy on Investment Behavior Across Genders in Bangalore City
21	P18EV22 M015022	SUJAL V S	Dr. Akshay A	A study on evolving marketing startegies: From traditional to digital with respect to Kshethropasana Temple Construction
22	P18EV22 M015023	ARAVIND LAKSHMANAN	Ms.Bharathi V Kalmath	"A Study on the financial perforance analysis of sulfex mattress" , Sulfex mattress, Kannur, Kerala
A	P18EV22 M015024	DEBBYANI CHAKRABORTY	Dr. Ravi Sankar A V	A Study on Digital Marketing & Brand Promotion in AINU Hospital
24	P18EV22 M015025	HRITHIK ROSHAN	Dr. Akshay A	A study on inventory management at SIS civil lab equipments, Kannur, Kerala
25	P18EV22 M015026	DONA SAHA	Ms.Bharathi V Kalmath	Mindful Leadership: Using Neuroscience to Cultivate Effective Leaders.

26	P18EV22 M015027	ADARSH ASHOKAN	Dr. Ravi Sankar A V	A Study on the Examining how Non-managerial Employees interpret the organisational climate at Metal Industries LtdS
27	P18EV22 M015028	APURV JOSHI	Mr. Y Shivashanka rachar	A Study on "Innovations in financial instruments and their impact on investment banking".
28	P18EV22 M015029	SUTANAYA BHATTACHARJ EE	Dr. Ravi Sankar A V	A Study on "Effectiveness of Mobile Commerce and its impact on Consumer Buying Behaviour"
29	P18EV22 M015030	I POOJA	Dr. Ravi Sankar A V	"To Study the employee perception towards HR policies in Reliance Fresh Mart, Jayanagar"
30	P18EV22 M015031	SHASHANK R	Mr. Y Shivashanka rachar	A study on "Effectiveness of Advertising on Customer Awareness and Purchase Decision", with special reference to Flipkart
31	P18EV22 M015032	JYOTI A HADDHANNAN AVER	Dr. Shaista B Harris	Examining the Dynamics of Implementing Paid Menstrual Leave: Impacts on Employee Perception, Work Culture, Inclusivity and Productivity
32	P18EV22 M015033	KURUVA ANIL KUMAR	Ms. Kruthi V P	A Study on Consumer Perception and Attitude towards Digital Payment with Special reference to Amazon Pay in Bengaluru
33	P18EV22 M015034	MEGHANA S	Dr. Shaista B Harris	A Study on Understanding the Power of Digital Nudges in Enhancing Customer choice in Online Shopping
34	P18EV22 M015035	ADITHI GUPTA	Dr. Ravi Sankar A V	The Effect of Employee Engagement and HR Policies of N. Ranga Rao and Sons Pvt Ltd, Manufactures and Marketers of Cycle Agarbathies
35	P18EV22 M015036	SANJAY S	Ms. Bharathi V Kalmath	Analyzing Investor Behavior on Stock Market Platforms in Response to Political and Economic Events: A Comparative Study of NSE and BSE.
36	P18EV22 M015037	DUSHYANTH SRINIVAS	Dr. Ravi Sankar A V	A study o fhte Impact of mental Health at Happiest Minds Technologies Inc
37	P18EV22 M015038	AKSHATH KUMAR M R	Ms. Bharathi V Kalmath	A study on the Asymmetric Impact of Interest Rate Volatility on Worldwide Stock Performance
38	P18EV22 M015039	BASAVARAJ BHOOMAR	Dr. Akshay A	A study on risk and return analysis of selected pharmaceutical companies in Indian stock market
39	P18EV22 M015040	SRIKARA V	Ms. Kruthi V P	A study on Package design and its influence on consumer buying behaviour

53	PISEV22 M015054	SWATHI H GUDI	Ms. Kruthi V P	A Study on Mergers of Public Sector Banks in India
54	PISEV22 M015055	JAHNAVIS	Ms. Bharathi V Kalmath	A study on optimization of Investment Portfolios Using Modern Portfolio Theory : A Study on Indian Mutual Funds
55	PISEV22 M015056	P SWATHI	Dr. Akshay A	"The Evolution and Impact of Credit Rating Agencies on Global Financial Markets"
56	PISEV22 M015057	SYED ZAINUDDIN	Mr. Y Shivashanka rachar	The study on effectiveness of technical analysis of selected five companies in automobile industries with reference to NSE
57	PISEV22 M015058	DARSHAN M	Dr. Shaista B Harris	A Study on the Impact of Customer Reviews and Ratings on Purchasing Decisions in Online market
58	PISEV22 M015059	DARSHAN A	Dr. Ravi Sankar A V	The Role of Digital Marketing on Consumer Behaviour of Amulya Fine Dine
59	PISEV22 M015060	DEEPIKA BHAVUDAS WARKAR	Ms. Bharathi V Kalmath	Study On Marketing Strategies, Marketing Mix, and STP of Bellad Hundai ,Gadag- Karnakata

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