

BUNTS SHANGHA'S
S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES.
M. COM. PART 2 - SEM 4 - BUSINESS STUDIES - 2022-23
PROJECT TOPICS & GUIDING TEACHER

Roll No	Name of the Student	PROJECT GUIDE	PROJECT TOPICS
201	AGRAWAL KESHAV ARVIND	NIDHI CHANDORKAR	Perception of Green Product Purchase: A study of Generation z
202	ALI AFSAL ANSAR		Impact of Green HRM on Employees Behaviour towards Environment: A Study of Employees in Mumbai
203	ANCHAN JERICA ERIC		Impact of Wellness Strategies Adopted by Organization on Employees Health
204	ANIYAN JOBIN THYCHIRAYIL		Impact of Social Media Marketing: A Study of Changing Attitude Towards Natural Products
205	BAHADKAR VINESH SURYAKANT		Online Versus Offline Buying: A study of Consumer Preference for Fashion Apparels
206	BIST JANAK JAGAT		Factors Influencing Footfall in Retail Outlets: A Comparative Study of Reliance Mart
207	EDATHADAN ABIN BABU		Impact of Different Types of Mobile Advertising on Consumer Behaviour
208	GUPTA ABHISHEK RAJKISHOR		Impact of In-store Advertising on Consumer Buying Decisions
209	HINDALEKAR SUMESH DEEPAK		Impact of Influencer Marketing : A Study on College Students Towards Electronic Gadgets
210	JAIN HITANKSHU ANOOP		A comparative study of Delivery Platforms: Blinkit Vs. Big Basket
211	JAISWAL ADITI MANGESH		Visual Merchandising: A Tool to Attract Customers
212	JAISWAL SONI GULABCHAND		CRM Strategies by Retail Outlets

213	KADAM NEHA DASHRATH		Impact of Music on Shopping Behaviour
214	KARKERA VARUN KUMAR		Impact on Job Satisfaction on Employee Retention: A Study of Employees Working in Education Sector
215	KARMARKAR SAYESHA NILESH		Impact of Transit Advertising on Entertainment Industry Viewership
216	KHAN ADIL FIRDOUS	PROF. VIJAY VISHWAKARM A	A STUDY ON IMPACT OF MOBILE MARKETING STRATEGIES IN BANK
217	MULLACKAL MABIN MANI		FACTORS INFLUENCING CONSUMER INTENTION TO PURCHASE GROCERIES OVER THE INTERNET
218	NADAR MANJUSHA SUNDAR		A STUDY ON E-MARKETING AND ITS STRATEGIES; DIGITAL OPPORTUNITIES AND CHALLENGES
219	PANCHAL MIHIR RASIK		EFFECTS ON ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE JOB PERFORMANCE WITH REFERENCE TO IT SECTOR
220	POOJARY SHREYA YOGESH		EXTERNAL FACTORS THAT AFFECTS THE HRM LEADING TO ISSUES IN A COMPANY
221	RATHOD PRATIK MANSUKH		AN ASSESSMENT OF THE ORGANISATIONAL CULTURE IMPACT ON LEADERSHIP DECISION TO ORGANISATION REINVENTION
222	SAINI YASH KAUR SUNNY SINGH		A study of financial literacy of Mumbai's dabbawala
223	SAUNDEKAR ROHIT PRAKASH		A Review on Moonlight : Its impact on Employer and Employee
224	SAWANT PURVA VIJAY		EFFECTS ON ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE JOB PERFORMANCE WITH REFERENCE TO BANKING SECTOR
225	SHAIKH HEBA ATHAR		“Enhancing Employees Performance through Monetary Incentives with Special reference to Private Sector”
226	SHAIKH MOHAMMED AMIN NAZIR		A STUDY ON H3 FACTORS INFLUENCING SPECULATORS BUYING BEHAVIOUR
227	SHAIKH SHARMEEN ESMAIL		“An Exploratory Study on Power Of E-Recruitment and Social Media in HR.”
228	SHETTY ADITYA PRASAD		A DESCRIPTIVE STUDY ON GREENMARKETING TRENDS AND IT’SIMPACTONGLOBALMARKET

229	SHETTY PRATHAMESH KRISHNA		EFFECTS ON ORGANISATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE JOB PERFORMANCE WITH REFERENCE TO EDUCATION SECTOR
230	SHETTY PRERNA VISHWANATH		A study on Consumer Behaviour towards Online Cosmetic products
231	VAWOOL VIKRAM RAJENDRA		A STUDY ON CUSTOMERS' PERCEPTION TOWARDS UPI PAYMENT SERVICES.