

**J.D. BIRLA INSTITUTE**  
 Department of Commerce  
 M.Com 1<sup>st</sup> Year (Sem-I)  
**SELECTED TITLES FOR TERM PAPER (MCOMC104S),**  
**SESSION 2020-2021**

Sl. No.	Class Roll No	Name	Project Title	Supervisor
1	01/1	Priyambada Singh	The Professional Passion: Income Generation through Professions Evolving from Hobbies	Mrs. Pritha Sen
2	02/1	Anuska Roy	A Review on Foreign Investment in India	Mrs. Basudha Mukhopadhyay
3	03/1	Radhika Agarwal	A Study on Influencer Marketing in India	Dr. Namrata Maheswari
4	04/1	Bhargavi Agarwal	India GDP Contracts 23.9%: The Economics Behind the Math	Mrs. Basudha Mukhopadhyay
5	05/1	Ashna Jaiswal	A Study on Ambush Marketing	Dr. Namrata Maheswari
6	06/1	Kalyani Kumari	A Study on Global Megatrends and Its Implications	Mr. Debjoyti Dey
7	07/1	Loveleen Kaur	Emergence of E-wallets in India	Mrs. Sucharita Basak
8	08/1	Aparna Agarwal	Green Business - A Holistic Approach to Sustainability	Mrs. A.S. Manjulakshmi
9	09/1	Gulshan Kaur	CSR Practices in the India Banking Sector	Mrs. Swapnapriya Sethy
10	10/1	Simran Kaur Suryawanshi	Ethics in Marketing Strategies - An Indian Perspective	Ms. Sayoni Biswas
11	11/1	Priti Jalan	A Study on Scams and Frauds in Indian Banking Sector	Mrs. Pritha Sen
12	12/1	Manaswini Jaiswal	A Study on Modern Banking Services in India	Mrs. Swapnapriya Sethy
13	13/1	Shreya Bagani	Study on Strategies of Islamic Banking	Ms. Riddhi Jain
14	14/1	Palak Kakarania	Ethical Hacking- Its Growth in the Past 10 Years	Mr. Debjoyti Dey
15	15/1	Madhvi Agarwal	Service Marketing in Tourism and Hospitality Sector-An Indian perspective	Dr. Namrata Maheswari
16	16/1	Anjali Sharma	Recent Developments in Corporate Governance: An Indian Context	Mr. Debjoyti Dey
17	17/1	Saniya Jaiswal	The Role of Information Technology in Indian Banking Sector	Mrs. Basudha Mukhopadhyay
18	18/1	Anchal Daruka	A study on Evolution of Advertising	Ms. Sayoni Biswas
19	19/1	Urmila Dubey	Role of Information Technology in Supply Chain Management - A Global Perspective	Ms. Riddhi Jain
20	20/1	Ishika Jalan	Role of E-governance in Performance Management in India	Mrs. A.S. Manjulakshmi
21	21/1	Lakshmi Nair	Transformation of Cryptocurrency into a Global Phenomenon- An Overview	Mrs. A.S. Manjulakshmi
22	22/1	Priya Mehta	Artificial Intelligence - A Study on Chatbot	Mrs. Sucharita Basak
23	23/1	Krupa Bakhai	A Study on Development and Growth of Advertising	Mrs. Swapnapriya Sethy