

J.D. BIRLA INSTITUTE
Department of Commerce

2nd December, 2021

NOTICE

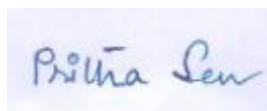
This is to notify all concerned 2nd year (Sem-III) M.Com students that the following topics for **Project (MCOMC305S)** have been approved and names of the supervisors are mentioned below:

FINANCE SPECIALIZATION

Sl. No	Class Roll Number	Name of the Student	Title	Supervisor
1	1	Priyambada Singh	An overview of the impact of e-commerce trends in India: Retail and food & beverage industry	Mrs. Sucharita Basak
2	4	Bhargavi Agarwal	Impact of working capital management on firms' performance: An empirical study on selected FMCG companies in india	Mrs. Pratibha Sharma
3	6	Kalyani Kumar	Impact analysis of gold monetization scheme on Indian banking system	Mrs. Basudha Mukhopadhyay
4	7	Lovleen Kaur	A study on emergence of e-wallets and UPI in India	Ms. Sayoni Biswas
5	9	Gulshan Kaur	Corporate governance practices in Indian banking sector	Mrs. Sucharita Basak
6	11	Priti Jalan	A study on the preference of investment options among salaried class people in the city of Kolkata.	Mr. Debjyoti Dey
7	12	Manaswini Jaiswal	A study on financial performance of a public sector and a private sector bank	Mrs. Pritha Sen
8	13	Shreya Bagani	A study on consumers perception on plastic money: Boon or bane	Dr. Promita Mukherjee
9	15	Madhvi Agrawal	Determination of female workforce participation in India	Dr. Promita Mukherjee
10	16	Anjali Sharma	Evaluating the relationship between e-commerce and cyber crime.	Dr. Namrata Maheshwari
11	17	Saniya Jaiswal	A study on investor's awareness and perception regarding investment in bitcoin	Mrs. Swapnapriya Sethy
12	19	Urmila Dubey	A study on role of women entrepreneurs in Indian economy	Mrs. A.S. Manjulakhsmi
13	20	Ishika Jalan	Impact of covid -19 on consumer perception and technology development on Indian banking system	Ms. Riddhi Jain
14	21	Lakshmi Nair	A study on the level of financial literacy and its impact on investment decisions among graduates	Mrs. Pooja Sinha Roy

MARKETING SPECIALIZATION

Sl. No	Class Roll Number	Name of the Student	Title	Supervisor
1	3	Radhika Agarwal	Impact of social media on consumer buying behaviour	Mrs. A.S. Manjulakshmi
2	5	Ashna Jasiwal	A study on the impact of green packaging on the consumers buying behaviour	Mr. Debjyoti Dey
3	8	Aparna Agarwal	Generation Z- The marketing norms breaker and the trends setter	Dr. Namrata Maheshwari
4	10	Simran Kaur Suryawanshi	Influencer Marketing - A study on the consumer behaviour towards sponsored content	Mrs. Swapnapriya Sethy
5	14	Palak Kakarania	Marketing strategies of nestle and its impact on consumer buying behaviour	Ms. Sayoni Biswas
6	18	Anchal Daruka	Comparative analysis of KFC and Mc Donald's- A consumer's perspective	Mrs. Pooja Sinha Roy
7	22	Priya Mehta	A study on Edu Tech company- Future of education system	Mrs. Basudha Mukhopadhyay
8	23	Krupa Bakhai	Impact of generational marketing and advertising on purchase intention.	Ms. Riddhi Jain



Mrs. Pritha Sen
Head, Department of Commerce