



24th February 2023

NOTICE

The Term Paper topics for the 1st year M. Com (Semester 1) students have been finalized after submission of preferences by the students and, thereafter, through detailed discussion with the faculty members. The topics and the names of the supervisors are given below for ready reference.

The date of submission for the term papers is tentatively **28th February 2023**.

Sl No.	Roll No.	Name	Topic	Name of the Supervisor
1	1	Bhavya Jha	A Study on Global Marketing Strategies	Ms. Sayoni Biswas
2	2	Ani	A Study on social media marketing and impact on consumer behavior	Dr.Namrata Maheswari
3	3	Midhat Fatma Akbar	A Study on CSR Activities in selected SAARC Countries	Dr. Basudha Mukhopadhyay
4	4	Sneha Saha	Role of Monetary and non monetary incentives on Employee motivation	Dr. Basudha Mukhopadhyay
5	5	Kriti Bhattarai	Roll of Social Media on Business Upliftment	Ms. Sahana Lahiri
6	6	Ishita Ghosh	A study on Green Marketing Initiatives by Indian Corporate Sector	Dr. Namrata Maheswari
7	7	Vishakha Kedia	International trade and its impact on Indian Economy	Dr. Promita Mukherjee
8	8	Rashika Jaiswal	Role of Social marketing on sustainable business	Dr. Namrata Maheswari
9	9	Simran Agarwal	Role of E-Commerce in Indian retail industry	Ms. Pratibha Sharma
10	10	Ankita Jha	Relevance of UPI in Indian Economy	Ms. Pritha Sen
11	11	Simran Dua	Mutual Funds in India:Issues and Opportunities	Ms. Pritha Sen
12	12	Radia Parveen	A Study on Business Finance and its Sources in Indian Market.	Ms.Pratibha Sharma
13	13	Riya Kumari	Impact of pandemic on the edtech industry	Ms.Riddhi Jain
14	14	Tanvi Mundra	Tourism and Economic Development	Dr. Promita Mukherjee
15	15	Samiksha Jalan	A Study on Corporate Governance Policies and Practices in India	Ms.Pooja Sinha Roy
16	16	Himangi Gupta	Digital Transformation and Emergence of Fintech Sector	Ms. Sayoni Biswas
17	17	Roshni Malani	A study of Rural and Agricultural Banking In India with special reference to NABARD	Dr. Swapnapriya Sethi

SI No.	Roll No.	Name	Topic	Name of the Supervisor
18	18	Tanushree Bhutra	Markets and Marketing Techniques of Global Luxury brands	Ms. Sahana Lahiri
19	19	Yamini Patodia	A Study on Sales Promotion Strategies and its Impact on Consumers' Buying Behavior	Dr. Swapnapriya Sethi
20	20	Lisha Bachhawat	Evolving Healthcare System: Challenges, Opportunities and Way Ahead	Mrs.A.S.Manjulakshmi
21	21	Simran Sharma	A Study on Recent Mergers and Acquisitions of Companies in India	Ms.Pooja Sinha Roy
22	22	Khushi Agrawal	An Overview of Portfolio and Investment Decision	Mr.Debjyoti Dey
23	23	Ritika Khanna	A Shift of Offline trading to Online Trading in Indian Stock Market	Ms.Riddhi Jain
24	24	Anjali Daruka	Mergers and acquisition in Indian banking sector	Ms. Sucharita Basak
25	25	Haiqua Tanveer	Tech Trends Revolutionising the Financial sector in India	Mr.Debjyoti Dey
26	26	Khushboo kumari	Overview of GST on Different Sectors of Indian Economy	Ms. Sucharita Basak
27	27	Palak Parakh	Emerging Trends in Banking Sectors in India	Mrs.A.S.Manjulakshmi



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