



J. D. BIRLA INSTITUTE

(Affiliated to Jadavpur University)
Accredited with 'A' grade by NAAC (in 2010)

DEPARTMENT OF COMMERCE

10th April 2023

NOTICE

The 2nd Year, Semester IV M Com (Session 2022 – 2023) students are hereby informed that their Project II (MCOMC 405) topics and supervisors have been finalized. Topic finalization has been done on the basis of preferences submitted by the students and, thereafter, a full discussion with the faculty members wherein the students defended their topics and the same were fine tuned in accordance to research objectives.

The list of topics and the names of the supervisors is given below. The students are asked to contact their respective supervisors and start the work on their projects.

We wish you all the best in your research endeavor.

Prof. Deepali Singhee, Ph.D.
Principal, J.D. Birla Institute

Sl. No.	Roll No	Name	Specialization	Topic	Name of the Mentor
1	1	Muskan Ghani	Accounting and Finance	A Study on the Investment Preferences of women working in formal sector in Kolkata	Ms. Somali Deb
2	2	Lahoma Biswas	Marketing	Relationship between Service Quality and Customer Satisfaction in the in Private Hospitals in Kolkata	Dr. Namrata Maheswari
3	3	Pushti Dattani	Accounting and Finance	Investors Behaviour on Financial instruments: A Case Study	Mr. Debjyoti Dey
4	4	Parisha Patel	Accounting and Finance	A study on Customer satisfaction towards credit and investment services of different banks in India	Ms. Sayoni Biswas
5	6	Khushi Jain	Accounting and Finance	Impact of socio economic factors on investment decisions	Dr. Basudha Mukhopadhyay
6	7	Sneha Basu Mullick	Accounting and Finance	A study on students' perception towards availing credit schemes for higher education	Ms. Sayoni Biswas
7	8	Radhika Agarwala	Marketing	A comparative study of generations Y, Z in fast food purchasing behaviour	Ms. Sahana Lahiri
8	10	Sanchari Banik	Accounting and Finance	Perception of investors towards security trading in India	Dr. Swapnapriya Sethy

Sl. No.	Roll No	Name	Specialization	Topic	Name of the Mentor
9	11	Debasmita Paul	Accounting and Finance	Preference of small business owners towards cashless payment	Mrs. Pritha Sen
10	12	Dhriti Saraf	Accounting and Finance	A study on the factors influencing customers' perception towards insurance policies	Ms.Pooja Sinha Roy
11	13	Vaishali Bothra	Marketing	A study on factors affecting consumers perceptions towards buying electric vehicles	Dr. Namrata Maheswari
12	14	Deepa Roy	Accounting and Finance	A Study on Financial performance between private and public sector banks	Dr. Basudha Mukhopadhyay
13	16	Akansha Agarwal	Accounting and Finance	A Study on Consumer's Awareness towards Mutual Funds	Dr. Swapnapriya Sethy
14	17	Jyoti Agarwala	Accounting and Finance	A study on impact of online banking services among senior citizens	Ms. Riddhi Jain
15	18	Shreshtha Sadhukhan	Accounting and Finance	A study on Financial performances of Pharmaceutical companies in India	Mr, Debjyoti Dey
16	19	Adeeba Kausar	Accounting and Finance	Influence of income and savings on purchasing behaviour of working women in Kolkata	Dr. Swapnapriya Sethy
17	20	Pooja Karnany	Accounting and Finance	A study on performance analysis of listed FMCG companies	Ms. Pritha Sen
18	22	Kashish Shaw	Marketing	A study on impact of Promotional activities on consumers' Buying Behaviour at Shopping Malls	Ms. Riddhi Jain
19	23	Sreshtha Banerjee	Accounting and Finance	Impact of Microfinance on Women empowerment: A study based on rural West Bengal	Dr. Promita Mukherjee
20	24	Jyoti Prasad	Accounting and Finance	A study on post retirement investment pattern of individuals	Ms. Somali Deb
21	25	Sadaf Naaz	Marketing	A Study on Consumer buying behaviour towards organic cosmetics vs non organic cosmetics	Dr. Promita Mukherjee
22	26	Shivangi Dutta	Marketing	A study on college students' attitude and behaviour towards sales promotion tools of garment retail sector in Kolkata	Ms. Pratibha Sharma

Sl. No.	Roll No	Name	Specialization	Topic	Name of the Mentor
23	27	Muskan Modi	Accounting and Finance	A Study on Investors' Perception about SIPs in India	Ms. Pratibha Sharma
24	28	Behata Vaishali	Marketing	Impact of Sensory marketing: Its effect on consumers while Apparel shopping	Mrs. Sahana Lahiri
25	29	Shakshi Gattani	Marketing	A Study on factors influencing customers' buying behaviours towards different eyewear brands	Ms. Pooja Sinha Roy

Copy to:

- College Website
- Dean (Science & Commerce)
- Commerce (Old) Staffroom
- Commerce (New) Staffroom
- Male Faculty Staffroom
- Common Staffroom