



J. D. BIRLA INSTITUTE

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

15th May 2023

NOTICE

The 1st year (Sem II) M. Com students (Session 2022-2023) are being hereby informed that their **Seminar (MCOMC 204) topics** have been finalized on the basis of the preferences submitted by the students, and the discussion they had thereafter with the members of the faculty, Department of Commerce. The list is attached with this notice for information of all concerned.

Please make note of the following for submission:

1. The completed seminar reports must be submitted on **10th June 2023 at 11.00 AM.**
2. 2 (two) hard copies of the Seminar report, soft bind, must be submitted.
3. Plagiarism report in hard copy, to be got done through the "Turn It In" software available in the LRC, must be submitted along with the report.
4. A soft copy is to be mailed to the Dean (Science & Commerce) with a copy marked to the Examination Cell.
5. No late submissions will be allowed.

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

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Library

J.D. BIRLA INSTITUTE
Department of Commerce
M.Com Final List of Seminar Topics

Sl No.	Roll No:	Name	Topic
1	1	Bhavya Jha	Celebrity Endorsements and beyond: New Avenues for celebrity branding
2	2	Ani	A Study on Job Seekers Perception towards Online Job Portals
3	3	Midhat Fatma Akbar	Impact of Inflation on Purchasing Pattern of Individuals: Post COVID in the city of Kolkata
4	4	Sneha Saha	A Study on Investment Behavior of Millennial's and Generation Z's in Kolkata City
5	5	Kriti Bhattarai	A Study on Consumers Buying Behaviour towards FMCG in Kalimpong District
6	6	Ishita Ghosh	A Study on Financial Inclusion of Women in Bengal through Self-Help Groups
7	7	Vishakha Kedia	Driving Factors about Crowd Funding
8	8	Rashika Jaiswal	A Study on Consumers Awareness Level about Foreign Cosmetics Brand And their Purchase Behaviour towards It
9	9	Simran Agarwal	A Study on Traveller's Perception towards choosing Make my Trip and Trivago
10	10	Ankita Jha	A Study on Customer Satisfaction towards UPI Payments with reference to Kolkata
11	11	Simran Dua	A Study on Investment Pattern in Stock Market
12	12	Radia Parveen	A Study on Consumers Brand Loyalty towards Organic Cosmetics
13	13	Riya Kumari	A study on Students Perception towards Ed tech Applications
14	14	Tanvi Mundra	A Study on Consumers Perception towards Visual Merchandising in Retail Industry
15	15	Samiksha Jalan	A Study on Consumers Attitude and Behaviour towards E-Vehicles in Kolkata
16	16	Himangi Gupta	A comparative study of banking behaviour among working and non working women in Kolkata
17	17	Roshni Malani	A Comparative Study on Online Streaming-Netflix vs Amazon Prime Video
18	18	Tanushree Bhutra	A Study on Sensory Market and its Impact on Retail Consumers Buying Behaviour
19	19	Yamini Patodia	A Study on Customer Preferences on Coupon Code-Based Promotional Activities
20	20	Lisha Bachhawat	Digitization of Food Industry and Challenges Faced since COVID
21	21	Simran Sharma	Transforming Retail Trade in India: Case Study on Meesho
22	22	Khushi Agrawal	A Study on Investment Preferences towards Different Financial Instruments
23	23	Ritika Khanna	A Study on Preference towards Life Insurance Policies in India
24	24	Anjali Daruka	Investor behaviour and Risk tolerance
25	25	Haiqua Tanveer	A study on consumers attitude towards Digital Marketing in India
26	26	Khushboo Kumari	A Study on Digital Payments in India
27	27	Palak Parakh	Study on Awareness and Perception on Personal Financial Planning in Kolkata