



# J. D. BIRLA INSTITUTE

(A Vidya Mandir Society Venture)

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

## DEPARTMENT OF COMMERCE

8<sup>th</sup> November 2024

### NOTICE

This is to notify all 1<sup>st</sup> year (Sem-1) M.Com (Session 2024-2025) students that the following topics and supervisors have been approved for the subject Term Paper (MCOMC104) for the current semester. Please note that no request for change in the topic will be entertained hereafter.

Sl. No.	Class Roll No.	Name	Topic	Name of the Supervisor
1	1	Mansi Jaiswal	Corporate Social Responsibility: A Case Study on Tata Motors	Dr. Basudha Mukhopadhyay
2	2	Mehnaz Nisha	Implementation of Cloud Computing in Financial Institutions	Dr. Swapnapriya Sethy
3	3	Nikky Daruka	Edtech: Breaking the barriers of education	Dr. Basudha Mukhopadhyay
4	4	Jyoti Singh	Green Marketing: Transforming Consumer Behavior in FMCG Sector	Dr. Swapnapriya Sethy
5	5	Chandrima Samanta	An Overview of Influencer Marketing in Fashion Industry	Dr. Namrata Maheshwari
6	6	Shaswata Mukherjee	Mergers and Acquisition in Retail Industry	Dr. Basudha Mukhopadhyay
7	7	Shivani Agarwal	An Overview of Selected Online Grocery Brands in India	Dr. Namrata Maheshwari
8	8	Sonia Dutta	An Overview of Neuro Marketing in Retail Sector	Dr. Namrata Maheshwari
9	9	Ravmeet Kaur	A Study on Stealth Marketing	Dr. Namrata Maheshwari
10	10	Shruti Prasad	A Study on Supply Chain Management Strategies of Selected Top Footwear Brands	Dr. Namrata Maheshwari
11	11	Disha Bahety	Role of Packaging and Labeling in the Branding process	Dr. Namrata Maheshwari
12	12	Vanshika Agrawal	Role of Artificial Intelligence in Transforming Customer Service in E-Commerce	Dr. Pritha Sen
13	13	Sk Essa Parvin	Sustainable Business Practices in IT industry in India	Dr. Swapnapriya Sethy
14	14	Zinat Khatoon	An Overview of Recent Trends in Mutual Funds in India	Dr. Pritha Sen
15	15	Ritika Sharma	A Study on Green Banking Practices in India	Dr. Pritha Sen
16	16	Soumili Bhattacharya	A Study on FOREX Market	Dr. Basudha Mukhopadhyay
17	17	Sana Akhtar	Impact of FDI in the Development of Indian Economy	Dr. Basudha Mukhopadhyay
Submitted by: <i>Dr. Tapobrata Ray</i> Dr. Tapobrata Ray Dean (Science & Commerce), J.D. Birla Institute			Approved by: <i>Prof. (Dr.) Deepali Singhee</i> Prof. (Dr.) Deepali Singhee Principal, J.D. Birla Institute	