M P BIRLA INSTITUTE OF MANAGEMENT

LIST OF IV SEMESTER MBA DISSERTATION TITLES OF 2021-2023 BATCH

SL. NO.	REG. NO.	STUDENT NAME	DISSERTATION TITLE	FACULTY GUIDE NAME
1	P18ET21M0001	AKASH J	ANOMALIES IN GLOBAL STOCK MARKET – THE JANUARY EFFECT	PROF. S. VIJAYALAKSHMI
2	P18ET21M0002	AKASH JAYANT GUNAGA	THE POLICY ANNOUNCEMENT AND ITS IMPACT ON STOCK MARKET VOLATILITY: EVIDENCE FROM BSE SENSEX	PROF. ANU A. NATRAJ
3	P18ET21M0003	AKSHAY S ARKASALI	IMPACT OF EMPLOYEE RECOGNITION PROGRAMS ON WORKPLACE CULTURE AT TECH DEVELOPERS PVT LTD.,BENGALURU.	PROF. MANJUNATH S. MENEDHAL
4	P18ET21M0004	AMITHA R	MAJOR GLOBAL ECONOMIC EVENTS AND IT'S IMPACT ON STOCK MARKET RETURN AND VOLATILITY	DR. HEMA HARSHA
5	P18ET21M0005	AMRUTA MAHABALESHWARA BHAT	PREDICTION OF STOCK PRICES BY USING ARIMA MODEL	PROF. SWATHI P R
6	P18ET21M0007	ANNAPURNA SINGH	A STUDY ON SIZE EFFECT IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO NIFTY SENIOR AND NIFTY JUNIOR	PROF. B. S. RAVINDRA
7	P18ET21M0008	APARNA G H	TESTING GOLD AND STOCK MARKET INTEGTATION SPECIAL REFERENCE WITH BSE SENSEX	PROF. DHANUSH M R
8	P18ET21M0009	ARATHI C J	A STUDY ON VOLATILITY IN EQUITY MARKET WITH REFERENCE TO SELECTED STOCKS LISTED IN BSE INDIA	DR. SUMITHRA SREENATH
9	P18ET21M0010	ARUN T S	RELEVANCE OF PECKING ORDER THEORY, WHILE FRAMING OPTIMAL CAPITAL STRUCTURE- WITH SPECIAL REFERENCE TO INDIAN STOCK MARKET	DR. S. SATHYANARAYANA
10	P18ET21M0011	AVINASH SADASHIVAPPA	Impact of Fluctuations in Crude Prices and its impact on the volatility of Stock returns	PROF. S. VIJAYALAKSHMI

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11	P18ET21M0012	B R RAJEEV	BRAND STRATEGIES TO BUILD CONSUMER BASED BRAND EQUITY AND ITS IMPLICATION ON BRAND LOYALTY: SPECIAL REFERENCE TO BOSCH HOME APPLIANCES	PROF. ANU A. NATRAJ
12	P18ET21M0013	BASAWARAJ A JEEVANGI ASHOK KUMAR	IMPACT OF BONUS SHARES ANNOUNCEMENT ON SHARE PRICES OF SELECTED COMPANIES LISTED IN BSE INDIA: INDIAN PERSPECTIVE	PROF. MANJUNATH S. MENEDHAL
13	P18ET21M0014	BHARATH A	MECHANICS OF IPO UNDER-PRICING IN INDIAN STOCK MARKET	DR. HEMA HARSHA
14	P18ET21M0015	BINDU D	CHANGE MANAGEMENT PRACTICES IN INDIAN IT SECTOR AT MINDTREE LIMITED	PROF. SWATHI P R
15	P18ET21M0016	CHANDINI S	EMPLOYEE PSYCHOLOGICAL WELL BEING AND JOB PERFORMANCE-EXPLORING MEDIATING AND MODERATING MECHANISM	PROF. B. S. RAVINDRA
16	P18ET21M0017	CHETHAN A R	A Study on relationship between work life balance and job satisfaction at KPMG	PROF. DHANUSH M R
17	P18ET21M0018	CHETHAN D	SEASONALITY ON INDIAN STOCK MARKET - JANUARY EFFECT	DR. SUMITHRA SREENATH
18	P18ET21M0019	DARSHAN PRASAD S	Empowering Leadership and its impacts on communication effectiveness, employee engagement , employee engagement and organisational commitment in Cognizant Technology Solution Corporation.	DR. S. SATHYANARAYANA
19	P18ET21M0020	DEEPA D DESHPANDE	Earnings Announcement and its Impact on assets returns or stock returns and volatility: Event study methodology approach	PROF. S. VIJAYALAKSHMI
20	P18ET21M0021	DEEPIKA R	EXPLORING THE GLASS CEILING EFFECT ON WOMEN EMPLOYEE'S AT KPCL	PROF. ANU A. NATRAJ
21	P18ET21M0022	EKAISHWARYA S K	ANALYSING THE WORKPLACE SAFETY AND EMPLOYEE WELLNESS PROGRAMS AT ANTHEM BIOSCIENCES PVT. LTD. BENGALURU	PROF. MANJUNATH S. MENEDHAL

SL. NO.	REG. NO.	STUDENT NAME	DISSERTATION TITLE	FACULTY GUIDE NAME
22	P18ET21M0023	G C PANNAGA	A Study on Impact of Workforce Diversity on Employees Performance in JU Agri Science Pvt ltd	DR. HEMA HARSHA
23	P18ET21M0024	GAJULA HANUMANTHA REDDY	EFFECTIVITY OF CORPORATE GOVERNANCE FINANCIAL GOVERNANCE OF COMPANIES WHICH ARE LISTED IN INDIAN STOCK MARKET	PROF. SWATHI P R
24	P18ET21M0025	GAURISH RAMDAS TEGUR	TALENT MANAGEMENT PRACTICES AND IMPACT ON SUSTAINABLE ORGANISATION PERFORMANCE WITH REFERENCE TO IT SECTOR	PROF. B. S. RAVINDRA
25	P18ET21M0026	GIRIDHAR D	EXAMINE THE INTERPRET OF ENVIRONMENTAL CONCERN GREEN PRODUCT ATTITUDE, BRAND IMAGE, TRUST, SATISFACTION, BRAND EQUITY, WORD OF MOUTH COMMUNICATION AND LOYALTY IN SUSTAINABLE CONSUMER BEHAVIOR AT ANAND RATHI	PROF. DHANUSH M R
26	P18ET21M0027	HARSHA S KUMAR	EMOTIONAL INTELLIGENCE AND THEIR JOB PERFORMANCE AMONG WORKING AT KPTCL, BANGALORE	DR. SUMITHRA SREENATH
27	P18ET21M0028	HARSHINI M C	INTEGRATING GLOBAL STOCK MARKETS (DEVELOPED) WITH DEVELOPING (INDIAN STOCK MARKET)	DR. S. SATHYANARAYANA
28	P18ET21M0029	HARSHITHA N M	Empowering leadership and its impact on job statisfaction , work effort , creativity with reference to it sector	PROF. S. VIJAYALAKSHMI
29	P18ET21M0030	KAKIMANI VENKATA GOVARDHAN	DETERMINANTS OF DIVIDEND POLICY ON INDIAN STOCK MARKET	PROF. ANU A. NATRAJ
30	P18ET21M0031	KARTHIK GOKUL	ANALYSING THE IMPACT OF GREEN WASHING, GREEN PURCHASE AND BRAND LOYALTY AT GREEN PACK TRADERS, ERNAKULAM	PROF. MANJUNATH S. MENEDHAL

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31	P18ET21M0032	KIRAN C K	EXAMINING THE INFLUENCE OF ONLINE REVIEWS ON CONSUMER DECISIONS USING A HEURISTIC SYSTAMATIC MODEL	DR. HEMA HARSHA
32	P18ET21M0033	MANASA N	Embracing diversity: Strategies for effective diversity management practices in Indian IT Sector	PROF. SWATHI P R
33	P18ET21M0034	MANHITHA G	Exploring E- Learning practices: Analysing User Acceptance through Technology Acceptance Model	PROF. B. S. RAVINDRA
34	P18ET21M0035	MANOJ GOWDA P G	A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED EQUITY SHARES LISTED IN BSE INDIA	PROF. DHANUSH M R
35	P18ET21M0036	MANSI RAJ	EXAMINING THE SERVICE QUALITY EXPERIENCE AT YOURSTHATSENIOR	DR. SUMITHRA SREENATH
36	P18ET21M0038	METUKULA ANISH	Anomalies in Stock Market with special reference to The Day of the Week Effect phenomenon in global stock market	DR. S. SATHYANARAYANA
37	P18ET21M0039	MOHAMMED SHAHID	THE IMPACT OF WORK-LIFE BALANCE ON EMPLOYEE'S JOB SATISFACTION AND TURNOVER INTENTION THE MODERATING ROLE OF CONTINUANCE COMMITMENT AT J P MORGANCHASE&CO.	PROF. S. VIJAYALAKSHMI
38	P18ET21M0040	NAVEEN K	PREDICTING COMMODITY PRICES BY USING ARIMA MODEL	PROF. ANU A. NATRAJ
39	P18ET21M0041	NAVYA P	EQUITY ANALYSIS OF SELECTED PHARMACEUTICALAND FMCG STOCKS LISTED IN INDIAN STOCK EXCHANGE	PROF. MANJUNATH S. MENEDHAL
40	P18ET21M0042	NEHA KOUSAR	A COMPARATIVE STUDY ON THE OUTLOOK OF CUSTOMERS TOWARDS MUTUAL FUND AND BANK FIXED DEPOSIT	DR. HEMA HARSHA

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41	P18ET21M0043	NIKHIL PRAKASH BHAT	BUILDING CONSUMER BASED BRAND EQUITY AND LOYALTY THROUGH BRAND AWARENESS, BRAND ASSOCIATION, BRAND TRUST, PERCEIVED QUALITY AND PERCEIVED VALUE	PROF. SWATHI P R
42	P18ET21M0044	NIKITHA S S	ANTECEDENTS OF WORK LIFE BALANCE-UNDERSTANDING CHALLENGES, STRATEGIES AND PURSUIT OF WELL BEING	PROF. B. S. RAVINDRA
43	P18ET21M0045	NITIN RAKESH R V	IMPACT OF FOREIGN DIRECT INVESTMENT AND FOREIGN INSTITUTIONAL INVESTMENTS ON INDIAN STOCK MARKET	PROF. DHANUSH M R
44	P18ET21M0046	PAVANKUMAR A	IMPACT OF EARNINGS ANNOUNCEMENT ON EQUITY PRICES OF SELECTED COMPANIES LISTED IN BSE INDIA	DR. SUMITHRA SREENATH
45	P18ET21M0047	POOJA BHAT	SPILLOVER EFFECT FROM DEVELOPED STOCK MARKET TO EMERGING STOCK MARKET. Using ARCH, GARCH, EGARCH MODEL	DR. S. SATHYANARAYANA
46	P18ET21M0048	POOJITH N	SPILLOVER EFFECTS AMONG BRICS STOCK MARKET	PROF. S. VIJAYALAKSHMI
47	P18ET21M0049	PRAMOD R	Valuation matrix-economic value added and market value special reference to be sensex stocks	PROF. ANU A. NATRAJ
48	P18ET21M0050	PUNITH KUMAR S	IMPACT OF FOREIGN INSTITUTIONAL INVESTORS (FII) ON INDIAN STOCK MARKET; AN EMPIRICAL STUDY	PROF. MANJUNATH S. MENEDHAL
49	P18ET21M0051	RAGHUVEER K R	GREEN WASH AND GREEN BRAND EQUITY: MEDIATING ROLE OF GREEN BRAND IMAGE, GREEN TRUST AND GREEN BRAND LOYALTY	DR. HEMA HARSHA
50	P18ET21M0052	RAKSHITA G JAHAGIRDAR	IMPACT OF JOB SATISFACTION ON ORGANISATIONAL COMMITMENT AND MOONLIGHTING INTENTION ON INDIAN IT SECTOR	PROF. SWATHI P R

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51	P18ET21M0053	RAKSHITH ROY	Exploring the impact of interest charges on stock market performance	PROF. B. S. RAVINDRA
52	P18ET21M0054	RAKSHITH Y V	A study on sensoring branding in café coffee day	PROF. DHANUSH M R
53	P18ET21M0055	RAMYA L N	A Study on Impact of Mergers and Acquisitions on Selected Stock Prices Listed in Indian Stock Exchange	DR. SUMITHRA SREENATH
54	P18ET21M0056	RANJITHA D N	GREEN HRM PRACTICES AND ITS IMPACT ON EMPOLYEE MO- TIVATION, JOB PERFORMANCE, ORGANIZATIONAL COMMIT- MENT AND INTENTION TO STAY WITH SPECIAL REFERENCE TO INDIAN IT SECTOR	DR. S. SATHYANARAYANA
55	P18ET21M0057	RONALD FRANCIS CASTILINO	ANTECEDENTS AND CONSEQUENCES OF HAPPINESS AT WORK IN KPCL	PROF. S. VIJAYALAKSHMI
56	P18ET21M0058	S SREEKARAN	ASSESSMENT OF E-SERVICE QUALITY MODEL AND ITS IMAPCT ON PURCHASE DECESIONS AT ZOMATO LTD. BANGALORE	PROF. ANU A. NATRAJ
57	P18ET21M0059	SAGAR	A STUDY ON CONSTRUCTION OF OPTIMUM PORTFOLIO OF	PROF. MANJUNATH S. MENEDHAL
58	P18ET21M0061	SAHANA ASHOK HEGDE	DECODING MARKET TRENDS A COMPRAHENSIVE TECHNICAL ANALYSIS STUDIES IN INDIAN STOCK MARKET	DR. HEMA HARSHA
59	P18ET21M0062	SAHANA K R	IMPACT OF GREEN FINANCE ON GREEN INNOVATION AND ENVIRONMENT PERFORMANCE	PROF. SWATHI P R
60	P18ET21M0064	SAHANASHREE J	TRANSFORMATIONAL LEADERSHIP – THE MEDIATING ROLES OF IDENTIFICATION AND SELF-EFFICACY WITH SPECIAL REFERENCE TO INDIAN IT SECTOR	PROF. B. S. RAVINDRA
61	P18ET21M0065	SAI GANESH M S	ENHANCING CONSUMER EYEWEAR CHOICES WITH AUGMENTED REALITY Master	PROF. DHANUSH M R

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62	P18ET21M0066	SANDEEP KUMAR B	A STUDY ON EFFECTS OF MACROECONOMIC VARIABLES ON STOCK MARKET: INDIAN PERSPECTIVE	DR. SUMITHRA SREENATH
63	P18ET21M0067	SANDHYA N	FOSTERING ORGANISATIONAL CLIMATE: INTERPLAY OF TRANSFORMATIONAL LEADERSHIP, IDENTIFICATION WITH LEADER, KNOWLEDGE SHARING INTENTION AND ITS IMPACT ON JOB PERFORMANCE AND FIRM PERFORMANCE	DR. S. SATHYANARAYANA
64	P18ET21M0068	SANIL TAURO	IMPACT OF GLOBAL INFORMATION SPILLOVER (BREXIT, SUBPRIME AND COVID19) ON GLOBAL MAJOR STOCK MARKETS – EVENT STUDY METHODOLOGY	PROF. S. VIJAYALAKSHMI
65	P18ET21M0070	SARPABHUSHANARADHYA K	EFFECT OF SIZE AND LIQUIDITY ON THE STOCK RETURNS OF SELECTED STOCKS IN BSE	PROF. ANU A. NATRAJ
66	P18ET21M0071	SHALINI C B	RISK AND RETURN ANALYSIS OF SELECTED EQUITY SHARES LISTED IN INDIAN STOCK EXCHANGE	PROF. MANJUNATH S. MENEDHAL
67	P18ET21M0072	SHARATHKUMAR G	THE POWER OF EMPOWERING LEADERSHIP AND ITS IMPACT ON PSYCHOLOGICAL CAPITAL, TRUST IN LEADER AND JOB CRAFTING WITH SPECIAL REFERENCES TO INDIAN IT SECTOR	DR. HEMA HARSHA
68	P18ET21M0073	SHARVANI J S	PIOTROSKI RATIOS AND ITS IMPACT ON STOCK PERFORMANCE WITH SPECIAL REFERENCE TO BSE SENSEX	PROF. SWATHI P R
69	P18ET21M0074	SHASHIKALA SATAPPANAVAR	A STUDY ON DETERMINANTS OF EQUITY PRICES IN INDAN STOCK MARKET	PROF. B. S. RAVINDRA
70	P18ET21M0075	SHILPA G K	A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF VRL LOGISTICS USING DUPONT ANALYSIS	PROF. DHANUSH M R

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71	P18ET21M0076	SHRUSHTI S G	A STUDY ON PERFORMANCE EVALUATION OF BANK OF BARODA IN COMPARATIVE TO SELECTED PUBLIC SECTOR BANKS USING CAMEL RATING	DR. SUMITHRA SREENATH
72	P18ET21M0077	SHRUTHY S	STUDY ON STABILITY OF EQUITY BETA IN INDIAN STOCK MARKET WITH REFERENCE TO NIFTY – 50 PORTFOLIOS	DR. S. SATHYANARAYANA
73	P18ET21M0078	SOWMYASHRI G K	FOREIGN INSTITUTIONAL INVESTORS INFLOW AND IT'S IMPACT ON INDIAN STOCK MARKET	PROF. S. VIJAYALAKSHMI
74	P18ET21M0079	SUMA BHAT	"A STUDY ON IMPACT OF DIVIDEND ON SHARE PRICES OF SELECTED COMPANIES LISTED ON NSE	PROF. ANU A. NATRAJ
75	P18ET21M0080	SUMAIYA KHANAM B	AN EMPIRICAL STUDY ON FEEDBACK DYNAMICS FOR PERFORMANCE MANAGEMENT AT HP PPS INDIA PVT LTD, BANGALORE.	PROF. MANJUNATH S. MENEDHAL
76	P18ET21M0081	SUMANTH A	A PROJECT REPORT ON SUSTAINABLE MARKETING AND ITS IMPACT ON BRAND EQUITY, PURCHASE INTENTION, BRAND LOYALTY AND WORD OF MOUTH COMMUNICATION TO CONSUMER PRODUCTS	DR. HEMA HARSHA
77	P18ET21M0082	SURENDRA PRASAD M	INVESTORS' INTENTION IN EQUITY CROWDFUNDING, MEDITATION EFFECT OF TRUST, RISK AND MODERATION EFFECT OF CROWDFUNDING EXPERIENCE ON CROWDFUNDING PERFORMANCE	PROF. SWATHI P R
78	P18ET21M0083	SURYASREE S	EXPLORING THE TRIFACTA: JOB ENGAGEMENT, JOB PERCEPTION AND INTENTION TO STAY AT WORKPLACE, INOSPIRE	PROF. B. S. RAVINDRA
79	P18ET21M0084	SYED AFAQ UR RAHMAN F	MEASURING EFFECTIVNESS OF E-SERVICE QUALITY USING E-SERVQUAL WITH SPECIAL REFERENCE TO FRESKO CHOICE MEAT PRODUCTS PRIVATE LIMITED	PROF. DHANUSH M R

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80	P18ET21M0085	SYED NEHAL	COMPARATIVE ANALYSIS OF SELECTED INDIAN HOUSING FINANCE COMPANIES BASED ON CAMEL APPROACH	DR. SUMITHRA SREENATH
81	P18ET21M0086	T VISHNUGUPTA	A BOTTOM LINE STUDY OF LIFE INSURANCE CORPORATION OF INDIA (LIC) PRE AND POST INITIAL PUBLIC OFFERING (IPO)	DR. S. SATHYANARAYANA
82	P18ET21M0087	THANUSHGOWDA P H	FORECASTING GLOBAL CURRIENCIES BY USING ARIMA MODEL	PROF. S. VIJAYALAKSHMI
83	P18ET21M0088	VARUN CHAKRAVARTHY	GLOBAL STOCK MARKET INTEGRATION WITH SPECIAL REFERENCE IN CASE OF BRICS STOCK MARKET WITH GLOBAL MAJOR INDICES	PROF. ANU A. NATRAJ
84	P18ET21M0089	VEDA K S	An Empirical Study on Impact of Stock Split Announcement on Share prices in the Indian Stock Market Master	PROF. MANJUNATH S. MENEDHAL
85	P18ET21M0090	VEERA BHADRA SWAMY M	INFLATION AND ITS IMPACT ON STOCK MARKET	DR. HEMA HARSHA
86	P18ET21M0091	VENKAT LOHIT CH	The impact of social media marketing on consumer purchase intension in the apparel industry	PROF. SWATHI P R
87	P18ET21M0092	VINAY KUMAR R R	THE POLICY ANNOUNCEMENT AND ITS IMPACT ON STOCK PERFORMANCE: EVENT STUDY METHODOLOGY	PROF. B. S. RAVINDRA
88	P18ET21M0093	VINAYAK PAWAR	Role of Instagram in Marketing of Services in Hospitality Industry	PROF. DHANUSH M R
89	P18ET21M0094	VISHNU KUMAR K	ANALYSING THE IMPACT OF ONLINE PERSONALISED SELLING ON E- SERVICE QUALITY WITH REFERENCE TO FLIPKART KOLAR (MALUR	DR. SUMITHRA SREENATH
90	MB193679	NUZHATH REHMANI	THE IMPACT OF INCLUSIVE LEADERSHIP ON EMPLOYEE ENGAGEMENT AND ORGANIZATIONAL PERFORMANCE	DR. S. SATHYANARAYANA