M P BIRLA INSTITUTE OF MANAGEMENT

LIST OF IV SEMESTER MBA DISSERTATION REPORT TITLES OF 2023-2025 BATCH STUDENTS

SL. NO.	REGISTRATION NO.	STUDENT NAME	DISSERTATION TITLE	FACULTY GUIDE
1	P18ET23M015001	AKSHATA GANAPATI SARVADE	TESTING THE STABILITY OF EQUITY BETA IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE TO NIFTY 50 INDEX	Dr. S. SATHYANARAYANA
2	P18ET23M015002	ANEENDRA SASINDRAN	IMPACT OF DONALD TRUMP'S TARIFF POLICY ON BRICS ECONOMY: AN EVENT STUDY METHODOLOGY APPROACH	Prof. S. SANTHANAM
3	P18ET23M015003	ANIL KUMAR	DIGITAL PAYMENTS AND BUDGETING DISCIPLINE: DOES UPI HELP OR HURT MONTHLY FINANCIAL PLANNING	Dr. KARPAGAM B A
4	P18ET23M015004	ARIHANT JINNAPPA NANDAGANV	ANOMALIES IN THE BRICS STOCK MARKET DAY OF THE JANUARY EFFECT	Prof. RAVINDRA B S
5	P18ET23M015005	BHAKTI VIJAYAKUMAR KILLEDAR	UNDERSTANDING FACTORS AFFECTING UPI ADOPTION AMONG LOW INCOME CONSUMERS IN INDIA	Dr. SUMITHRA SREENATH
6	P18ET23M015006	CHANDAN S	IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE OF SCHOOL UNIFORM- A STUDY AT FRIENDS DRESSES	Dr. HEMA HARSHA
7	P18ET23M015007	CHETHAN P	TARIFF ANNOUNCEMENTS AND GLOBAL STOCK MARKET REACTIONS: AN EVENT STUDY ANALYSIS OF MAJOR ECONOMIES	Dr. PUSHPA B V
8	P18ET23M015008	DATTATRAYA SUBHASH NAIK	OPTIMAL PORTFOLIO CONSTUCTION USING SINGLE INDEX MODEL ON SELECTED STOCKS FROM NSE INDIA	Prof. S. VIJAYALAKSHMI
9	P18ET23M015009	DEEKSHITH K U	A STUDY ON STOCK SPLIT AND ITS IMPACT ON STOCK MARKET	Dr. ANU A. NATRAJ
10	P18ET23M015010	DEEPAK K V	THE IMPACT OF GLOBAL FINANCIAL SHOCKS ON EUROPEAN EQUITY MARKETS: A STUDY OF THE SUBPRIME AND EUROZONE CRISES	Prof. PALLAVI R
11	P18ET23M015011	AMITH N NAIK	BEHAVIOURAL BIAS AND ITS INFLUENCE ON INVESTMENT PERFORMANCE MEDIATED THROUGH RISK PERCEPTION, SELF-EFFICACY IN FINANCIAL DECISION MAKING AND EMOTIONAL REGULATION	Dr. VENKATESHA T K
12	P18ET23M015012	CHAITANYA C BELGAUMKAR	MODELING AND FORECASTING NIFTY 50 USING HYBRID ARIMA - GARCH MODEL	Prof. GEETHA P

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13	P18ET23M015013	CHANDANA B G	ANOMALIES IN STOCK MARKET, THE-DAY-OF-THE-WEEK EFFECT	Prof. R. KALAVATHI
14	P18ET23M015014	DEEPIKA B S	FORECASTING THE NIFTY 50 INDEX USING ADVANCED TIME SERIES MODEL: FROM MOVING AVERAGE TO GARCH FAMILY MODELS	Dr. S. SATHYANARAYANA
15	P18ET23M015015	DHARANI G	IMPACT OF CAPITAL STRUCTURE ON PROFITABILITY	Prof. S. SANTHANAM
16	P18ET23M015016	DHEERAJ MANJUNATH BHOVI	THE IMPACT OF EXCHANGE RATE VOLATILITY ON FDI	Dr. KARPAGAM B A
17	P18ET23M015017	DHOLEKA B S	THE INFLUNCE OF HYBRID WORK AND ITS IMPLICATIONS ON EMPLOYEE ENGAGEMENT, PRODUCTIVITY AND ORGANISATIONAL CITIZENSHIP BEHAVIOUR	Prof. RAVINDRA B S
18	P18ET23M015018	DIVYANSH SRIVASTAVA	TO EXAMINE ROLE OF EFFECTIVE KNOWLEDGE DATABASE IN IMPROVING B2B CUSTOMER EXPERIENCE AT ADDITIVE INDUSTRIES PVT LTD BANGALORE	Dr. SUMITHRA SREENATH
19	P18ET23M015019	AKSHATA JAKKANNAVAR	INTEREST RATES AND ITS IMPACT ON STOCK PRICES	Dr. HEMA HARSHA
20	P18ET23M015020	BHARAT SHRIDHAR HEGDE	CO-INTEGRATION ANALYSIS OF SELECTED CURRENCY PAIRS TRADED IN INDIAN FOREIGN EXCHANGE MARKET	Dr. PUSHPA B V
21	P18ET23M015021	ANANYA T	FINANCIAL LITERACY AMONG STUDENTS IN INDIA	Prof. S. VIJAYALAKSHMI
22	P18ET23M015022	ANUSHA S U	SUSTAINABILITY DEVELOPMENT, ESG PERFORMANCE AND MARKET VALUE MITIGATING EFFECTS OF FINANCIAL PERFORMANCE	Dr. ANU A. NATRAJ
23	P18ET23M015023	ANJANAA VELLIAH RADHAKRISHNAN	EXPLORING THE DEVELOPMENT OF A COMPREHENSIVE GREEN HRM FRAMEWORK THAT ALIGNS WITH THE OVERALL SUSTAINABILITY STRATEGY, INCLUDING SPECIFIC PRACTICES, METRICS, AND ACCOUNTABILITY MECHANISMS	Prof. PALLAVI R
24	P18ET23M015024	DHANUSH C	FINANCIAL INCLUSION THROUGH MOBILE BANKING IN RURAL INDIA	Dr. VENKATESHA T K
25	P18ET23M015025	CHETHAN M S	TESTING SEMI STRONG FORM OF MARKET EFFICIENCY-EVIDENCE FROM EARNINGS ANNOUNCEMENT OF BSE SENSEX COMPANIES	Prof. GEETHA P
26	P18ET23M015026	DIVYA VEERAPPA SANGUR	SPILLOVER EFFECT AMONG BRICS STOCK MARKET	Prof. R. KALAVATHI
27	P18ET23M015027	E HASWINI SHAKTI	SENSORY BRANDING AND ITS IMPACT ON BEHAVIOURAL INTENSION SUCH AS REVISIT AND RECOMMENDATION	Dr. S. SATHYANARAYANA

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28	P18ET23M015028	GANESH HARIHARA HEGDE	AN EMPIRICAL STUDY OF THE IMPACT OF INTEREST RATE CHANGES ON SECTORAL INDICES IN THE INDIAN STOCK MARKET	Prof. S. SANTHANAM
29	P18ET23M015029	GANGOTHRI G	THE ROLE OF BOUNDED RATIONALITY IN SHAPING THE PREFERENCE OF MOMENTUM AND CONTRARIAN INVESTMENT STRATEGIES IN THE INDIAN EQUITY MARKETS	Dr. KARPAGAM B A
30	P18ET23M015030	GOWTHAM R	SPILLOVER EFFECTS AMONG CRYPTO CURRENCIES: AN EMPIRICAL ANALYSIS OF INTERCONNECTEDNESS AND VOLATILITY TRANSMISSION	Prof. RAVINDRA B S
31	P18ET23M015031	H S GANAPATI	COVID 19 PANDEMIC AND VOLATILITY SPILLOVER EFFECTS ON FORIENG EXCHANGE RATES	Dr. SUMITHRA SREENATH
32	P18ET23M015032	HAMSA P	GOLD AND INDIAN STOCK MARKET EVIDENCE FROM NSE AND BSE	Dr. HEMA HARSHA
33	P18ET23M015033	BHAVANA P	IMPACT OF BRAND-INDUCED SOCIAL MEDIA FATIGUE ON USER DISENGAGEMENT AMONG YOUNG CONSUMERS	Dr. PUSHPA B V
34	P18ET23M015034	HARIKA T N	ANALYSING THE IMPACT OF FESTIVE PROMOTIONS ON CONSUMER BEHAVIOUR: EVIDENCE FROM SUPER BAZAAR	Prof. S. VIJAYALAKSHMI
35	P18ET23M015035	HARIKRISHNA P M	FROM BULLET TO BRAND ICON EVOLUTION OF ROYAL ENFIELD'S CONSUMER BASE	Dr. ANU A. NATRAJ
36	P18ET23M015036	HARSHITA BOLAD	PREDICTING CURRENCY PRICES BY USING ARIMA MODEL	Prof. PALLAVI R
37	P18ET23M015037	HEMSAGAR H BADNI	FORECASTING OF GLOBAL INDICES USING ARIMA MODEL	Dr. VENKATESHA T K
38	P18ET23M015038	HRITHIK T S	THE IMPACT OF SERVQUAL DIMENSIONS ON BRAND IMAGE: AN EMPIRICAL INVESTIGATIONS AT MULTI SPECIALITY HOSPITALS, BENGALURU	Prof. GEETHA P
39	P18ET23M015039	JODH SINGH	NEUROMARKETING STRATEGIES & ITS INFLUENCE ON GEN Z PURCHASE INTENTIONS	Prof. R. KALAVATHI
40	P18ET23M015040	JYOTHI N	IMPACT OF INFLUNCER- GENERATED CONTENT ON CONSUMER BUYING BEHAVIOUR IN BEAUTY AND SKINCARE INDUSTRY	Dr. S. SATHYANARAYANA
41	P18ET23M015041	B S KEERTHANA	THE IMPACT OF AI ON RESKILLING AND UPSKILLING IN IT INDUSTRY	Prof. S. SANTHANAM

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42	P18ET23M015042	KEERTHANA R	THE IMPACT OF BUDGET ANNOUNCEMENT ON STOCK MARKET VOLATILITY AN EVENT STUDY: METHODOLOGY	Dr. KARPAGAM B A
43	P18ET23M015043	KEERTHANA S	AN EMPIRICAL STUDY ON FOREIGN INSTITUTIONAL INVESTORS AND THEIR INFLUENCE ON INDIAN STOCK MARKET	Prof. RAVINDRA B S
44	P18ET23M015044	KRUTHI SHREYA SRI M	AN EFFECT OF INTEREST RATE CHANGES ON INDIAN STOCK MARKET PERFORMANCE	Dr. SUMITHRA SREENATH
45	P18ET23M015046	LOKARANJAN K S	FINANCIAL INCLUSION THROUGH MICRO CREDIT	Dr. HEMA HARSHA
46	P18ET23M015047	ANJU M C	ANALYSING DIGITAL NEWS CONSUMPTION PATTERNS AND THE SHIFT FROM TRADITIONAL MEDIA: A STUDY OF MILLENNIALS AND GEN Z	Dr. PUSHPA B V
47	P18ET23M015048	M CHETANA DURGA CHOWDARY	EVALUATION OF NEXUS BETWEEN SHORT RUN RETURN MEASURES OF IPO's IN INDIA	Prof. S. VIJAYALAKSHMI
48	P18ET23M015049	M SANTOSH	A STUDY ON THE IMPACT ON MARKETING STRATEGIES ON CONSUMER PERCEPTION OF SOLAR PRODUCTS	Dr. ANU A. NATRAJ
49	P18ET23M015050	THRISHA M	LONGRUN EQUILIBRIUM BETWEEN OIL PRICE CHANGES AND BRICS STOCK MARKET	Prof. PALLAVI R
50	P18ET23M015051	MANOJ T A	AN EMPIRICAL STUDY ON PRODUCT RECEPTION ON VALUE ADDED ORGANIC DAIRY PRODUCTS WITH REFERENCE TO KOMUL	Dr. VENKATESHA T K
51	P18ET23M015052	MALLIKARJUN SHIVARAJ PATIL	A STUDY ON IMPACT OF E-BANKING SERVICE QUALITY ON CUSTOMER RETENTION MANAGEMENT	Prof. GEETHA P
52	P18ET23M015053	MANORANJINI S	TRANSFORMATIONAL LEADERSHIP AND ITS IMPACT ON EMPLOYEE ENGAGEMENT, JOB SATISFACTION AND ORGANIZATION CITIZENSHIP BEHAVIOURS	Prof. R. KALAVATHI
53	P18ET23M015054	MANU V	EXAMINING THE INFLUENCE OF ONLINE REVIEW ON CONSUMER DECISION MAKING A HEURISTIC MODEL	Dr. S. SATHYANARAYANA
54	P18ET23M015055	MOHAN KUMAR H V	ANALYSING THE ROLE OF TRUST AND TRANSPARENCY IN MARKETING ORGANIC PRODUCTS - EVIDENCE FROM AKSHAYAKALPA ORGANIC, BANGALORE	Prof. S. SANTHANAM
55	P18ET23M015056	MUNIRAJU	THE ROLE OF DIGITAL MARKETING IN ENHANCING CUSTOMER ENGAGEMENT FOR D-MART	Dr. KARPAGAM B A

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56	P18ET23M015057	MUTTURAJ K MALALI	ANOMALIES IN THE BRICS STOCK MARKET DAY OF THE WEEK EFFECT	Prof. RAVINDRA B S
57	P18ET23M015058	NAGASHRI VENKATRAMANA HEGDE	IMPACT OF INFLATION ON STOCK MARKET: CO-INTEGRATION APPROACH	Dr. SUMITHRA SREENATH
58	P18ET23M015059	KIRAN S M	INTEGRATING FUNDAMENTAL AND MARKET-BASED VALUATION TECHNIQUES IN EQUITY VALUATION	Dr. HEMA HARSHA
59	P18ET23M015060	MEGHANA J	THE ROLE OF RELATIVE VALUATION MODELS IN ENHANCING INVESTMENT RETURNS: EVIDENCE FROM THE INDIA	Dr. PUSHPA B V
60	P18ET23M015061	MOHAMMED USMAN KHAN	TESTING THE STABILITY OF EQUITY BETA (CAPM) IN INDIAN STOCK MARKET – EVIDENCE FROM SENSEX INDEX	Prof. S. VIJAYALAKSHMI
61	P18ET23M015062	HITHAISHI B D	A STUDY ON THE IMPACT OF UNION BUDGET ANNOUNCEMENTS AND HEALTHCARE SPENDING POLICIES ON THE PERFORMANCE OF INDIAN PHARMACEUTICAL STOCKS	Dr. ANU A. NATRAJ
62	P18ET23M015063	NAGARAJ ASHOK DINNI	PIOTROSKI RATIOS AND ITS IMPACT ON STOCK PERFORMANCE WITH SPECIAL REFERENCE TO BSE SENSEX	Prof. PALLAVI R
63	P18ET23M015064	NANDAN PRABHU	PREDICTING CRYPTO CURRENCY PRICES USING THE ARIMA MODEL	Dr. VENKATESHA T K
64	P18ET23M015065	NANDITHA V	THE IMPACT OF GREEN FINANCE ON SUSTAINABILITY PERFORMANCE OF INDIAN BANKING SECTOR	Prof. GEETHA P
65	P18ET23M015066	N NAVEEN	THE INFLUENCES OF EXPERIENTIAL MARKETING FACTORS ON BRAND TRUST, BRAND ATTACHMENT, AND BEHAVIORAL INTENTION	Prof. R. KALAVATHI
66	P18ET23M015067	NEHA BHAT	BUILDING SUSTAINABLE BRANDS BY VIRAL MARKETING MEDIATED THROUH BRAND IMAGE AND AWARNESS AND BRAND TRUST	Dr. S. SATHYANARAYANA
67	P18ET23M015068	NITHYASHREE G	TESTING THE SEMI-STRONG FORM OF MARKET EFFICIENCY-A STUDY BASED ON POLICY ANNOUNCEMENT	Dr. S. SATHYANARAYANA
68	P18ET23M015069	P MANJUNATHA YADHAV	A STUDY ON THE INITIAL PUBLIC OFFERS (IPO) PERFORMANCE AT INDIAN STOCK MARKET DURING COVID PANDEMIC SITUATION	Prof. S. SANTHANAM
69	P18ET23M015070	R NITESH	CONSUMER PREFERENCE FOR ONLINE VS OFFLINE APPAREL SHOPPING FOR BOMBAY DYEING	Dr. KARPAGAM B A

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70	P18ET23M015071	PANCHALI PRAVEEN KUMAR	FROM INNOVATION TO ADOPTION: INVESTIGATING THE DISCONNECT BETWEEN SOLAR PRODUCT MARKETING AND CONSUMER UNDERSTANDING – A STUDY ON ORB ENERGY	Prof. RAVINDRA B S
71	P18ET23M015072	PAVAN G	THE EFFECT OF DIVIDEND POLICY ON SHAREHOLDER VALUE CREATION IN INDIAN STOCK MARKET	Dr. SUMITHRA SREENATH
72	P18ET23M015073	PAVAN KUMAR	ROLE OF COMMODITY FUTURE AND FORWARDS IN INDIAN COMMODITY MARKET	Dr. HEMA HARSHA
73	P18ET23M015074	PAVAN KUMAR B C	SECTORAL ANALYSIS OF CORPORATE FINANCIAL DRIVERS AND STOCK MARKET DYNAMICS: AN EMPIRICAL STUDY OF INDIAN LISTED FIRMS	Dr. PUSHPA B V
74	P18ET23M015075	POOJA SHRISHAIL CHANNAL	SPILLOVER IMPACT FROM GLOBAL STOCK MARKET (DEVELOPED) TO DEVELOPING MARKET (INDIA)	Prof. S. VIJAYALAKSHMI
75	P18ET23M015076	PRABHAT BALAKRISHNA WAGH	TECHNICAL ANALYSIS BY USING MOVING AVERAGE, MACD, BOLLINGER BANDS, FIBONACCI RETRACEMENT AND: A SECTORAL STUDY WITH SPECIAL REFERENCE TO BANKING, AUTOMOBILE AND FMCG STOCKS	Dr. ANU A. NATRAJ
76	P18ET23M015077	PRAGNA K P	INCLUSIVE LEADERSHIP AND IT'S IMPACT ON INNOVATIVE PERFORMANCE – MEDIATION EFFECT OF PSYCHOLOGICAL SAFETY, TRUST AND PERCEIVED BEHAVIOURAL CONTROL	Prof. PALLAVI R
77	P18ET23M015078	PRAJWAL MAHAVEER UGARE	ANALYZING THE IMPACT OF DIGITAL TRACKING SYSTEMS ON OPERATIONAL EFFICIENCY IN DELIVERY SOLUTION WITH REFERENCE TO DTDC BENGALURU	Dr. VENKATESHA T K
78	P18ET23M015079	PRASAD PANDURANG NAIK	VISUAL MERCHANDISING AND IMPACT ON IMPULSIVE BUYING BEHAVIOUR	Prof. GEETHA P
79	P18ET23M015080	PREETAM MAHESH POWAR	COINTEGRATION IN FOREIGN EXCHANGE MARKET: EVIDENCE FROM BIVARIATE COINTEGRATION ANALYSIS	Prof. R. KALAVATHI
80	P18ET23M015081	PREETHA	SIZE EFFECT IN INDIAN STOCK MARKET WITH SPECIAL REFERENCE IN NIFTY 50 (SENIOR) AND NIFTY 50 (JUNIOR)	Dr. S. SATHYANARAYANA
81	P18ET23M015082	PREETI DEVARAJ ACHARI	PREDICTORS OF MOBILE PAYMENT USE BASED ON EXTENDED TECHNOLOGY ACCEPTANCE MODEL: MODERATION EFFECT OF SELF-EFFICACY AND TRUST	Prof. S. SANTHANAM

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82	P18ET23M015083	R PAVAN	AN ANALYTICAL STUDY SIZE FACTOR IMPACT ON PHARMACEUTICAL SECTOR RETURNS IN INDIAN STOCK MARKET	Dr. KARPAGAM B A
83	P18ET23M015084	RAAGHU S M	FINDING LONG TERM EQUILIBRIUM RELATIONSHIPS AMONG BRICS STOCK MARKETS	Prof. RAVINDRA B S
84	P18ET23M015085	RAGHU T	AN INVESTIGATION INTO BUYER'S CHALLENGES IN ORDER COMMUNICATION AT BRIDY EXPORT PVT	Dr. SUMITHRA SREENATH
85	P18ET23M015086	RAHUL PATIL	CONSUMER PREFERENCES AND BUYING BEHAVIOUR TOWARDS TVS TWO WHEELERS WITH SPECIAL REFERENCE TO SHILPA AUTOMOBILE YADGIR	Dr. HEMA HARSHA
86	P18ET23M015087	RAKSHITHA G S	THE FUTURE OF WORK: WORKPLACE MODELS AND THEIR IMPACT ON EMPLOYEE ENGAGEMENT AND PERFORMANCE	Dr. PUSHPA B V
87	P18ET23M015088	PRASANNA JIRLI	CONSUMER PERCEPTION AND BUYING BEHAVIOUR TOWARDS HAVELLS: A TIER-1 AND TIER-2 WISE STUDY	Prof. S. VIJAYALAKSHMI
88	P18ET23M015089	RAMESH BASAVARAJ POTARADDI	A DIAGONOSTIC FRMEWORK FOR SERVICE QUALITY IMPROVEMENT IN TOURISM TWEAKING THE SERVQUAL MODEL TO ADDRESS EXPECTATION-PERCEPTION GAPS	Dr. ANU A. NATRAJ
89	P18ET23M015090	ROHAN ANNASAB MANGASULE	PRICE DISCOVERY DYNAMICS AMONG HRITHIK STOCKS INDIA: AVAR AND VECM APPROACH	Prof. PALLAVI R
90	P18ET23M015091	ROHINI KASHID	THE IMPACT OF FINANCIAL INCLUSION ON POVERTY IN RURAL AREAS	Dr. VENKATESHA T K
91	P18ET23M015092	ROSHAN MANJUNATH RITTI	INVESTINGATING THE RELEVANCE OF PECKING ORDER THEORY WHILE FRAMING CAPITAL STRUCTURE DECISIONS IN THE INDIAN STOCK MARKET	Prof. GEETHA P
92	P18ET23M015093	S ANANYA	INFLUENCE OF CHANGE MANAGEMENT CULTURE ON ORGANIZATION INNOVATION; MEDIATING EFFECT OF CHANGE LEADERSHIP	Prof. R. KALAVATHI
93	P18ET23M015094	SACHIN	FORECASTING COMMODITY PRICE USING ARIMA MODEL	Dr. S. SATHYANARAYANA
94	P18ET23M015095	SACHIN KORIGERI	STOCK MARKET VOLATILITY AND INVESTOR BEHAVIOUR DURING GLOBAL MAJOR CRISES	Prof. S. SANTHANAM

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95	P18ET23M015096	SAGAR	EFFECT OF ONLINE REVIEWS AND SOCIAL MEDIA INFLUENCES ON CUSTOMER RETENTION AND CUSTOMER SATISFACTION IN MARUTI SUZUKI OUTLET	Dr. KARPAGAM B A
96	P18ET23M015097	SAHANA VINAY HEGDE	ANOMALIES IN THE STOCK MARKET: JANUARY EFFECT	Prof. RAVINDRA B S
97	P18ET23M015098	SAI SUMA B	VALUE EFFECT IN INDIAN STOCK MARKET: AN EMPIRICAL ANALYSIS	Dr. SUMITHRA SREENATH
98	P18ET23M015099	SAICHARAN K S	IMPACT OF BRAND PERCEPTION ON CUSTOMER LOYALTY- A CASE STUDY AT HERO MOTOCORP	Dr. HEMA HARSHA
99	P18ET23M015100	SAIPRAJWAL	AN EMPIRICAL STUDY OF COINTEGRATION AND CAUSALITY BETWEEN THE INDIAN STOCK MARKET AND G7 ECONOMIES	Dr. PUSHPA B V
100	P18ET23M015101	SANGAMESH GHULE	EMPIRICAL INVESTIGATION ON INFLUENCE OF DIGITAL CONTENT PERSONALIZATION ON CONSUMER ENGAGEMENT AT POLAR BEAR OUTLET	Prof. S. VIJAYALAKSHMI
101	P18ET23M015102	SANTOSH	A STRATEGIC ANALYSIS OF WALMART'S MARKETING STRATEGIES: BALANCING COST LEADERSHIP WITH CUSTOMER-CENTRIC INNOVATION	Dr. ANU A. NATRAJ
102	P18ET23M015103	SHEETAL RATANCHAND TONGE	FINANCIAL PERFORMANCE EVALUATION OF SELECTED RETAIL INDUSTRIES OF INDIA THROUGH DUPONT ANALYSIS	Prof. PALLAVI R
103	P18ET23M015104	SHIVAKUMAR A	ASSESSING THE IMPACT OF HERBAL LIFE'S DIRECT MARKETING APPEAL AMONG HEALTH-CONSCIOUS CONSUMERS IN BENGALURU	Dr. VENKATESHA T K
104	P18ET23M015105	SHIVAKUMAR V	TESTING SEMI-STRONG OF EFFICIENCY BONUS SHARES ANNOUNCEMENT IN INDIAN MARKET	Prof. GEETHA P
105	P18ET23M015106	SHAOIB AKHTAR MULLA	A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED STOCK IN BSE	Prof. R. KALAVATHI
106	P18ET23M015107	SHRAVANI RAO	GLOBAL STOCK MARKET INTEGRATION	Dr. S. SATHYANARAYANA
107	P18ET23M015108	SHREENIDHI RAVINDRA NAIK	SUSTAINABILITY AND FINANCIAL PERFORMANCE: A STUDY OF ESG COMPLIANT FIRMS IN THE INDIAN STOCK MARKET	Prof. S. SANTHANAM
108	P18ET23M015109	SHREYAS B	IMPACT OF MERGES AND ACQUISITION OF AUTOMOBILE INDUSTRY WITH REFERENCE TO VOLKSWAGEN	Dr. KARPAGAM B A

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109	P18ET23M015110	SHREYAS S	EMPIRICAL ANALYSIS OF PEB ADOPTION: OVERCOMING MARKET BARRIERS WITH STRATEGIC SALES APPROACHES FOR SUSTAINABLE AND COST-EFFECTIVE GROWTH	Prof. RAVINDRA B S
110	P18ET23M015111	SHRIDHAR JOSHI	EVALUATING THE IMPACT OF GREEN MARKETING ON PROMOTING ECO TOURISM FOR SUSTAINABLE DESTINATION DEVELOPMENT	Dr. SUMITHRA SREENATH
111	P18ET23M015112	SHUBHA P	INVESTIGATING THE RELEVANCE OF THE PECKING ORDER THEORY WHILE FRAMING CAPITAL STRUCTURE DECISIONS IN THE INDIAN STOCK MARKET	Dr. HEMA HARSHA
112	P18ET23M015113	SHUBHAM RAVIDAS REVANKAR	INFLUNCE OF FINFLUENCERS IN SHAPING RETAIL INVESTORS' DECISION MAKING: A BEHAVIORAL STUDY IN INDIA	Dr. PUSHPA B V
113	P18ET23M015114	SAHIL	EXPLORING THE IMPACT OF SERVICE QUALITY AND POST-PURCHASE SUPPORT ON CUSTOMER SATISFACTION IN A PACKING COMPANY	Prof. S. VIJAYALAKSHMI
114	P18ET23M015115	SHANMUKHA BADIGER	TECHNICAL ANALYSIS USING MACD, BOLLINGER BANDS, AND MOVING AVERAGES: A SECTORIAL STUDY WITH SPECIAL REFERENCE TO IT AND HEALTHCARE SECTOR	Dr. ANU A. NATRAJ
115	P18ET23M015116	SIDDARTHA V K	EXPLORING THE ROLE OF LOCAL CULINARY INTEGRATION IN ENHANCING GUEST EXPERIENCE IN HERITAGE HOTELS	Prof. PALLAVI R
116	P18ET23M015117	SIDDHARTH PARAMESHWAR HEGDE	COINTEGRATION BETWEEN FIAT CURRENCIES AND CRYPTO CURRENCIES	Dr. VENKATESHA T K
117	P18ET23M015118	SINCHANA P S	FORECASTING OF STOCK PRICE USING ARIMA MODEL	Prof. GEETHA P
118	P18ET23M015119	SNEHA G MATHAPATI	THE IMPACT OF DIVERSITY MANAGEMENT PRACTICES ON ORGANISATIONAL PRODUCTIVITY: THE MEDIATING ROLE OF EMPLOYEE ENGAGEMENT AND RESILIENCE	Prof. R. KALAVATHI
119	P18ET23M015120	SOMIYA D	THE INFLUENCE OF CONTENT MARKETING ON THE PURCHASE INTENSION, LOYALTY AND WORD OF MOUTH	Dr. S. SATHYANARAYANA
120	P18ET23M015121	SRI HARI M N	DIGITAL GOLD AS AN INVESTMENT PRODUCT: COMPARATIVE RISK-RETURN ANALYSIS WITH ETFS AND PHYSICAL GOLD	Prof. S. SANTHANAM
121	P18ET23M015122	SRIDHAR N	BRAND PREFERENCE AND LOYALTY AMONG FARMERS TOWARDS DRIP IRRIGATION BRAND AT SAI MITRA PVT	Dr. KARPAGAM B A

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122	P18ET23M015123	SANJAY MAHESH HEGDE	EMOTIONAL MARKETING IN THE DIGITAL AGE: LEVERAGING EMPATHY, HUMOUR, AND FEAR FOR BRAND ENGAGEMENT ON SOCIAL MEDIA	Prof. RAVINDRA B S
123	P18ET23M015124	M SRIKANTH	VISUALIZING STOCK MARKET TRENDS FOR INVESTMENT DECISION MAKING	Dr. SUMITHRA SREENATH
124	P18ET23M015125	SUDEEP PURSAYYA NAIK	FDI INFLOW PRICE AND EXCHANGE RATE VOLATILITY AN EMPIRICAL ANALYSIS	Dr. HEMA HARSHA
125	P18ET23M015126	SUJANA C R	EFFECT OF EMPLOYEE EXPERIENCE ON ORGANISATION COMMITMENT AND INTENTION TO STAY	Dr. PUSHPA B V
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