M P BIRLA INSTITUTE OF MANAGEMENT

ASSOCIATE BHARATIYA VIDYA BHAVAN

LIST OF MBA IV SEMESTER DISSERTATION REPORT TITLES 2020 - 2022 BATCH

SL. NO.	REG. NO.	NAME	DISSERTATION TOPIC	FACULTY GUIDE
1	MB203601	**AKANCHA KUMARI**	GLOBAL STOCK MARKET INTEGRATION WITH SPECIAL REFERENCE IN CASE OF BRICS STOCK MARKET WITH GLOBAL MAJOR INDICES	Dr. SATHYANARAYANA
2	MB203602	**AKSHAY SARDA**	INTELLECTUAL CAPITAL AND FINANCIAL EFFICIENCY OF FIRMS LISTED IN INDIAN STOCK MARKET	Dr. SUMITHRA SREENATH
3	MB203603	**ANIRUDHA ANAND KALKERI**	RELATIONSHIP BETWEEN CRYPTOCURRENCY AND FIAT CURRENCY	Dr. HEMA HARSHA
4	MB203604	**ANUSHA V NAYAK**	STOCK MARKET REACTION DURING PANDEMIC OUTBREAK (COVID-19 OUTBREAK) – AN EVENT STUDY METHODOLOGY	Prof. RAVINDRA
5	MB203605	**ASEEL HASAN**	INTERCONNECTEDNESS AND CO-INTEGRATION ON CRYPTOCURRENCY MARKETS	Dr. PUSHPA B V
6	MB203606	**BHAGYALAKSHMI V**	A STUDY ON RISK AND RETURN ANALYSIS OF SELECTED EQUITY SHARES LISTED IN BSE INDIA	Prof. MANJUNATH S MENEDHAL
7	MB203607	**CHAITANYA C S**	A STUDY ON TALENT MANAGEMENT PRACTICES IN HOSPITALITY SECTOR AT SWATHI HOTEL	Prof. ANU A NATRAJ
8	MB203608	**CHAITHRA A**	A STUDY ON AN EMPHERICAL STUDY ON SYSTEMATIC RISK (BETA) IN THE INDIAN STOCK MARKET - BSE SENSEX PORTFOLIOS	Prof. BHAVYA N
9	MB203609	**CHANDANA M REDDY**	A STUDY ON TRANSFORMATIONAL LEADERSHIP AND ITS IMPACT ON ORGANIZATION INNOVATIVE BEHAVIOUR	Dr. SATHYANARAYANA
10	MB203610	**CHANDU K**	AN ANALYTICAL STUDY ON FINANCIAL PERFORMANCE AT AKSHARA MICROTECH PVT LTD	Dr. SUMITHRA SREENATH

SL. NO.	REG. NO.	NAME	DISSERTATION TOPIC	FACULTY GUIDE
11	MB203611	**DIVYA GUJJARI**	SIZE EFFECT IN INDIAN STOCK MARKET – A COMPARATIVE STUDY BETWEEN NIFTY SENIOR AND NIFTY JUNIOR	Dr. HEMA HARSHA
12	MB203612	**GOURESH MANOHAR**	A STUDY ON INITIAL PUBLIC OFFERING (IPOs) UNDER PRICING IN INDIAN STOCK MARKET	Prof. RAVINDRA
13	MB203613	**HARSH GUPTA**	BUILDING BRAND IDENTITY FOR MUSTURD OIL WITH SPECIFIC REFERENCE TO D.G OIL & FOOD PVT. LTD. BHIND MADHYA PRADESH	Dr. PUSHPA B V
14	MB203614	**HARSHITHA R N**	GLOBAL STOCK MARKET INTEGRATION FOR DEVELOPED AND DEVELOPING COUNTRIES	Prof. MANJUNATH S MENEDHAL
15	MB203615	**JYOTHSNA CHALLAGULLA**	STUDY ON SYSTEMATIC RISK (BETA) IN INDIAN STOCK MARKET – NIFTY 50 PORTFOLIOS	Prof. ANU A NATRAJ
16	MB203616	**KARTHIK S**	AN EMPIRICAL STUDY ON FLUCTUATIONS IN FOREX MARKET AND ITS IMPACT ON STOCK MARKET EVIDENCE FROM INDIAN STOCK MARKET	Prof. BHAVYA N
17	MB203617	**KARTIK UDAYA HEGDE**	VALUE AT RISK (VaR) IN INDIAN STOCK MAREKT	Dr. SATHYANARAYANA
18	MB203618	**KRUTHIKA SAVANTH**	TALENT MANAGEMENT PRACTICES TO IMPROVE SERVICE QUALITY IN SAMARTH ADVERTISERS AND MEDIA, BANGALORE	Dr. SUMITHRA SREENATH
19	MB203619	**MADHU S V**	A STUDY ON CREDIT RISK MANAGEMENT AT KOLAR AND CHICKBALLAPURA DCC BANK LIMITED (KCDCC BANK), KOLAR	Dr. HEMA HARSHA
20	MB203620	**MIDHUN GOPINATH M**	EXAMINING THE INFLUENCE OF ONLINE REVIEWS ON CONSUMERS DECISION MAKING: A HEURISTIC – SYSTAMATIC MODEL	Prof. RAVINDRA
21	MB203621	**MOHAMMED MUDASSIR PASHA**	EXAMINING PHYSICAL DISTRIBUTION EFFECTIVENESS FOR SECURITY PRODUCTS OF KRUPA COMMUNICATIONS BANGALORE	Dr. PUSHPA B V
22	MB203622	**MOUNIKA D R**	IMPACT OF MERGERS ACQUISITIONS ON STOCK PRICES AT SHERKHAN LIMITED	Prof. MANJUNATH S MENEDHAL

SL. NO.	REG. NO.	NAME	DISSERTATION TOPIC	FACULTY GUIDE
23	MB203623	**NATTAM SAI DINESH**	A STUDY ON CONSTRUCTION OF OPTIMAL PORTFOLIO USING SHARPE'S SINGLE INDEX MODEL ON NIFTY 50 LISTED SECURITIES AT MOTILAL OSWAL FINANCIAL SERVICES	Prof. ANU A NATRAJ
24	MB203624	**NIKITHA R**	APPLICABILITY OF JOSEPH PIOTROSKI'S F-SCORE MODEL IN INDIAN STOCK MARKET	Prof. BHAVYA N
25	MB203625	**NIMRA SHARIFF**	TESTING THE SEMI-STRONG FORM OF EFFICIENCY IN INDIAN STOCK MARKET-EVIDENCE FROM ANNUAL FINANCE BILL (BUDGET)	Dr. SATHYANARAYANA
26	MB203626	**NITIN M SHET**	A PROJECT REPORT ON TO STUDY THE MARKET SHARE OF THE PERSONAL CARE PRODUCT AT ITC LTD BANGALORE	Dr. SUMITHRA SREENATH
27	MB203627	**PASUMARTHI SUMUKH KESARI**	NOT SUBMITTED	Dr. HEMA HARSHA
28	MB203628	**POOJA D S**	A STUDY ON MVA EVA AND ROIC ON STOCK PRICE WITH SPECIAL REFERENCE TO NIFTY SENSEX COMPANY	Prof. RAVINDRA
29	MB203629	**POOJA S**	OPTIMAL PORTFOLIO CONSTRUCTION USING SINGLE INDEX MODEL ON SELECTED STOCK FROM BSE INDIA	Dr. PUSHPA B V
30	MB203630	**PRAJWAL H M**	COMPARATIVE ANALYSIS ON FINANCIAL PERFORMANCE OF KARNATAKA STATE ELECTRICITY BOARDS	Prof. MANJUNATH S MENEDHAL
31	MB203631	**PRASHANT JADHAV**	PREDICTING CONSUMER INTENTION TO ADOPT ELECTRIC CARS GIFFEN THEORY OF PLAN BEHAVIOURAL MODEL	Prof. ANU A NATRAJ
32	MB203632	**PRITHVI B**	EQUITY ANALYSIS OF SELECTED AUTOMOBILE AND PHARMACEUTICAL STOCKS	Prof. BHAVYA N
33	MB203633	**PRIYANKA MISRA**	TRANSFORMATIONAL LEADERSHIP AND ITS IMPACT ON JOB PERFORMANCE AND FIRM PERFORMANCE AND ITS INTENTION TO STAY	Dr. SATHYANARAYANA

SL. NO.	REG. NO.	NAME	DISSERTATION TOPIC	FACULTY GUIDE
34	MB203634	**PUSHPANJALI**	A STUDY OF ANALYSING THE EFFECTIVENESS OF PERFORMANCE APPRAISAL ON EMPLOYEES MOTIVATION IN HBI SOFTWARE PVT LTD	Dr. SUMITHRA SREENATH
35	MB203635	**RANJITHA R**	CALENDAR ANOMALIES IN STOCK MARKETS – JANUARY EFFECT	Dr. HEMA HARSHA
36	MB203636	**REUEL JUDAH DSOUZA**	THE IMPACT OF PERCEIVED SOCIAL MEDIA MARKETING ACTIVITIES AND ITS IMPACT ON BRAND LOYALTY AND PURCHASE INTENTION	Prof. RAVINDRA
37	MB203637	**RIYA SEN**	ASSESSMENT OF DIMENSIONS AFFECTING BUYER BEHAVIOR OF LUXURY BRAND WITH REFERENCE TO H&M, BENGALURU	Dr. PUSHPA B V
38	MB203638	**ROHIDAS C NAYAK**	COMPARATIVE ANALYSIS ON MANAGEMENT OF NON PERFORMING ASSETS OF UNION BANK OF INDIA WITH SELECTED PUBLIC SECTOR BANKS	Prof. MANJUNATH S MENEDHAL
39	MB203639	**ROHITH KULKARNI**	A STUDY ON CONSUMER LOYALTY PROGRAM AT TVS VIJAY AUTOMOTIVE, GULBARGA	Prof. ANU A NATRAJ
40	MB203640	**S P POOJA**	COMPARATIVE EVALUATION OF HDFC BANK WITH SELECT PRIVATE SECTOR BANKS USING CAMELS MODEL	Prof. BHAVYA N
41	MB203641	**SACHDEV K R**	A STUDY ON FORECASTING TOP 5 TRADED CURRENCIES BY USING ARIMA MODEL	Dr. SATHYANARAYANA
42	MB203642	**SAMRUDH S**	A STUDY ON LENDING POLICY PRIVATE SECTOR BANK WITH SPECIAL REFERENCE TO CITY UNION BANK RT NAGAR BRANCH BANGALORE	Dr. SUMITHRA SREENATH
43	MB203643	**SAMUDRALA KARTHIK**	INVESTIGATING THE SEMI-STRONG FORM OF EFFICIENCY IN INDIAN STOCK MARKET – EVIDENCE FROM THE CURRENCY DEMONITISATION	Dr. HEMA HARSHA
44	MB203644	**SANA UR RAHEMAN**	GREEN BRAND IMAGE, GREEN AWARENESS, GREEN ADVERTISEMENT AND ECOLOGICAL KNOWLEDGE IN IMPROVING ON CREATIVE INDUSTRY PRODUCTS	Prof. RAVINDRA

SL. NO.	REG. NO.	NAME	DISSERTATION TOPIC	FACULTY GUIDE
45	MB203645	**SANGAMMA**	TECHNICAL ANALYSIS: AN INDICATOR FOR INTRADAY TRADING WITH SPECIAL REFERENCE TO INDIAN STOCK MAREKT	Dr. PUSHPA B V
46	MB203646	**SANKETH K S**	A STUDY ON ASSESSMENT OF QUALITY CIRCLES AT BENSON SERVICES, BANGALORE	Prof. MANJUNATH S MENEDHAL
47	MB203648	**SHARAN NAGARAJ**	ANTECEDENTS OF GREEN BRAND IMAGE AND IT'S IMPACT ON BRAND TRUST, BRAND LOYALTY, BRAND VALUE AND BRAND EQUITY	Prof. BHAVYA N
48	MB203649	**SHASHANK H MOUNESHA H**	ONLINE CONSUMER REVIEW AND GROUP - BUYING PARTICIPATION: THE MEDIATING EFFECTS OF CONSUMER BELIEFS	Dr. SATHYANARAYANA
49	MB203650	**SHRAVANI WADKAR**	COINTEGRATION IN FOREIGN EXCHANGE MARKET: EVIDENCE FROM BIVARIATE COINTEGRATION ANALYSIS	Dr. SUMITHRA SREENATH
50	MB203651	**SHRIYA R S**	A STUDY ON WORK HOME INTERFACE, PREDICTORS OF BURNOUT	Dr. HEMA HARSHA
51	MB203652	**SIBYALA KRISHNA SPOORTHY**	INTENTIONS TO USE MOBILE PAYMENT SYSTEMS AND ITS ADOPTION - A CASE STUDY IN RURAL INDIA	Prof. RAVINDRA
52	MB203653	**SIDDESH HULIKANTIMATHA**	IMPACT OF RETAIL BANING SERVICES ON TECHNOLOGY AND CUSTOMER RESPONSIVENESS AT KRISFO INFOTECH BENGALURU	Dr. PUSHPA B V
53	MB203654	**SNEHA A O**	A STUDY ON EMPLOYEE RETENTION STRATEGIES FOLLOWED AT TRION IT SOLUTIONS	Prof. MANJUNATH S MENEDHAL
54	MB203655	**SOUMAYASHREE**	SPILLOVER EFFECT FROM DEVELOPED STOCK MARKETS TO DEVELOPING STOCK MARKET – A CASE STUDY WITH SPECIAL REFERENCE TO INDIAN STOCK MARKET	Prof. ANU A NATRAJ
55	MB203656	**SOUMYA RAO**	INVESTIGATING THE APPLICABILITY OF PECKING ORDER THEORY IN THE INDIAN STOCK MARKET-PANEL DATA ANALYSIS	Prof. BHAVYA N

SL. NO.	REG. NO.	NAME	DISSERTATION TOPIC	FACULTY GUIDE
56	MB203657	**SUBRAHMANYA GOPALAKRISHNA HEGDE**	INVESTIGATING THE SEMI-STRONG FORM EFFICIENCY IN INDIAN STOCK MAREKT – EVIDENCE FROM EARNING ANNOUNCEMENT	Dr. SATHYANARAYANA
57	MB203658	**SUJAY T V**	ORGANIZATIONAL PERFORMANCE MEASURES & LEVERAGE AND ITS IMPACT ON MARKET VALUE ADDED (MVA) : EVIDENCE FROM INDIAN LISTED FIRMS	Dr. SUMITHRA SREENATH
58	MB203659	**SUSHANTHI K S**	ESTABLISHING A LONG-RUN RELATIONSHIP BETWEEN CRUDE PRICES AND STOCK MARKET - SPILLOVER EFFECT FROM CRUDE (BRENT) ON STOCK PRICES	Dr. HEMA HARSHA
59	MB203660	**TARUN H M**	A STUDY ON RELATIONSHIP MARKETING LEADING TO BRAND EQUITY AT POISE SCOOTERS, BANGALORE	Prof. RAVINDRA
60	MB203661	**VIJAYKUMAR K M**	DETERMINANTS OF DIVIDEND POLICY IN INDIAN STOCK MARKET-PANEL DATA APPROACH	Dr. PUSHPA B V
61	MB203662	**VINAY R**	A STUDY ON THE EFFECT OF MACRO-ECONOMIC FACTORS ON INDIAN STOCK MARKET	Prof. MANJUNATH S MENEDHAL
62	MB203663	**VIRENDRA N V**	RISK SPILLOVER EFFECT ON FII AT INDIAN BENCHMARKS INDICES	Prof. ANU A NATRAJ
63	MB203664	**VRUSHAB S BAPURI**	DAY OF THE WEEK EFFECT PHENOMENON IN STOCK MARKET (MONDAY EFFECT)	Prof. BHAVYA N