



SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING

(Deemed to be University)

Projects & Dissertations 2019/20

Management and Commerce

M.B.A.

NAME	PROJECT TITLE	SUPERVISOR
Saividya Pradhan	A study of the Social Media Marketing Strategies in the Indian Non-profit scenario	Dr. (Miss) U Suma
Srinija V	A study of Digital Marketing Strategies through the lens of three key players - The Consumer, The Company and the Consultant	Dr. (Miss) U Suma
Maddireddy Meghna	Secondhand Markets - A Consumer Perspective	Dr. (Miss) U Suma
Thatikonda Vedasree	Enhancing the Transparency of the Seed Supply Chain through Blockchain Technology	Dr. (Miss) U Suma
Nelli Prasanthi Rashmi	Smart Management of Operations using IOT solutions	Dr. (Mrs.) G Padmavathy
Harshitha Vashisth	Talent Acquisition: Efficacy of Recruitment Process	Dr. (Mrs.) G Padmavathy
Yogita	Digitalization of HR: Digitalization in Workplace - Impact on Employee Engagement	Dr. (Mrs.) G Padmavathy
S Shruthi	Learning Organisation: A Key Driver of Employee Engagement (with special reference to CMA CCGM Shared service centre, Chennai)	Dr. (Mrs.) G Padmavathy
A Sravani	A Study of Millennial Consumer Behaviour with reference to Fast Food and Street Food of Hyderabad	Dr. (Mrs.) N Jayaprada
Mayank Kumar Singh	A Study of Select Crisis Management Response in Business Organizations	Dr. Deepak Anand
Sai Ashutosh Misra	Marketing of Event Management Services in India – A broad study	Dr. Deepak Anand
Sai Venkata Sitaram Vandanapu	Study of Railway Employee Satisfaction of Bangalore Railway Division of South Western Railway	Dr. Deepak Anand
Srisreshtan V	Corporate Financial Distress prediction of select Indian steel companies using logit and probit model techniques	Dr. Deepak Anand
Harsh Antani	Lean Six Sigma intervention for knowledge Management at the Dept. of Management & Commerce, SSSIHL	Dr. Sanjay Mahalingam
Akshyakumar T Kalal	Measuring Patient satisfaction in Healthcare services using the SERVQUAL instrument	Dr. Sanjay Mahalingam
Sai Karthikeya	A Longitudinal Study of Continuous Improvement in SSSIHL	Dr. Sanjay Mahalingam
P Sai Venkata Srivatsav	Employee Satisfaction in Higher Educational Institutions in India	Dr. Sanjay Mahalingam
Srinivasan Akash	Competitive Advantage through Supply Chain Management in the Indian E-Commerce Sector	Dr. Sanjay Mahalingam
Karan Kumar	Design of a Strategic Dashboard for Sri Sathya Sai Institute of Higher Medical Sciences	Dr. Subramanian S Iyer
Ramprasad G	A Study of Consumer Attitudes towards paying for Music Streaming in India	Dr. Subramanian S Iyer
Ashish Salamatani	Study on Resilience, Risk Tolerance and Investment Behaviour	Dr. Subramanian S Iyer

Natasha Goyal	Application of Blockchain in Retail trading in the Indian Stock Exchange	Miss Aparna V
P Sai Sri Reddy	A Study on Mutual Fund as an Investment Vehicle for an Individual Investor	Miss Aparna V
Ampirayani Swati Priyanka	A Study of Non-performing Assets in the selected Private sector Banks	Miss Aparna V
Penugonda D Sai Nikhileshwari	Application of Blockchain and RPA for Smart Management of KYC	Mrs. Akanksha Aggarwal
Varakantham Sai Kirtana	A Study on Eco-Conscious Consumption Behaviour - with Special Reference to Millennials	Mrs. Akanksha Aggarwal
Vaddi Navya	Equity Analysis of Airline Industry	Mrs. Akanksha Aggarwal
Shiva Singh	Develop Expansion strategies for a Bakery Startup in Moradabad.	Sri Amit Sood
R Sai Naveen	Study of Value Disciplines for Market Leadership for attaining the vision of a Quick Service Restaurant - Udupi Ruchi Café	Sri Amit Sood
Kollipara Rajith Kumar	Develop Business Model for a unique Pre-School	Sri Amit Sood
Tank Aditya Nitin	Multifocal study of the Regional Connectivity Scheme in India	Sri Amit Sood
R Sai Siddharth	Study of the IPL Business Model and Developing Alternate Auction Models for the IPL Players	Sri Amit Sood
Sridhar K M	Digital Marketing Strategies for Graamam - An Organic Soap Brand from Proto Village	Sri Vivek Kapoor
Mesaraganda Uday Kiran Raju	A Study of Business Models for Superfoods Startup in India	Sri Vivek Kapoor
Sadhu Sai Praveen Kumar	Sustainable Rural Development through Education: A Case Study of Narsimpalli Village	Sri Vivek Kapoor
K Rama Bhaskara Sai Chaitanya	Designing Business Model for Social Enterprises in Rural Health Care Sector	Sri Vivek Kapoor
Nagendra Thakur	A Study of Digital Business Model for s Small Scale Enterprise: Case Study J.S. Processors	Sri Vivek Kapoor
G Venkata Asrith Bharadwaja	Rural Development through Market Linkage: A Case Study of Nimmalakuntha Village	Sri Vivek Kapoor