INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR
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SUMMER INTERNSHIP 2019

Sl. No	Roll No.	Name of the Student	Project Title
1	18PGDM-BHU001	Aayushi Pandey	Competitors' Analysis of the Residential Real Estate Sector and the Sources of Competitive advantage for the company.
2	18PGDM-BHU002	Abinash Guru	Analysis of market strategies of stock market companies in India
3	18PGDM-BHU003	Adish Jain	Industry analysis of Real estate industry with respect to Kalpataru and its competitors in Mumbai considering residential projects only
4	18PGDM-BHU004	Aditya Jayaraman Sharma	Global Price Forecasting for Crude Oil
5	18PGDM-BHU005	Ajeet Kumar Thakur	Indian consumer buying behaviour in financial services
6	18PGDM-BHU006	Akshay Kumar	To Increase the customers and suppliers of medilux and study of the effect of brands on customer buying behaviour.
7	18PGDM-BHU007	Alok Upadhyay	Launch Strategy of tiles in Indian market
8	18PGDM-BHU008	Anindita Pal	Awareness to the customers - how digitalization can make life easy
9	18PGDM-BHU009	Anirban Ghosh	Market Development for 3F Industries Ltd
10	18PGDM-BHU010	Anjali Pugalia	Competitive Analysis among four methods- Cold calling, cold visiting, canopy activities and references
11	18PGDM-BHU011	Ankaj Arora	Profitability and cost analysis of Bercos
12	18PGDM-BHU012	Ankit Mehta	Mapping Cement industry & related transport need in Bangladesh
13	18PGDM-BHU013	Anvesha Tigga	Working Capital Management
14	18PGDM-BHU014	Archit Sahay Varshney	Study on Real Estate Market Over Time
15	18PGDM-BHU015	Areti Vinay	The impact of CRM in the performance in real estate sector
16	18PGDM-BHU016	Aritra Bose	Study of Consumer Preference and Behaviour while buying real estate in Pune, Maharashtra.Competitive Marketing Strategy Analysis of Kalpataru Ltd.
17	18PGDM-BHU017	Arun Kumar	Digitalization
18	18PGDM-BHU018	Ashima Chatrath	To study the trend of corporate behavior towards corporate tie-ups with food chains.
19	18PGDM-BHU019	Ashish Pant	A private wealth manager's contribution in financial markets.
20	18PGDM-BHU020	Ashish Surana	To Study the Role and Importance of CRM in Real Estate
21	18PGDM-BHU021	Bhabani Prasad Sahoo	Customer engagement techniques & effective channels used by Kotak securities with that of its competitors
22	18PGDM-BHU022	Bhavya Gandotra	Employee Job Satisfaction And Determing Factors Affecting Job Satisfaction (for floor employees at various Reliance Trends stores)
23	18PGDM-BHU023	Bishwa Mohan Chatterjee	To enhance the degital footprint of HDFC Bank.
24	18PGDM-BHU024	Debasrit Nanda	Cost synergies arising out of merger of Vodafone and Idea into Vodafone Idea Limited.
25	18PGDM-BHU025	Dimple Singh	Consumer Buying Behaviour of Medicines by New Brand
26	18PGDM-BHU026	Garima Sharma	Making Consumer Aware about Different Online Payment Avenues of HDFC Bank
27	18PGDM-BHU027	Himanshu Ghongade	"Activating Distribution-Partners through Registering New Channel Partners, Competition Analysis and Creating Brand-awareness of Kalpataru."
28	18PGDM-BHU028	Hrituja Dutt	A study on customer perception towards online stock market.
29	18PGDM-BHU029	Indira Shankar	A study on the perception & preference of customers regarding digital products of HDFC Bank
30	18PGDM-BHU030	Ishaan Bhatnagar	A study on the effective utilisation of social media/website by Indian food service Industry to attract customer's to BERCO'S.
31	18PGDM-BHU031	Jyoti Prakash Naik	Study on Degitalization at HDFC Bank.
32	18PGDM-BHU032	Jyotiranjan Mohapatra	Digitalization
33	18PGDM-BHU033	Kakul Mumul	Understanding the customer preferences while purchasing a property and brand awareness of Kalpataru in Pune
34	18PGDM-BHU034	Kanwaljeet Singh	Analysis of Inventory Management and Problem of Shrinkage in Decathlon

35	18PGDM-BHU035	Kirti Jaiswal	"A study to understand the consumer behavior of Premium Segment consumers during house purchasing".
36	18PGDM-BHU036	Kunal Yadavally	Customer Awareness regarding different online platforms of HDFC Bank
37	18PGDM-BHU037	Labanya Dutta Ray	Study of CRM practices and it's effect on the profitability of the organisation
38	18PGDM-BHU038	Lakshmi Durga Vepa	Factors effecting sales and customer behaviour in real estate industry in Hyderabad
39	18PGDM-BHU039	Mahak Agarwal	Working Capital Funding/ Enterprise Valuation
40	18PGDM-BHU040	Mahima Khanna	Risk v/s Returns
41	18PGDM-BHU041	Mahima Modi	To study the factors affecting the customer buying behavior of flats in Pune
42	18PGDM-BHU042	Maitri Jain	Marketing Strategy of Financial Products of Axis Bank
43	18PGDM-BHU043	Manisha Das	Stress Management among the employees of BERCO'S.
44	18PGDM-BHU044	Mayank Masiwal	Satisfaction of existing customers and reasons for failure in acquiring new customers
45	18PGDM-BHU045	Mohit Budhwar	Analysis and study of online retail in Decathlon
46	18PGDM-BHU047	Nemalipuri Vishnu Vardhan	Market Research on current challenges of Renewable Energy, Electric Vehicles, Storage Technology and forecasting the scope of electric vehicles by 2022
47	18PGDM-BHU048	Nimisha Sharma	Strategies followed by HDFC Bank in rural/ semi urban areas to capture the Market Share
48	18PGDM-BHU049	Nishant Gautam	Digitalization
49	18PGDM-BHU050	Patnala Sivasree	Identification of potential customers for new product launch
50	18PGDM-BHU051	Pragya Dixit	Digitalization in banking sector
51	18PGDM-BHU052	Pranay Sharma	Compare analytical features of HDFC Bank account with its competitors
52	18PGDM-BHU053	Pranil Dwivedi	To analyze and study the commercial strategies in Decathlon Sports India
53	18PGDM-BHU054	Prashant Goswami	study of consumer preference and behavior while buying Tractors in Rajasthan,for the purpose of marking strategy of Sonalika International tractors.
54	18PGDM-BHU055	Prateek Chawla	Startegic Analysis of Sourcing
55	18PGDM-BHU056	Pratik Ruparel	Indian cement industry – The business environment & fundamental analysis using top down approach.
56	18PGDM-BHU057	Prithvish Parekh	Study the Impact of store location on its Sales.
57	18PGDM-BHU058	Pubali Mazumder	Analysis of purchase decision factors of potential customers in real estate(residential property) in Mumbai
58	18PGDM-BHU059	Rajrupa Basu	Customer awareness regarding digital banking of HDFC Bank
59	18PGDM-BHU060	Rishabh Sabhlok	Stock market analysis and equity trading platform by Kotak PCG.
60	18PGDM-BHU061	Rohit Chandel	To find out the factors that affect the buying behaviour of the consumer in the real estate market of Mumbai
61	18PGDM-BHU062	Rohit Vishnoi	Operational Efficiency of Freight Transportation by road in India
62	18PGDM-BHU063	Sadaf Nishat	To identify the factors affecting customer loyalty by digital banking services at HDFC Bank.
63	18PGDM-BHU064	Sadhana Tiwari	Understanding The Marketing Strategies and Consumer Behaviour While Accepting The Products Offered By Kalpatru
64	18PGDM-BHU065	Sahil Garg	Customer Acquisition Life Cycle
65	18PGDM-BHU066	Saimi Kumar	CRM: A digital tool for improved lead management and business development
66	18PGDM-BHU067	Saloni Shishodia	To identify the impact of various factors on adopting digital banking
67	18PGDM-BHU068	Sayandeep Mall	Analysis of Consumer Preference and Behaviour while buying real estate in Pune, Maharashtra along with Competitive Analysis of Kalpataru Ltd.
68	18PGDM-BHU069	Shreya Jain	Effect of merchandising on the purchase intentions of customers in a retail store.
69	18PGDM-BHU070	Shreya Mill	Factors affecting the buying decision of customers and creating awareness over Digital products of HDFC
70	18PGDM-BHU071	Shreya Mudgal	Global Price Forecasting of LNG

71	18PGDM-BHU072	Shreya Sharma	Study of direct and indirect sales with respect to Sourcing and Strategic competitive analysis
72	18PGDM-BHU073	Shruti Banerjee	Vendor Reconciliation
73	18PGDM-BHU074	Shubham Kumar Dokania	Managing Turnaroundtimeo of cases at all stages
74	18PGDM-BHU075	Shubham Srivastava	Wealth management and Financial planning
75	18PGDM-BHU077	Snehasish Goswami	Digitalization
76	18PGDM-BHU078	Sonal Sinha	Digitalisation - Customer Awareness regarding various digital products of HDFC Bank
77	18PGDM-BHU079	Sougata Ash	Market research on Supply Chain and Logistics Industry and Technology Adaption
78	18PGDM-BHU080	Sougata Mondal	A Study of the Activation of the Channel Partners and Competitive Analysis of Real Estate Market
79	18PGDM-BHU081	Souradipa Kanjilal	Branding Strategies for Stock Market/Trading Industry for enhanced Customer Engagement
80	18PGDM-BHU082	Sourav Ghosh	Market survey and mapping or different product range and analysis.
81	18PGDM-BHU083	Sreetama Paul	Non managed customers-Product penetration
82	18PGDM-BHU084	Sumedha Mishra	Factors that influence Institutional Sales in Bhubaneswar
83	18PGDM-BHU085	Sumit Ahuja	Dealers perception about "Saregama products" and its impact on sales
84	18PGDM-BHU086	Sweta Kedia	Establishing a Strong Digital Footprint for HDFC Bank
85	18PGDM-BHU087	Sweta Singh	online makerting - boon or bane to the society
86	18PGDM-BHU088	Syed Md A Rahman	Analysing the factors which influence the customers to purchase the kalpataru,s products.
87	18PGDM-BHU089	Tanya Gupta	Study of consumer behavior in real estate
88	18PGDM-BHU090	Vaibhav Jain	A Study of the Impact of Emergence of Discount Brokers on existing Traditional Brokers
89	18PGDM-BHU091	Varun Gupta	A study on customer feedback
90	18PGDM-BHU092	Vipra Laxmi	Transfer Pricing
91	18PGDM-BHU093	Vishal Choudhury	Digitalisation in HDFC Bank, Segmentation and targeting new market segments, new customer acquisition and working on bottom of the pyramid customers
92	18PGDM-BHU094	Falak Zarin	Study factors affecting real Estate Industry.
93	18PGDM-BHU095	Yash Beriwal	Awareness of Digitalizaton among people.
94	18PGDM-BHU097	Sharmeen Khan	A study on brand value of Tommy Hilfiger
95	18PGDM-BHU098	Sagar Nigoti	Acceptance of SAREGAMA CARVAAN in Corporates - A Study of Corporates Sales
96	18PGDM-BHU099	Vishal Tharani	Impact of sourcing through channel partner in real estate (residential)
97	18PGDM-BHU100	Vithika Dhingra	Survey on Luxury Apartments of NCR
98	18PGDM-BHU101	Vani Matta	Drive learning penetration on functional learning themes across functions through desktop and app based learning