INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR

Summer Internship 2020			
Sl No.	**Enrolment Number**	**Name**	**Project Title**
1	19PGDM-BHU002	ABHINAV CHAUDHARY	Startup of visualization report by the basis of parameter according to sectors
2	19PGDM-BHU073	Sudhanshu Ranjan chandra	STARTUP CATEGORY VISUALISATION DATA AND DIGITAL MARKETING
3	19PGDM-BHU004	Ahana Das	Big data mining, modeling, and customer analytics
4	19PGDM-BHU029	Ikramul Hai	Digital Channels Used for CRM practices and Customer Acquisition.
5	19PGDM-BHU063	Shivam Gupta	Impact of Digital Marketing on Customer Acquisition
6	19PGDM-BHU057	Sanjeev Kumar Yadav	A comparative study between digital and social media marketing effectiveness for sustainability of start-ups
7	19PGDM-BHU069	Snehil Singh	Understanding Digital Marketing : Marketing Strategies for Engaging the Digital Generation
8	19PGDM-BHU080	Yash Agarwal	Understanding Consumer Behavior & Brand Positioning through Digital Marketing
9	19PGDM-BHU005	Akarsh Deep	Study to find out consumer buying behavior of Dabur Hajmola
10	19PGDM-BHU031	Jayprakash singh	A study on how to increase the usage of brand Odomos across various consumer segments.
11	19PGDM-BHU020	Chayan Sen	A Study on of Consumer Satisfaction towards Dabur Products and to study the strategy of Dabur India Ltd- Dabur Red Toothpaste and Real Fruit Juice
12	19PGDM-BHU007	Amal Jain	A study to find out consumer perception and problems with Dabur products- Odonil and Dabur Glucose.
13	19PGDM-BHU023	Diksha Lath	A study to find consumer's perception towards Dabur products with reference to its competitors for two products- Pudin hara and Babool
14	19PGDM-BHU064	Shivani Singh	Factors affecting the demand of online education platforms
15	19PGDM-BHU072	Srishti Agrawal	Understanding the acceptability of Float glass among customer of Gold Plus Glass
16	19PGDM-BHU021	Deepak Dhanuka	An overview of the Indian Float Glass manufacturing industry.
17	19PGDM-BHU053	Ritesh Mishra	A STUDY ON TOTAL QUALITY MANAGEMENT PRACTISES IN GOLD PLUS GLASS
18	19PGDM-BHU009	Anand Kumar chaudhari	Gold Plus Glass
19	19PGDM-BHU015	Ayush Anshuman Mishra	Evaluation of Impact of Advertisement in Awareness and Demand of the Commodity Product: GLASS

20	19PGDM-BHU014	Aswini Kumar Dhir	Electric vehicle Storage scope and market analysis in India.
21	19PGDM-BHU034	Manaswinee Panda	Digitalization and new bank accusation
22	19PGDM-BHU030	Jasaswinee Panda	Digitalization and new bank accusation
23	19PGDM-BHU033	Kaustav Kundu	A study of consumer behavior with reference to Insurance Products of IDBI federal life insurance
24	19PGDM-BHU038	Moumon Bhar	To study the consumer behavior and finding out the attitudes of consumers towards life insurance products and strategies of the company to enhance customer engagement.
25	19PGDM-BHU035	Manisha Khaitan	Study of factors and the extent to which the branding and promotional activities influence the consumer preference foe insurance companies
26	19PGDM-BHU061	Shinjon Sengupta	A Study of factors which determines consumer buying behavior in insurance policies across different age groups
27	19PGDM-BHU025	Gaurab Biswas	Various marketing strategies applied while selling IDBI Federal life insurance
28	19PGDM-BHU019	Bitan Chakraborty	Investment preferences of consumers in insurance industry
29	19PGDM-BHU028	Harshil Shaw	Consumer perception towards insurance sector
30	19PGDM-BHU060	Sauvik Saha	Investor's Perception About The Unit Linked Insurance Plan
31	19PGDM-BHU074	Sumit Kumar	Overview of Portfolio Management
32	19PGDM-BHU042	Neha kumari	Recruitment Research and Talent mapping for Leadership roles
33	19PGDM-BHU045	Nitish Ranjan	"Recruitment Research and Talent Mapping - Leadership Roles- FMCG Industry"
34	19PGDM-BHU078	Vaibhav Gupta	Study of factors which determine Consumer buying behavior of Aashirvaad Atta
35	19PGDM-BHU008	Amit	"What are the most important key parameters that will be required from both the SME customers and the banks so that the customers move to the digital platform"
36	19PGDM-BHU059	Saurabh Nair	Industry Benchmarking Study on Remote Working Practices with a focus on BFSI and IT/ITES Industry
37	19PGDM-BHU065	SHUBHAM SINGHAL	SME Pulse – Survey of customers across segments on the impact of Covid-19 and the sentiment on the recovery of business
38	19PGDM-BHU066	Sikta Sinha	Recruitment: Dipstick study – To understand how Marico as an employer is perceived by prospective candidates for TSOE roles
39	19PGDM-BHU067	Slokarani Patel	MAX life insurance
40	19PGDM-BHU077	Swagat Suryaprakash	A study of comparison between insurance companies with respect to insurance marketing firm(IMF) policies.
41	19PGDM-BHU055	Rosalin Sahoo	Insurance Marketing Firm (IMF) : A new intermediary in the Insurance industry

42	19PGDM-BHU026	Gourav kanta Choudhury	THE STUDY OF CONSUMER BUYING BEHAVIOUR WITH RESPECT TO INSURANCE FROM AN INSURANCE MARKETING FIRM
43	19PGDM-BHU050	Priyanka Chaudhary	The newly proposed distribution channel of insurance industry
44	19PGDM-BHU001	Aarju Kumari	A study on Marketing Strategies of Max Life Insurance with reference to Bhubaneswar district
45	19PGDM-BHU070	Soumajit Karmakar	A Study on IMF (Insurance Marketing Firm), as a new distribution channel in Insurance Industry.
46	19PGDM-BHU037	Mihir ranjan Swain	A Study to Analyse how Insurance Marketing Firm (IMF) helps in Market Penetration of the Insurance Business and Max Life Insurance's role in Promoting IMF.
47	19PGDM-BHU010	Aniket Chakravarty	A multi-dimensional analysis of acquiring new customers for online courses.
48	19PGDM-BHU052	Rashi Gupta	"Research of consumer perception towards online course and competitive analysis with respect to Networker's home "
49	19PGDM-BHU040	Nadeem Akhter	A multi-dimensional analysis for selection of the appropriate product mix and digital marketing strategies for e-commerce grocery business.
50	19PGDM-BHU024	Diksha Prasad	Competitive analysis of Networking and Security Training Institutes in India
51	19PGDM-BHU079	Vineet Kumar Naik	IMPACT OF COVID – 19 IN EDTECH SECTOR AND IT'S FUTURE IN INDIA
52	19PGDM-BHU062	Shirshendu Adhikari	Study of sales Promotion and analysis of print media
53	19PGDM-BHU076	Suvrajit Modak	Importance of Customer Relationship Management in Magazine Industry
54	19PGDM-BHU068	Sneha Sood	Role of E- commerce and CRM, Survey of Customer Perception and viability of E- magazine (OUTLOOK)
55	19PGDM-BHU012	Anushka mittal	STUDY OF CONSUMER BEHAVIOUR IN PRINT MEDIA
56	19PGDM-BHU084	Swayambhuba Subudhi	Maintaining CRM By Studying Consumer Buying Behavior of Outlook Magazines
57	19PGDM-BHU046	Pragati Lata	impact of print media on teenagers
58	19PGDM-BHU044	Nilabro Biswas	Understanding consumer behavior regarding pre and post purchase scenario of outlook magazine.
59	19PGDM-BHU048	PRITAM GHOSH	A STUDY ON CRM, ROLE OF E-COMMERCE AND RELATED MARKETING STRATEGIES
60	19PGDM-BHU083	Adarsh kharkia	Understanding the satisfaction with online magazine and reasons for change from print magazines
61	19PGDM-BHU003	Abinash Das	To Study the Potential of Social Networking Sites in order to Increase circulation of Outlook Magazines
62	19PGDM-BHU047	Pratyush Ratha	A Study to analyse how social media marketing strategies influence the B2C segment of the organization

63	19PGDM-BHU032	Kaustav Banerjee	B2B Marketing Strategies on Social Media
64	19PGDM-BHUO86	Anirban Mandal	Sales Generating strategies for outlook group's magazines using corporate promotional activities & online internet marketing
65	19PGDM-BHU054	Rohan kumar jain	Impact of brand equity on customer purchasing Patanjali cosmetic products.
66	19PGDM-BHU049	Priya Singh	Adoption of Technology for better customer experience and growth of Business in Urban Cooperative Banks
67	19PGDM-BHU036	Meghana Verma	A study on productivity of employees working from home and effectiveness of virtual teams
68	19PGDM-BHU022	Devam Jain	Marketing in digital education in India
69	19PGDM-BHU056	Sandeep Kumar Singh	EDTECH FOR LEARNINGAND ITS IMPACT
70	19PGDM-BHU016	Ayush Agarwal	Penetration of health sector in rural market.
71	19PGDM-BHU075	Susim Kumar Acharya	Designing floral product basket for different segment of customers
72	19PGDM-BHU087	GAURAV SINGH	Analysis of various investment avenues with special reference to mutual fund
73	19PGDM-BHU081	YASH PARASHRAMPURIA	Mutual Fund VS Stock Market – Pick the right option.
74	19PGDM-BHU006	AKASH BHADRA	Study on Mutual Fund penetration levels and future of Mutual Fund Industry in India
75	19PGDM-BHU043	Nigam Prasad Panda	Need for awareness campaigns in Indian MF Industry and suggestions for Marketing Campaigns of Union MF
76	19PGDM-BHU051	Rakesh Sharma	Hybrid Equity Oriented Funds v/s equity funds category comparative analysis for advisory
77	19PGDM-BHU017	Ayushi Rastogi	Formulation and Optimization of Digital marketing strategies of youth4work
78	19PGDMBHU-058	Satyajit Mohanty	Analytical comparison of Traditional Marketing versus Digital Marketing.
79	19PGDM-BHU018	Bidisha Mitra	Study of factors which influence Consumer shift towards Online Streaming Platform from Traditional Media Platforms (Television)
80	19PGDM-BHU085	Anish Ganguly	Study the Consumer Perception towards the Regional movie channels in terms of viewing. Comparative analysis of Zee Bangla cinema and Jalsha Movies
81	19PGDM-BHU041	Nairit Sarkar	FACTORS AFFECTING CUSTOMER VIEWERSHIP FOR GENERAL ENTERTAINMENT CHANNELS LIKE ZEE BANGLA
82	19PGDM-BHU013	Archit Periwal	Study the Consumer Perception towards the Regional News Channel in terms of viewing channel comparative analysis of Star Ananda & Zee 24 Ghanta