

J C Bose University of Science and Technology YMCA, Faridabad			
Department of Management Studies			
Course: MBA Section A (Batch 2022-2024)			
Sr. No.	Student Name	Roll Number	Title of the Research Project
1	Aakriti	22001701001	Work-Life Balance and Its Impact on Employees' Productivity
2	Aastha dagar	22001701002	Diversity and Inclusion at Workplace
3	Abhishek	22001701003	Online Advertising and Its Impact on Consumer Buying Behaviour
4	Abhishek Chaudhary	22001701004	Consumer Preference for Branded Shoes
5	Ajay	22001701005	Use Of Mobile Payment by Consumers
6	Ajay nagar	22001701006	Consumer Behaviour Towards Hyundai Cars
7	Akanksha	22001701007	Effect Of Non- Monetary Motivation on Employee Performance
8	Aman	22001701008	Study On Role of Emotional Intelligence on Employee Performance
9	Aman kanojija	22001701009	Awareness Of Government Scheme for Startups
10	Amit Sharma	22001701010	Study On Consumer Buying Behaviour and Preferences Towards Mobile Phones
11	Amita Kumari	22001701011	Integration Of AI And HR Trends in Modern Workplace Dynamics
12	Anamika	22001701012	Satisfaction Level of Employees with Recruitment Process in Various Companies
13	ANKUR BHADANA	22001701013	Exploring Investors Preference Between Equity and Debt in Bull Market
14	Anshuman Rai	22001701014	A Comprehensive Study on Company Valuation Model Incorporating DCF, FCF And Cash Flow Analysis
15	Anu Saini	22001701015	Sales Promotion Strategies
16	Arpana Sharma	22001701016	A Comparative Study of The Consumer Satisfaction Level Towards Netflix and Amazon Prime Video
17	Arun kumar	22001701017	Consumer Preference Towards Organic Cosmetics
18	Aryan Chauhan	22001701018	Evaluation Of Marketing Strategies of AC At Aircon Engineers
19	Avtar Singh	22001701019	A Study on Effectiveness of Digital Marketing
20	Bharti singh	22001701020	Mc Donald's Insight Understanding Consumer Behavior
21	Bhoomika Chauhan	22001701021	Improvement In Efficiency of Employees After Training and Development Program, A Case Study of Tata Consultancy Services (TCS), Noida
22	Bhupender Singh	22001701022	Comparison Of Customer Preference of Cadbury and Nestle Chocolate
23	Chaman Nagar	22001701023	Work Life Balance of Employees in Healthcare Sector
24	Chanderkant Verma	22001701024	Training In Textile Industry: A Case of Shivalik Prints Ltd
25	Deepali	22001701025	Consumer Behaviour Towards Wow Cosmetics
26	Dev miglani	22001701026	Trend Analysis of Derivatives in Indian Market
27	Devender	22001701027	Mutual Funds Investment Awareness
28	Divya	22001701028	Analysis Of Boats Customer Relationship Management (CRM) Practices
29	Divya Gupta	22001701029	Companies Should Automate More or Invest in People: HR Paradox
30	Divyanshu Parashar	22001701030	Issue Regarding Insurance in Renewable Energy Business
31	Dushyant Jayant	22001701031	Impact Of Social Media on Marketing of Company (Boat)
32	Garima yadav	22001701032	Work Life Balance of Employees in Automobile Industry
33	Garvit garg	22001701033	An Empirical Study of Impact of Workplace Bullying on Employees Performance
34	Gaurav	22001701034	A Study on Customer Satisfaction with Organic Products
35	Gaurav Bansal	22001701035	Assessing Customer Satisfaction on Online Banking Services
36	GHANSHYAM	22001701036	NPA And Its Impact on The Profitability of Public and Private Sector Banks
37	GOLDY SINGH	22001701037	Exploring Student's Perspectives on Internship Compensation: Factors Influencing Attitudes and Expectations
38	Gunjan	22001701038	Factor Influencing the Awareness of CBDC In India
39	Gunjan Garg	22001701039	Role Of AI And Chatbots in Investment and Finance
40	Harsh kumar	22001701040	Awareness Of New Government Schemes for New Startups
41	Harsh kumar	22001701041	A Study on Job Satisfaction of Employee in Banking Sector
42	Harshal bindal	22001701042	Customer Satisfaction From E-Banking Services in Faridabad City
43	Harshit	22001701043	Financial Analysis of ICICI Bank
44	Hemant Dhasmana	22001701044	A Study on Investor's Awareness Towards Equity Market Investment
45	Himani Singh	22001701045	Perception Of Indian Customers Towards Eco-Friendly Food Packaging in Online Food Deliveries
46	Himanshu sharma	22001701046	Financial Literacy Among College Students
47	Hritik	22001701047	Impact Of AI On Recruitment and Selection
48	Iksha	22001701048	Employee Performance Metrics and Productivity
49	Ishita Gupta	22001701049	Impact Of Employee Engagement on The Job Performance of Employees in IT SECTOR Across Delhi and NCR.
50	Jyoti	22001701050	Behavioural Biases in Investment Decision Making
51	Kajal koli	22001701051	Consumer Attitude Towards Online Shopping
52	Kashish sharma	22001701052	Analysing Talent Acqui Process of Escorts Kubota Limited
53	Kunal Gupta	22001701053	Customer Satisfaction in After Sales Services of Automobiles
54	Laiba noor	22001701054	Customer Satisfaction of Biwas Oil Mill and It's Products
55	Madhur kaushik	22001701055	Customer Satisfaction Towards the Services of Jio
56	Manoj Joshi	22001701056	Attribute Based Perceptual Mapping of Passenger Car Brands: A Study on Gen Z
57	Meenakshi Rawat	22001701057	Level Of Customer Satisfaction in Hyundai as Compare to Tata Motors

58	Meghesh Aggarwal	22001701058	Risk Assessment and Management in HDFC Bank: A Basel Perspective
59	Mohit kumar	22001701059	Study On Effectiveness of Sales Promotion Strategy by Maruti Suzuki
60	Mohit Panwar	22001701060	Online And Offline Consumer Shopping Behavior
61	Mrinmohi Mitra	22001701061	A Study on Buying Preference of Consumer Towards Branded Gold Jewellery
62	Naresh Jhamb	22001701062	A Study to Measure Market Potential and Customer Buying Motives with Reference to Himalaya Wellness Company
63	Neha kataria	22001701063	Research Report on Job Satisfaction Among Employees in ESCORTS KUBOTA LTD
64	Nidhi jain	22001701064	Remote Vs Hybrid Mode: Exploring Work Life Balance in IT Sector
65	Nikita	22001701065	A Study on Employee Morale with Special Reference to Dynamic Engineering Industries
66	Nikki	22001701066	Work Life Balance of Employees in HCL Technologies Limited
67	Nimesh	22001701067	An Analysis of CRM Strategies Adopted by The Automobile Companies in Faridabad.
68	Nishant	22001701068	Social Media Marketing and Its Impact on Consumer Purchasing Decisions.
69	Nishant Baunthiyal	22001701069	A Study on Factors That Elevate Customer Satisfaction of Airtel Customers