



Amity Business School
MBA Batch 2021-2023 (Marketing & Sales)
Dissertation 2022-2023

Sr. No	Enrolment No	Name	Roll No.	Guide	Title
1	A70001921021	Mr ADARSH CHOUDHARY	MMS-21001	Dr. Bhawna Sharma	A study on two wheeler preference among consumers
2	A70001921008	Mr ADITYA VILAS KADALE	MMS-21002	Dr. Bhawna Sharma	A study on consumer buying behavior for financial products
3	A70001921011	Mr ARCHIT SOOD	MMS-21003	Dr. Bhawna Sharma	A Study on Consumer Buying for Fashion Retail
4	A70001921048	Mr ASHUTOSH DHYANI	MMS-21004	Dr. Bhawna Sharma	A Study on Brand building for Samsung
5	A70001921036	Mr GUNA SEKHAR	MMS-21005	Dr. Pushpendu Rakshit	A study on FMCG in Rural Market
6	A70001921022	Mr RAWAL DHEERAJ UTTAM	MMS-21006	Dr. Bhawna Sharma	A study on consumer preference for white goods loan
7	A70001921044	Mr SARTHAK KUMAR GUPTA	MMS-21007	Dr. Bhawna Sharma	A study on Brand preferences in Mobile market
8	A70001921015	Mr SURIYAPRASADH S M	MMS-21008	Dr. Pushpendu Rakshit	A study on Real Estate Market of Thane
9	A70001921020	Mr VIKRAM VASUDEVAN	MMS-21009	Dr. Pushpendu Rakshit	A comparative study of Coke and Pepsi
10	A70001921023	Mr WADNERKAR PARTH RAHUL	MMS-21010	Dr. Sameer Kulkarni	A Study on Future of Virtual Reality in E-Commerce
11	A70001921012	Ms KASHISH SINGH	MMS-21011	Dr. Sameer Kulkarni	A Comparative Analysis of Pre-Post Covid-19 pandemic on e-commerce with reference to Flipkart
12	A70001921028	Ms NISHTHA NAGAR	MMS-21013	Dr. Sameer Kulkarni	A research study on the impact of Digital



					Marketing on Indian Consumer
13	A70001921029	Ms SNEHAL SANJAY KHAMBAYAT	MMS-21014	Dr. Sameer Kulkarni	A study and Analysis of International marketing strategies in India with reference to Cadbury
14	A70001921013	Mr ARSHI ANZALAN AMJADALI	MMS-21015	Dr. Sameer Kulkarni	Neuro marketing and its impact on consumer behavior



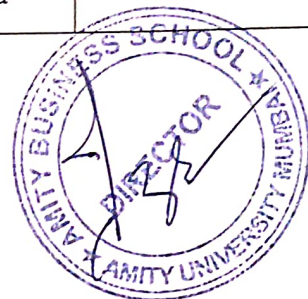


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MBA Batch 2022-2024 (Marketing & Sales)
Dissertation 2023-24

Sr. No	Enrollment No.	Name of the Student	Section	Faculty Guide	Title
1	A70001922021	ANIKET RAVISHANKAR THAKUR	MBA(M&S)	Dr. Bhawna Sharma	PIVOT ROLE OF TECHNOLOGIES IN REAL ESTATE
2	A70001922019	DHINGANI NEEL NILESHBHAI	MBA(M&S)	Dr. Bhawna Sharma	UTILIZATION OF MOBILE TECHNOLOGY IN RURAL MARKETING
3	A70001922029	PUSHKAR MURNAL	MBA(M&S)	Dr. Reshma Nair	Dynamic Pricing for Sterling Silver Jewelry E- commerce
4	A70001922013	ROHIT GUPTA	MBA(M&S)	Dr. Reshma Nair	CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING
5	A70001922018	SUREJA JEEL RIPALBHAI	MBA(M&S)	Dr. Reshma Nair	Traditional marketing vs digital marketing
6	A70001922006	YASH RAJHANS	MBA(M&S)	Dr. Reshma Nair	Customer Conversion Analysis of EdTech at Unacademy
7	A70001922014	ANGEL BIJU	MBA(M&S)	Dr. Reshma Nair	Theoretical Work on Paint Industry in India
8	A70001922008	SAWATKAR MADHURA YOGESH	MBA(M&S)	Dr. Padma Satuluri	Optimizing Airline Market Performance through Strategic Route Planning: A Study of Route Expansion and Partnership Tie-Ups
9	A70001922024	SHEKHAWAT LAXMI JAISINGH	MBA(M&S)	Dr. Padma Satuluri	Impact of Open Network for Digital Commerce (ONDC) on India's Digital Economy
10	A70001922031	ESHA JADHAV	MBA(M&S)	Dr. Reshma Nair	A study conducted for customer retention strategies and its impact on brand building in Indian aviation industry.



11	A70001922032	KIRTI MATHUR	MBA(M&S)	Dr. Padma Satuluri	A Study Of Consumer Preference For Sterling Silver Jewelry In Comparison To Other Alternatives
12	A70001922003	MOHAMMED DANISH SALIM KHAN	MBA(M&S)	Dr. Bhawna Sharma	Impact of Social Media Marketing on Consumer Perception of Sterling Silver Jewelry
13	A70001922036	Mr PAWAR ADITYA KASHINATH	MBA(M&S)	Dr. Bhawna Sharma	Outdoor Advertising





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S. No	Name	Enrollment No.	Section	Faculty Guide	Title
1	AYESHA SAEED PAWNE	A70001923022	MBA(M&S)	Dr. Sameer	Shelf Placement Impact: Analyzing How Product Placement at Eye Level Affects Sales
2	GAURAV BISWAS	A70001923028	MBA(M&S)	Dr. Sameer	Understanding the Marketing Strategies of Sugar Cosmetics in Indian Market
3	JOHNY GEORGE JOSEPH	A70001923018	MBA(M&S)	Dr. Sameer	Market Penetration Strategies for Electrical Control Panels in Emerging Markets
4	KHUSHI SARAOGI	A70001923010	MBA(M&S)	Dr. Sameer	Impact of Influencer Marketing on Brand Loyalty: A case study of Nike
5	KUNAL DHANKHAR	A70001923006	MBA(M&S)	Dr. Bhojraj	Flipkart Vs Amazon in India: How Flipkart Pulled Ahead
6	Mr PRIYANSHU JAIN	A70001923048	MBA(M&S)	Dr. Bhojraj	Impact of Social Media on Online Shopping
7	OM GALLANI	A70001923017	MBA(M&S)	Dr. Bhojraj	The Role of Sustainability in Consumer Preference for Electronics Devices



8	PATIL SIDDHESH RATNAKANT	A70001923033	MBA(M&S)	Dr. Bhojraj	The Influence of AI Powered Chatbots on Enhancing the Customer Experience in E-Commerce
9	RADHIKA MAHESHWARI	A70001923009	MBA(M&S)	Dr. Bhojraj	The Impact of Quick Commerce on Consumer Buying Behaviour in Mumbai
10	RYAN RAFI	A70001923052	MBA(M&S)	Dr. Bhojraj	A Study on Customer Satisfaction on Malabar Gold and Diamonds with reference to Abu Dhabi
11	SANDESH VIJAY SAINDANE	A70001923031	MBA(M&S)	Dr. Amol	Study of Challenges & Opportunities for Payment Bank in Indian Banking Sector
12	SAURABH JADHAV	A70001923040	MBA(M&S)	Dr. Amol	
13	SHRUTI YOGESH DESHMUKH	A70001923041	MBA(M&S)	Dr. Amol	The Viability of the Fire Movement Across different Income Groups: A Comparative Study
14	THOLIKONDA SURYA TEJA	A70001923013	MBA(M&S)	Dr. Amol	Study on Factors Influencing Consumer Adoption of Online Betting Apps in India



15	TIRTHA VADODARIYA	A70001923035	MBA(M&S)	Dr. Amol	The Role of Instagram Advertising in Influencing Buying Behavior
16	TWINKLE MATIYAS	A70001923004	MBA(M&S)	Dr. Amol	Study Zomato Social Media Advertising Influence on Consumer Behaviour
17	VAIBHAV PRASHANT JHA	A70001923042	MBA(M&S)	Prof. Linu	Understanding the Promotion Strategies of Joma India EV Pvt Ltd & its competitors & its Impact on Consumer Preferences- A Comparative Study

