



**PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS**

**ISO 9001 : 2015 Certified**

**Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.**

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**TOPICS FOR PROJECT WORK (100 MARKS)**

**M.com PART II - 2020-21(MANAGEMENT)**

<b>Roll No.</b>	<b>Name of the Student</b>	<b>TOPICS</b>	<b>Project Guide</b>
2141	AALIYA KHATOON KARRAR HUSAIN	Nano Plant: Skilled Workers' Unrest	Prof.Nirav Tawadia
2142	AGBANI AVESH RIYAZ KAMARJAHAN	Succession Planning At Alibaba: Leading With Legacy	Prof. Sneha Hathi
2143	BHATIA RAJ BHUPENDRA	An analysis of marketing strategies Fogg's Fragrance In Indian Deodorant Market	Prof. Aarti Singh
2144	BHOSLE DHAVAL SANTOSH PRIYANKA	Man Vs Machine: A Case Of Wipro*	Prof. Sneha Hathi
2145	BIRAJDHAR POOJA SHAHURAJ ENDU	An analysis of impact of social media on marketing strategies	Prof. Aarti Singh
2146	CHOUDHARY HIMANSHU SUSHIL	Allen Solly: Customization-Based Differentiation	Prof.Nirav Tawadia
2147	DALVI KRUTIKA DATTARAM SULEKHA	Sustaining Employer Branding At Whirlpool Of India Ltd.	Prof. Sneha Hathi
2148	DANGI NAVNEET	Workplace Deviance: A Case Of Absenteeism At Bharat Petroleum Corporation Limited (Bpcl)*	Prof. Sneha Hathi
2149	DEDHIA NIKUL DEVJI	How Mismanaging Performance Could Result In Firing Of A Valuable Employee: A Case Study	Prof. Namrata Murugesan
2150	DEVADIGA INDRAYANI CHANDRAHAS GAURI	Gillette Guard In India - Customizing A Product With Customer Insights	Prof. Aarti Singh
2151	GUPTA SHUBHAM HARIKESH	Missed Calls And Marketing Opportunities	Prof. Minu Pual
2152	JADHAV ANUJA SUHAS SANGITA	An analysis of Zara's Competitive Advantage	Prof. Aarti Singh
2153	JADHAV TAKSHAK SUHAS		Prof. Subhashini Naikar
2154	JAIN VARSHAKUMARI OMPRAKASH MANJU	Contract Labour: The Maruti Way	Prof. Minu Pual
2155	KUKREJA RAHUL SHANKAR KANCHAN	Starbucks In India - Serving Indian Flavors With Indian Design	Prof.Nirav Tawadia
2156	MHATRE SIMEET SUDHIR	A comparative study of Indian Wedding And Beauty Care Markets	Prof. Aarti Singh
2157	MIRZA SOHAIL AFZAL	M-Commerce: Next Technological Wave For The Marketers?	Prof. Namrata Murugesan
2158	MITTAL NAVIN POONAMCHAND ANITA	Infosys' Global Hiring: Ethnocentric Or Polycentric?	Prof. Subhashini Naikar
2159	MOMIN TANZEEL TAWHEED	The House Of Hr: Junk It Or Sync It	Prof. Namrata Murugesan
2160	OZA SONAL DILIP	Foxconn India's Plant Shutdown: Workers - Unions - Management Deadlock	Prof. Namrata Murugesan
2161	PARAB PRANALI PRAMOD	Theatre: The New Corporate Training Method	Prof. Minu Pual
2162	PATEL DIXITA NANJI	Service Failure At Axis Bank: A Celebrity Lesson	Prof. Minu Pual
2163	PRACHI TADITKANT MISHRA	Social Media: Good Platform, Bad Delivery?	Prof. Namrata Murugesan
2164	SAWANT JAIPRAKASH SHRIDHAR	Tresemme: Creating Customer Value through unique branding	Prof. Aarti Singh
2165	SHAH KAVI ALPESH	An anlysis of competitive strategies of Amazon Vs Flipkart	Prof. Aarti Singh
2166	SHAIKH SARAH MOHD.IDRIS	Cash-On-Delivery And Reverse Logistics	Prof. Mohini Nadkardni
2167	SHARMA RISHABH	A critical analysis of marketing strategies and branding of i-phone in India	Prof. Mohini Nadkardni
2168	THAKUR SONAL SHASHIBHUSHAN FULKUMARI	An analysis of maggi brand & its success after relaunch	Prof. Mohini Nadkardni

2169	VALANJU AISHWARYA KISHORE		Prof. Subhashini Naikar
2170	YADAV SONALI LALBAHADUR		Prof. Subhashini Naikar
2171	DSOUZA ROHAN OSWALD	Myntra: Challenging Journey From Phenomenal Valuations To Customer Excellence	Prof. Nirav Tawadia
2172	LUCKY KUMARI (ELIG.)	Indian Banks' Taglines, Trust Building And Customer Satisfaction	Prof. Mohini Nadkardni
2173	PANDIT PRAMOD SANJAY	Bajaj Finserv's – Quest To Stand Apart	Prof. Mohini Nadkardni
2174	JAISSWAL KHUSHBU R		Prof. Subhashini Naikar
2175	GHOSAL VINIT		Prof. Subhashini Naikar
2176	SALIAN KARTIK	Marketing Strategy of NAYKAA	Prof. Sneha Hathi
2177	RAORANE JANVI		Prof. Subhashini Naikar
2178	CHAUHAN MANSI	Marketing Strategy of GO FASHION	Prof. Minu Pual

Note:

- 1) Do not change the guide and topic allotted without the permission of Vice Principal /Co-ordinator.
- 2) Meet your guide twice in a week and take signature of the guide.
- 3) Draft copy to be submitted by 26th December, 2021
- 4) Final copy to be submitted by 30th December, 2021
- 5) If you have any queries contact Prof. Pankaj Jain.



Prof. Pankaj Jain  
M.com Co-ordinator



Prof. Subhashini Naikar  
Vice-Principal (SFC)



Dr. Kiran Mane  
I/C Principal