

**Madan Mohan Malaviya University of Technology, Gorakhpur**  
**Humanities & Management Science Department**

**Research Project Part -2 (MBA-150)**

**MBA Final Year, 4<sup>th</sup> Semester**

**Session 2021-2022**

S. No.	Name	Roll No.	Topic of Your Research Project
1.	Abhishek Singh	2020213002	Impact of Financial and Non-Financial Incentives on Staff Performance
2.	Aditya Mishra	2020213003	Impact of Business Analytics for Strategy Formulation and Enhancing Sales in Big Retail Stores
3.	Akanksha Maurya	2020213004	Human resource practices in health care organisations
4.	Akash Ranjan	2020213006	Digital Banking Issues Faced By the elderly and the optimal measures to resolve them
5.	Akhilesh Kumar Singh	2020213007	Comparative Analysis of Fibre to Home Services offered by Airtel and Reliance Jio
6.	Akriti Singh	2020213008	An empirical study of Human Capital Management and Employee Capabilities.
7.	Anshu Singh	2020213009	The Impact Of Corporate Social Responsibility on Brand sales: An Accountability Concept
8.	Arpita Shukla	2020213010	Impact Of Psychological Capital on Job Performance and Satisfaction
9.	Ashwani dwivedi	2020213011	The level of financial literacy in India according to different economic classes
10.	Avinash Kumar Kurmi	2020213012	Occupational stress management in retail sector
11.	Awantika Choudhary	2020213013	Household under economic change how macro and micro economics shape grocery shopping behaviour of an houseboy
12.	Deepak mani tripathi	2020213014	A comparative study between equity and mutual fund with respect to risk and return
13.	Diksha Pandey	2020213016	Human Capital Management and Organizational Performance
14.	Divyansh Kumar Singh Gautam	2020213017	The Perusal of Indian Stock Market with select Asian Stock Markets
15.	Divyansh Singh	2020213018	Analysis of Service Quality Management Through SERVQUAL Model in HDFC Bank
16.	Durgesh Singh	2020213019	Issues in hospitality Industry with Specific Reference To Restaurants in Gorakhpur
17.	Gracy Singh	2020213021	The Influence of Information sharing through social network sites on consumers attitude during the covid 19 pandemic.
18.	Gunjan Mishra	2020213022	Workforce Analytics and Employee Performance
19.	Harshita Upadhyay	2020213023	Digitalisation and its impact on contemporary marketing strategies and practices.
20.	Himanshu Pandey	2020213024	Role of Credit Risk Management in Commercial Banks
21.	Hirdesh Vats	2020213025	Impact of Risk Management on the credit faced by the corporate banks
22.	Janhwi Shukla	2020213026	Comparative Analysis Of Services Provided By Private Sector Bank And Public Sector Bank Through Mobile Banking In Gorakhpur District

23.	Jyoti Jaiswal	2020213027	Human Resource Marketing as a Tool of New Managerial Staff in Industry 4.0
24.	Kamini Yadav	2020213028	How Financial Institutions and services helpful in recovery of economy post COVID 19.
25.	Khushboo Sharma	2020213029	Reverse Mentoring and Strategic HRM
26.	Krishan Kumar Mishra	2020213031	Corporate finance: ethical concerns and possible solutions
27.	Amrita kumari	2020213032	A case study shopping mall in Gorakhpur
28.	Km. Soehn Lata	2020213033	Human Resource Management and Performance Appraisal
29.	Somya Srivastava	2020213034	Workforce Diversity and Human Resource Management 4.0
30.	Manish Verma	2020213035	A Study on Benefits of Classified Advertising on Sales of A Product In Reference To Mamasearth
31.	Mantasha Kashid	2020213036	A Study Concerning the Effectiveness of Customer Loyalty Programmes used by Indian Retail Brand
32.	Manvi Singh	2020213037	An Empirical Study of Consumer Attitudes toward Marketing
33.	Muskan Gupta	2020213038	Education 4.0 : The Need of Technology Driven Education in India
34.	Navin choudhury	2020213039	The decision making process of Indian consumer for life insurance and the impact of technology on it
35.	Navneet Kumar Sharma	2020213040	Adoption of Mobile Wallet Services in India During Covid-19
36.	Neha Yadav	2020213041	An Empirical Examination of Consumer Decision Making by using Behavioral Economics
37.	Preshant Kapoor	2020213042	Impact of technology diffusion in logistics
38.	Pratibha Arya	2020213043	The role of job satisfaction as mediators between work life balance and organisational commitments among female academicians.
39.	Prince Singh	2020213044	How website quality affects online impulse buying with reference to sales promotion strategies
40.	Priya Gupta	2020213045	Impact of Microfinance on Women Empowerment from Economic and Social Perspectives: An Empirical Evidence from Gorakhpur
41.	Priyanka	2020213046	Emotional intelligence and organisation performance
42.	Priyanshi Malviya	2020213047	Impact of training and development on Employee's performance.
43.	Radhika Shah	2020213048	SWOT Analysis on Tourism Opportunity in Gorakhpur and Nearby Areas
44.	Ram Singh Yadav	2020213049	Assessment of role stress amongst IT sector employees
45.	Ramit Raj	2020213050	A Study On Effectiveness of Service Marketing Triangle with Reference to online education industry
46.	Ravi Shankar Pandey	2020213051	Impact of Social Media on Consumer Behaviour
47.	Rishabh Kumar Dwivedi	2020213052	Study of Customer Churn Perceptions in Smartphone Industry
48.	Sakshi Gupta	2020213053	The outbreak of Covid 19 pandemic and its impact on stock market volatility.
49.	Sakshi Srivastava	2020213054	To study the effectiveness of online marketing on integrated marketing communication
50.	Satvik Srivastava	2020213055	A study on consumer satisfaction towards the benefit of unit linked insurance plan by SBI life

51.	Shahil Kumar	2020213056	A Study on Social Media Marketing with Special Reference to Instagram, Facebook, WhatsApp and LinkedIn.
52.	Shilpa Tewari	2020213057	Going green with green HRM practices: A strategic initiative for reinvigorating performance optimization in companies
53.	Shriya Agrawal	2020213058	Exploring relationship marketing attributes and their effect on customer loyalty-A study of Indian DTH services.
54.	Shruti Jaiswal	2020213059	Swot analysis of e education of junior high school of Gorakhpur
55.	Shubhanshu Srivastava	2020213060	Impulsive Buying Behaviour Of Credit Card Users In Reference To Gorakhpur City
56.	Snehal Raj	2020213061	Evaluating financial performance of Indian banks during COVID-19
57.	Sonali Yadav	2020213062	Impact of Microfinance on the Development of Women Entrepreneurship
58.	Srijan Jaiswal	2020213063	Rural Empowerment with respect to education & healthcare
59.	Srishti Barnawal	2020213064	Wealth Management and the public - A study on the awareness and knowledge about Wealth Management among common man
60.	Srishti Mishra	2020213065	Impacts of Covid-19 on HRM practices in reference to corporate sector
61.	Sujeet Singh	2020213066	Impact on Insurance parameter by covid-19
62.	Sushil Kumar Ojha	2020213067	To Analysis Indian Start-ups- Issues, Challenges and Opportunities
63.	Swaraj Singh	2020213068	The impact of teamwork on organisational productivity
64.	Tumul Srivastava	2020213069	Perception of promotion opportunities in insurance and banking sectors; Impact of gender and work experience
65.	Tushar Tripathi	2020213070	Analysis of Quality of Work Life in Public and Private Sector Banks
66.	Ujala Tulsyan	2020213071	Impact of Insufficient Human Resources on Organizational Performances
67.	Utkarsh agarwal	2020213072	Assessing glass ceiling and gender inequality for women in service sector
68.	Utkarsh Trivedi	2020213073	Analysing the impact of Enterprise Resource Planning on user satisfaction in Higher Education Institutions.
69.	Vishal Jee	2020213074	Mobile Payment Technology Adoption in SME Owners in Gorakhpur - An Empirical Study
70.	Vishwajeet	2020213075	Impact of financial and non-financial incentives on the staff productivity

S. U. Singh  
19/01/2022

Dr. Sudhir Narayan Singh  
(Head, HMSD)

सिद्धाचार्य  
मानविकी व प्रबन्ध विज्ञान विभाग  
सं. ००७० प्रौद्योगिकी विश्वविद्यालय  
गोरखपुर