

Department of Financial Administration

M.Com Research Projects (Batch 2021)

S.No.	Regd. No.	Name	Dissertation Title
1	21mcomrc01	KHUSHI GAHALAUT	RELATIONSHIP BETWEEN INNOVATION AND FIRM PERFORMANCE: AN INSIGHT FROM MOST POLLUTED COMPANIES IN INDIA
2	21mcomrc03	MOHD ALI	AN EMPIRICAL ANALYSIS OF DETERMINANTS OF PROFITABILITY IN INDIAN BANKING SECTOR
3	21mcomrc04	ARCHITA SINGLA	EXAMINING THE ONLINE CUSTOMER EXPERIENCE AND CONTINUANCE INTENTION AMONG ONLINE PHARMACIES
4	21mcomrc06	SREEJITH K	DAY OF THE WEEK EFFECT IN INDIAN MUTUAL FUND INDUSTRY DURING PRE AND POST COVID-19 ERA
5	21mcomrc07	MANJEET KAUR	A STUDY OF AWARENESS LEVEL ON E- NAM WITH SPECIAL REFERENCE TO FAZILKA DISTRICT IN PUNJAB STATE
6	21mcomrc10	ANAGHA K V	AN EMPIRICAL STUDY ON CELEBRITY ENDORSEMENT, GREEN BRAND EQUITY AND GREEN PURCHASE INTENTION OF MILLENNIALS TOWARDS AYURVEDIC BRANDS

7	21mcomrc11	ADEEL ABDUL RASHEED P	AN EMPIRICAL STUDY ON KUDUMBASHREE SERVICES AND ITS IMPACT ON WOMEN'S EMPOWERMENT IN CALICUT DISTRICT, KERALA
8	21mcomrc12	ABHIRAM C	A STUDY ON FINANCIAL LITERACY AND FINANCIAL PLANNING OF RURAL HOUSEHOLDS IN NORTHERN KERALA
9	21mcomrc13	MOHAMMED IRSHAD. T	INVESTIGATING THE PERCEPTION OF ONLINE SHOPPERS TOWARDS VIRTUAL INFLUENCERS AND HUMAN INFLUENCERS: A COMPARATIVE STUDY
10	21mcomrc14	PRADEEP KUMAR	A STUDY ON AWARENESS AND PERCEPTION OF INVESTORS TOWARDS CRYPTOCURRENCY
11	21mcomrc15	YOGITA	A STUDY ON ONLINE BANKING FRAUDS WITH SPECIAL REFERENCE TO GURUGRAM DISTRICT IN HARYANA STATE
12	21mcomrc16	SAFVAN.P	MOONLIGHTING TENDENCY AMONG PRIVATE SECTOR EMPLOYEES IN MALAPPURAM DISTRICT, KERALA
13	21mcomrc17	MUHAMMAD SURAIF N P	AN IMPACT ASSESSMENT STUDY ON MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE SCHEME (MGNREGS) WITH REFERENCE TO PERAMBRA VILLAGE IN KERALA STATE
14	21mcomrc18	JOYAL	AUDIT QUALITY, GENDER DIVERSITY, AND CORPORATE PERFORMANCE: AN ANALYSIS OF LISTED COMPANIES IN INDIA

15	21mcomrc19	PARNANDI SHRAVAN KUMAR	A STUDY ON CONSUMER BEHAVIOUR TOWARDS INSTANT FOOD PRODUCTS WITH SEPCIAL REFERANCE TO JANGAON IN TELANGANA
16	21mcomrc21	YASH BOHIDAR	AN EMPIRICAL STUDY ON CUSTOMER PERCEPTION TOWARDS GREEN SKIN CARE PRODUCTS AMONG GEN Y & GEN Z
17	21mcomrc22	SHRABANI MOHANTY	IMPACT OF AUGMENTED REALITY MARKETING ON INSPIRATION AND BEHAVIOURAL INTENTION AMONG THE YOUTH TOWARDS RETAIL
18	21mcomrc23	JITHIN KRISHNAN K	AN EMPIRICAL STUDY ON FACTORS AFFECTING INTENTION TO ADOPT ELECTRIC VEHICLES IN PUNJAB
19	21mcomrc24	MANISH KUMAR KASHYAP	THE IMPACT OF INTELLECTUAL CAPITAL ON THE FIRM PERFORMANCE: AN ANALYSIS OF INDIAN BIOTECH COMPANIES
20	21mcomrc26	MUHAMED AMEEN PM	EFFECT OF COVID-19 ON FINANCIAL PERFORMANCE OF INDIAN TOURISM LISTED COMPANIES
21	21mcomrc27	ANZAR MEHMOOD BHATTI	PROBLEMS AND PROSPECTS OF UTILIZING E-BANKING SERVICES IN RURAL AREAS: WITH SPECIAL REFERENCE TO POONCH DISTRICT OF JAMMU AND KASHMIR
22	21mcomrc28	SHAHEEM SHAD C.P	CORPORATE GOVERNANCE AND DISCLOSURES PRACTICES IN THE INDIAN PHARMACUETICAL SECTOR

23	21mcomrc30	FAISAL P	AN EMPIRICAL STUDY ON SAVING AND INVESTMENT PATTERNS OF TRIBAL PEOPLE IN MALAPPURAM DISTRICT, KERALA
24	21mcomrc31	MUHAMMED SHANIB P	REACTION OF STOCK MARKETS TO RUSSIA-UKRAINE WAR
25	21mcomrc32	IFTIKHAR HUSSAIN	IMPACT (PERCEIVED) OF INTENTION TO BUY DETERMINANTS AND MARKETING MIX ELEMENTS TOWARDS SOLAR ENERGY PRODUCTS
26	21mcomrc33	ABHINAMOL MATHEW	IMPACT OF COVID-19 ON THE FINANCIAL PERFORMANCE OF INDIAN AGRICULTURAL COMPANIES
27	21mcomrc34	NOYAL SAJU	RURAL CUSTOMERS' ATTITUDE AND THEIR SATISFACTION LEVEL ON MOBILE BANKING SERVICES- AN EMPIRICAL STUDY IN CALICUT DISTRICT, KERALA
28	21mcomrc36	LINCY CHERIAN	A STUDY ON COVID-19 IMPACT ON THE TOURISM SECTOR IN ANDAMAN & NICOBAR ISLANDS
29	21mcomrc37	FAYIS PARI	DIGITAL TRANSFORMATION AND ITS EFFECTS ON THE PERFORMANCE OF INDIAN IT FIRMS