

CONDUIT: Research Paper / Case Study Competition

CONDUIT – 2020, Research Paper/Case study competition was organized by Amity Business School, Noida on 27th August, 2020. The event was held on MS Teams due to the ongoing pandemic. This competition provided a platform to all the students to present their Independent Research Studies which they had conducted under the guidance of their respective faculty/industry mentors. The Research paper/ Case studies that were presented covered a wide spectrum of topics from the fields of Finance, Marketing and Sales, Human Resource, Marketing Management and topics related to COVID 19 have also been included into the mix, and all these topics were covered in an exhaustive manner. The papers that took part in this competition were divided into 5 tracks namely Finance, HR, General, Marketing Panel 1 and Marketing Panel 2.

Dr. Sanjeev Bansal, Dean FMS & Director ABS welcomed the participants during the inaugural function. Launch of the Book “REFLECTIONS” and “MANTHAN”- Compilation of the Research Papers and Case Studies was also held during the occasion.

Marketing Track - 1 : Jury Members : Dr. Rahul Gupta & Dr. Ritesh Dwivedi

A total of 18 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked question to the participants related to their presentations. The list of participants who presented their papers in the marketing track is as follows:

Sl.No	Name	Paper Title
1	Gyana Kumari	A study on consumer behavior towards Electric Car with special Emphasis on Green Marketing Strategies
2	Aditya Sangwan	Impact of Green Technology on Companies' Performance in India
3	Alen S. Varghese	Study of Impulse Buying Behavior of consumers in E-Commerce portals
4	Amartya Srivastava	What makes Tesla unique
5	Arushee Srivastava	A study on Consumer's attitude towards Eco-Friendly Products in the FMCG sector.
6	Dilip kumar Panda	Blue Ocean Strategies of Confectionery Items in India
7	Gauri Gupta	Public VS Private Banks : A Servperf Analysis
8	Pooja Gupta	A study on the Impact of Customer Satisfaction on Customer Loyalty in Apparel Industry: Online Shopping

9	Samrath Singh Gumber	Digital Marketing in Education Industry
10	Sanyam Jain	A Study on effects on Effects of Branding on Consumer Buying Behavior in FMCG sector with the focus on Personal Care products
11	Shivam Paul	A Study on Consumer Preference About Online Food Delivery Services
12	Shrey Kaushik	Can Social Media Influence the Buying Choices of Shoppers
13	Shreya Pattnaik	Impact of Social Media Marketing on Online Fashion Industry
14	Srishti Jain	A study on Outcomes of Advertising in a Recession
15	Simran Agrawal	Effect of Word of Mouth Publicity on Restaurant Industry
16	Tushar Chhabra	A Study On The Attitude And Purchase Intention Of Consumer Regarding Green Electronics
17	Yukti Sharma	Analysis of service quality for customer satisfaction and loyalty in e-commerce pertaining to FMCG sector
18	Shivam Sharma	Driving brand value through corporate social responsibility initiatives

The Marketing Track-1 came to end after all the 18 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round. Post the presentation the jury announced three winners. The names of the winners, the positions they secured, and their paper titles are as follows :

WINNERS OF THE MARKETING TRACK-1

Name	Faculty Name	Topic	Program	Winners
Alen S Varghese	Dr. Vandana Ahuja	Study of Impulse Buying Behaviour of consumers in E-Commerce portals	MBA(M&S)	1
Shivam Sharma	Dr. Ritesh Dwivedi	Driving brand value through corporate social responsibility initiatives	MBA(G)	1
Gyana Kumari	Dr. Anita Venaik	A study on consumer behaviour towards Electric Car with special Emphasis on Green Marketing Strategies	MBA(G)	2
Pooja Gupta	Dr. Vandana Ahuja	A study on the Impact of Customer Satisfaction on Customer Loyalty in	MBA(M&S)	3

		Apparel Industry: Online Shopping		
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Marketing Track- 2 : Jury members : Dr. Anurupa B Singh & Dr. Amit Kumar Pandey.

A total of 16 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked question to the participants related to their presentations. The list of participants who presented their papers in the marketing track is as follows:

Sl.No.	Name	Paper Title
1	Razia	Impact of data analytics on healthcare industries
2	Sukriti Bhalla	Impact of Artificial Intelligence on Digital Marketing
3	Aashita Varma	Hyper Targeting and Personalization: New Marketing Paradigms
4	Shatadal Roy	Empirical Analysis of Brand Image of Beauty Products on Customer Loyalty
5	Kanika Mehta	Feedback/Complaints of Customers on Social Media
6	Anandita Saha	Effectiveness of neuromarketing techniques on consumer buying behavior by usage of technological innovations
7	Vishwas Chaturvedi	To study the Road Infrastructure and its Economical Impact on Eastern Part of Uttar Pradesh
8	Aditya Shukla	Digital Marketing for E-commerce
9	Arushi Sachan	Impact of Neuromarketing on Consumer Behavior
10	Ayushi Garg	A study of MLP (motivation, learning, perspective) affecting the Generation Z buying behavior.
11	Nanya Gupta	Impact of Customer Loyalty Programs in Convenience Stores
12	Himank Bajpai	Customer relationship management and loyalty business in India
13	Rahul Chaturvedi	Experiential Marketing - Impact on customer brand preferences.
14	Shagun Sagoch	A Study on the Impact of Store related factors on Impulse Buying Behavior
15	Tanya Jaiswal	Gender Differences in Factors Influencing Consumer's Online Purchases
16	Himank Vasudev	A Study on Comparative Analysis of Digital Marketing and Conventional Marketing

The Marketing Track-2 came to end after all the 16 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round. Post the presentation the jury announced three winners from the track. The names of the winners, the positions they secured, and their paper titles are as follows:

WINNERS OF THE MARKETING TRACK-2

Name	Faculty Name	Topic	Program	Winners
Sukriti Bhalla	Dr. Garima Malik	Impact of Artificial Intelligence On Digital Marketing	MBA(M&S)	1
Shagun Sagoch	Dr. Swati Upveja	A Study on the Impact of Store related factors on Impulse Buying Behavior	MBA(G)	1
Anandita Saha	Dr. Amit Kumar Pandey	Effectiveness of neuromarketing techniques on consumer buying behavior by usage of technological innovations	MBA(M&S)	2
Shatadal Roy	Dr. Anurupa B Singh	Empirical Analysis of Brand Image of Beauty Products on Customer Loyalty	MBA(M&S)	3

FINANCE TRACK REPORT : Jury members : Dr. Manjula Shastri and Dr Ruchi Arora.

A total of 20 presentations were made from which 3 meritorious were chosen as winners. All the participants were given 7 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked question to the participants related to their presentations. The list of participants who presented their papers in the general track is as follows:

Sl. No.	Name	Paper Title
1	Akash Kumar	Mutual Funds Analysis and Selection
2	Anubhav Gupta	A study on the Impact of GST on Indian Economy
3	Darshana Gupta	Study of Risk perception and portfolio management of equity investors

4	Anubhuti Benara	A study on the insurance industry- with special reference to health insurance
5	Gaurav Sharma	Innovation needed to boost economic growth in various sectors
6	Kritika Srivastava	An Analysis of Determinants of Dividend in Indian Pharmaceutical Companies
7	Lakshay Duggal	Analysis of Increasing Non-Performing Assets(NPAs) in the Indian Banking Sector
8	Mansi Tanwar	Impact of EPS and DPS on market price of share.
9	Medha Agarwal	Mega Bank Consolidation
10	Rishabh Rajora	Analysis of 50 blue-chip Companies
11	Ritika Kamboj	Wealth creation in cyclical and non-cyclical sector - A study on macroeconomic variables
12	Rohan Rajora	Impact of Corporate Social Responsibility on Firm's value and profitability
13	Rupal Jain	CSR Practices and Financial Performance of Banking Sector in India
14	Saumya Agarwal	Issues, Challenges and Prospects of Green Accounting- A case study on Cement Sector in India
15	Shilpi Singh	Comparative Analysis of Subscription Video on Demand Industry in India (on the basis of monetization model)
16	Siddharth Goel	An empirical Analysis of Foreign Portfolio Investments and Nifty Returns
17	Kanika Garg	Mergers and acquisition: analysis of mergers and acquisitions in the banking sector in India
18	Tanu Juneja	A Study on NBFC's and associated crisis with it in India
19	Yati Vaish	Mutual Funds: Systematic Investment Plan
20	Rashi Mohan	Analysis of financial performance of selected commercial banks in India

The Finance track came to end after all the 20 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round. Post the presentation the jury announced three winners from the finance track. The names of the winners, the positions they secured, and their paper titles are as follows:

WINNERS OF FINANCE TRACK

Name	Faculty Name	Topic	Program	Winner Position
Rupal Jain	Dr. Lakhwinder Kaur Dhillon	CSR Practices and Financial Performance of Banking Sector in India	MBA(FIN)	1

Ritika Kamboj	Dr. Manjula Shastri	Wealth creation in Cyclical and Non-Cyclical Sector- A study on Macroeconomic variables	MBA(FIN)	2
Siddharth Goel	Dr. Ruchi Arora	An empirical Analysis of Foreign Portfolio Investments and Nifty Returns	MBA(FIN)	3

GENERAL TRACK : Jury members : Dr. Anita Venaik and Dr. Rajneesh Mahajan.

A total of 20 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked question to the participants related to their presentations. The list of participants who presented their papers in the general track is as follows:

Sl No.	Name	Paper Title
1	Anshul Sharma	The effects of Big data and artificial intelligence on supply chain management
2	Charika Chawla	A Study On How Covid'19 Impacts The Indian Stock Market And It's Various Market Participants In Short Run
3	Dhani Khanna	The Influence of Advertising in Retail Sector (including COVID-19 effects)
4	Mayank Jain	A study of investor's behaviour during disruptive business environment
5	Gaurangi	IMPACT OF COVID-19 ON INDIAN BANKING SECTOR
6	N Uday Ashish	Commercial Viability Of Electric Vehicles In India In Light Commercial Vehicle (Lcv) Segment
7	Prachi Jha	A Critical Analysis Of The Impact Of Covid 19 On The E-Commerce Industry With Special Emphasis On The Change In Consumer Perception Towards Online Shopping.
8	Sajal Aggarwal	A Study Of Comparative Analysis Of Public Sector Banks In India With Special Reference To State Bank Of India And Punjab National Bank
9	Snehshahi	The impact of third websites on Automobile Industry.
10	Snigdha Tyagi	A study in consumer panic buying in relation to Covid 19
11	Yash Tandon	Supply Chain Management Of Electric Cars And Change In Demand Of SUV Segment

12	Archa Kapoor	Impact Of Covid-19 On The Indian Economy
13	Sarthak Bali	Effect of Covid-19 on the environment
14	Navnidh Singh	Effect of Covid on Tourism and Hospitality Industry
15	AsthaParmar	Strategies adopted by online food portal sites during COVID -19
16	Dhruv Gupta	Impact Of Covid-19 On Indian Economy With Special Reference To MSME's
17	Rachit Rawat	Impact of COVID-19 on Aviation Sector in India
18	Liya Treesa Suresh	Covid 19: Best Management Practices in India
19	Leitanthem Valentino	A Study On Innovation On The Online Grocers Market Sector In Impact Of Covid-19 Scenario.
20	SudeepSantra	Distribution Initiatives Adopted by Indian Public and Private Sectors.

The general track came to end after all the 20 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round. Post the presentation the jury announced three winners from the general track. The names of the winners, the positions they secured, and their paper titles are as follows:

WINNERS OF GENERAL TRACK

Name	Faculty Name	Paper Title	Program	Position
Mayank Jain	Dr. Rajneesh Mahajan	A study of investor's behavior during disruptive business environment	MBA(G)	1 st
Gaurangi	Dr. Anita Venaik	Impact Of Covid-19 On Indian Banking Sector	MBA(G)	2 nd
Rachit Rawat	Dr. Ruchi Arora	Impact of COVID-19 on Aviation Sector in India	MBA(Fin)	3 rd

HR TRACK Report : Jury members : Dr. Aditya Gupta & Dr. Shikha Mishra.

A total of 19 presentations were made from which 3 were made the winners. All the participants were given 7 minutes to present their paper/case studies in front of the jury. A round of questioning followed where the jury members asked question to the participants related to their presentations. The list of participants who presented their papers in the marketing track is as follows:

Sl.No.	Name	Paper Title
1	Akashkhanna	Factors affecting career choice among generation y.

2	Anupreeti Sharma	“Moving from usage to sustainability- A future ready wellness strategy for employees in IT sector”
3	MuskanBharti	Role of Social Media on Recruitment
4	Radhika	People centric Approaches During Organisational Changes: Initiatives by organizations
5	Sakshi Gupta	Happy employees leads to organizational effectiveness
6	Samridhi Jha	Job Degradation and insecurity : impact perceived on self worth
7	Shreyasi Sinha	Impact of HR Practices on the performance of business Units
8	Simran Chaudhary	Is Meaningful Work the key to good life.
9	Surbhi Mediratta	Analysis of HR practices at Infosys
10	Vanshika Agarwal	AI in Recruitment: Developments, Benefits and Challenges
11	Yashika	Role of HRM in professional development and workplace diversity
12	Aditi Jain	A study of HR analytics tools and techniques and its impact on various HR functions
13	Jaskaran Singh Chhabra	A Study on Occupational Stress and its Effect on Employees
14	Nandini Jain	A study on how prevention of sexual harassment act 2013, can arrest sexual harassment at workplace
15	Rohan Samtani	Enhancing skills through online platforms - employee and employers perspective
16	Vinisha Virani	Psychological and Emotional Problems Related to Working from Home
17	Lovish Sharma	A study of different strategies adopted to effectively manage individual well being facilitated by social isolation
18	Cheenu Singla	A study on the Impact of Spirituality on Job satisfaction
19	Parineet Chandhok	Study of Employer Branding and Recruitment Marketing in Talent Acquisition for the IT Sector in Delhi-NCR

The HR Panel came to end after all the 19 participants made their presentations. At an average a participant took 10 minutes to complete his/her presentation including the questioning round. Post the presentation the jury announced three winners from the finance track. The names of the winners, the positions they secured, and their paper titles are as follows :

WINNERS OF THE HR TRACK

Name	Faculty Name	Topic	Program	Winners
NandiniJain	Ms. Swati Bhatnagar	A study on how prevention of sexual harassment act 2013, can arrest sexual harassment at workplace	MBA(G)	1
Parineet Chandhok	Dr. Sumeet Singh Jasial	Study of Employer Branding and Recruitment Marketing in Talent Acquisition for the IT Sector in Delhi-NCR	MBA(G)	1
Jaskaran Singh Chhabra	Dr. Ritu Wadhwa	A Study on Occupational Stress and its Effect on Employees	MBA(G)	2