

Brand Management		
The Mumbai film industry : growth strategies and risk reduction mechanism for operating in an unorganised and dynamic environment	Saxena, Abhishek	2002
Motivations for brand selections and response to external stimulus in individuals for NGO donation	Jain, Akanksha	2002
Terms of endowment making insurance a policy in life : a sectoral communication study of the life insurance industry in India	Ray, Ambrish	2002
Walk the talk : attitude and usage pattern of cause related marketing of India corporate sector	Agarwal, Amit	2002
Inter textuality and message comprehension	Ramkumar, Amrita	2002
Segmentation and positioning study with respect to different lines of medicine	Jain, Dipti	2002
A study of disposable income of the young professional	Mehta, Gaurav	2002
E promotions	Chhatwal, Gautam	2002
Generic brands (how do brands be come synonymous to the product category)	Ghosh, Ipsita	2002
Branding of Hindi cinema	Singh, Maneesha	2002
Brewing the coffee bar : Barista	Vohra, Manmeet	2002
Exploring the relationship that women share with beauty care products/brands in India	Singh, Nandini	2002
Public relations in the Indian scenario : a study	Saidha, Neha	2002
Organised food retailing, perception and positioning in Visakhapatnam	John, David Philip	2002
A perspective on marketing of life insurance in India	Sharma, Piyush	2002
Buying behaviour of consumers of air conditioners in Chennai	Rao, Prasanna Gururajan	2002
'From courtesans to complexes' creating perfect entertainment environments : a sectoral communication study of the entertainment retailing industry	Sanjeevi, Preethi	2002
The charisma of colour	Nijhara, Priya	2002
Brand extensions : how far can you stretch a name ?	Dutta, Priyanka	2002
Event : a crucial tool to leverage brand identity	Patil, Reshma	2002
Advertising the brand : exploring the relationship between brand identity and advertising for computers	Bhusan, Roli	2002
Brand image of a political party	Saurabh, Saket	2002
Establishing a student advertising agency in MICA	Singh, Samir B.	2002
Communication for new authors	Chakrabarti, Santanu	2002
Market share da puttar : the cluster busters of Punjab	Handa, Sumit	2002
Under standing the role of media in political branding	Sengupta, Suprotim	2002
Fabmart.com, what brings home the customer ? the range, the freebie, the unbelievable price discount	Subramanyam, Vinay	2002
Study of the young professional in terms of the product purchase hierarchy they go through	Sharma, Aditi	2003
Branded vs unbranded jewellery consumer perceptions and preferences	Kejriwal, Aditya	2003
The effect of demographics on youth advertising	Chaudhry, Ambrish	2003
FM radio : scope for narrowcasting : a youth perspective	Shetty, Anulekha	2003
Brand consolidation - restructuring brand portfolios	Khaitan, Anuradha	2003
Hues for hair : exploring the consumption habits and decision making process among women for hair colour and understanding	Bose, Arjoon	2003

barriers to usage		
A Study to understanding cult branding and cult brands	Mishra, Ashish	2003
To design a quantitative tool to find the importance and balance between functional and emotional benefits for consumer durables	Kapoor, Ashu	2003
Outdoor advertising : its effectiveness in brands building	Bhaumick, Debolina	2003
Corporate goodwill as a strategies positioning tool	Gulati, Harish Puralal	2003
Brand archetypes	Bisht, Indira	2003
The influence of gender in pester power and its influence on buying decisions in the household	Talwar, Manisha	2003
Choice of colors cosmetics over the life cycle stages of a consumer	Handa, Minakshi	2003
A study of the values of Indian youth and its marketing implications	Gupta, Mohit	2003
Key customer expectation and banking trends	Kaushik, Neelakshi Kanwar	2003
Measuring consumer credibility of brands	Bhalla, Pankaj	2003
E tailing what clicks for the customer ?	Sharma, Pankaj	2003
Understanding the role of public relations in brand building	Sharma, Parul	2003
Sales promotion : promoting or discounting your brand	Sharma, Paurush	2003
Insurance : the changing paradigm : an exploratory study to understand the shifts in parameters upon which an insurance policy is evaluated in the post reform era	Varma, Raghav	2003
The effectiveness of humor in advertising	Joshi, Rahul	2003
A positioning based decision model for selecting advertising messages	Sharma, Rajesh	2003
An in depth analysis of brand valuation techniques and their applications	Sharma, Rakhi	2003
Insuring the generation X : a study of willingness to pay	Sen, Reeya	2003
Understanding working women and their attitude towards financial service	Vohra, Richa	2003
A study of the needs and attitudes of men towards personal grooming	Kapoor, Shilpi	2003
Fear of adventure in Indians	Jha, Shreya	2003
Representation of youth in soft drink advertising : a semiotic perspective	Ratten, Sonali Praveen	2003
Swadeshi v/s Videshi : attitude of Indian youth towards Indian brands vis-a-vis foreign brands	Hussain, Soraya	2003
Product event fit a critical factor in sponsorship effectiveness	Ghosh, Soukalin	2003
An exploratory study : inorganic routes of growth	Pillai, Sumit	2003
Ready to drink beverage category : a values, attitude and lifestyle analysis of the target audience	Singh, Swati	2003
Embarrassment in consumer purchase	Garg, Tanvi	2003
To study the impact of "incongruent advertising' in high and low involvement product categories	Saxena, Utkarsh	2003
Understanding the brand image and brand identity for Nike, Adidas, Reebok	Mehta, Vaibhav	2003
Life insurance : changing consumer expectation	Dua, Varun Chander	2003
A quantitative study of viewership of films as a genre of programming and its importance for general entertainment channels in the present competitive broadcasting industry	Jani, Viral Rajendra	2003
Insights in advertising	Khubchandani, Ramesh	2003
Understanding the digital markets	Upadhyay, Abhinav	2004
Self medication and relation to OTC drugs	Raj, Abhinaw	2004
Democratization of luxury in India : semiotic critique analysis of the changing meaning of 'luxury' across communities, professions and	Puri, Akshay SinghThussu, Rakshit	2004

demographics related to age and gender		
How regional brands fight the national brands in the FMCG sector	Bansal, Anumeha Raakesh	2004
Usage and attitude study for high-end perfumes	Jaiswal, Anupama	2004
Celebrity brand management : an exploration	Sircar, Apurva Ranjan	2004
Concept of value of money for children	Talwalkar, Asmita Pramod	2004
Internet communities and their relevance to marketing	Ananth, Bishnoo	2004
Experiential marketing for branded jewelry	Dasgupta, Debasree	2004
Beyond mass media : a study of effectiveness of alternative media for brand communication	Mathur, Devna	2004
Measuring service quality expectations and hierarchy in different service industries	Jain, Harish	2004
Marketing within the employee is more important than the consumer	Kumar, Kabir	2004
A study to understand the attitude of youth towards sunglasses	Jobanputra, Kamana S.	2004
Brand preference and brand choice behavior in apparels purchase	Mehta, Kunal	2004
Health care retailing : Customer's point of view	Jethani, Litesh	2004
Effective loyalty programs in the Indian hospitality industry	Chhabra, Madhur	2004
Study of trends, attitudes and behavior of youth towards gifting	Nainwal, Megha	2004
To study the trends in the OTC healthcare industry in India : have the organised healthcare retailers got their retail format and retailing mix right ?	Shah, Mehul Jayendra	2004
Effect of organised retailing on branding of commodities	Lamba, Munir	2004
Movies as repositories of contemporary society : a case study of Oliver Stone's "Wall Street"	Hiremath, Naveen C.	2004
Supply chain management in the Indian context and its benchmarking against global best practices	Kamat, Nitin Ramdas	2004
Organized wholesale in India	Singhania, Nupur	2004
Design and evaluation of customer experience in B2C e-commerce	Chadha, Pavit Ravinder	2004
Influence of TV soaps on gender roles in Indian society	Banjee, Prapti	2004
The changing face of the young Indian woman	Nag, Prateek	2004
Advertising agency client relationship : the client perspective	Mehan, Priyanka	2004
Permission e-mail marketing : acceptance and effectiveness in India	Mishra, Rashmi Kiran	2004
Packaged snack food consumption habits of youth : a study	Malhotra, Reetinder	2004
Customer perception of mobile commerce and how that can be used to segment the market in the financial services industry	Mathur, Salil	2004
Changing of celebrity endorsement and its impact thereof on consumers	Roy, Shubhrojyoti	2004
Understanding media mergers and acquisitions theoretical perspective and case analysis on AOL and time warner	Bhatia, Shweta	2004
What's in a jeans ? : semiotic analysis of fashion advertising (category jeans)	Soni, Siddharth Ghanshyam	2004
Effects of self-service shopping on interactions with brands in the FMCG industry	Bohra, Sohel Mustak Husain	2004
Application of the balanced scorecard in the retailing industry	Nandy, Soumik	2004
Impact of psychological pricing	Kandhari, Varun	2004
Scope of information systems in effectively managing supply chain in retailing	Maheshwari, Varun	2004
Distribution channel re-engineering : organisational separation of the sales and distribution functions in Indian FMCGs	Duggal, Vikram	2004
Movie marketing in Bollywood : an exploratory study of business scope	Chaturvedi, Vivek	2004

Consumer behaviour within shopping malls	Veeraghavan, Vyjayanthi	2004
Relevancy of branding in IT companies	Sushil, Anshul	2005
Mapping of brand preferences across 'Kirana' stores	Khurana, Anuj Lachhman	2005
A study on the aspirations and expectations of mothers of teenaged daughters and its reflection in their brand choices	Pansare, Asmita Prabhakar	2005
A study of youth attitude towards leather accessories	Garg, Atul Rohan	2005
Design as a strategic differentiator	Moudgil, Chandni	2005
Surrogate advertising	Channi, Harnoor	2005
Segmentation of LOVE as a brand building tool	Das, Indranil	2005
Trash branding : Its implications to brand marketers	Sengupta, Joypratap	2005
Lifestyle branding, the new mantra	Mittal, Kanika	2005
Interplay of the market and the phenomena of brand extensions	Ahmad, Mohammad	2005
Role of community in brand building : a semiotic approach of understanding ISKCON	Das, Moumita	2005
Impact of smoking on brand preference of lifestyle products	Braj, Mrinal	2005
Co-branding : a tool kit for managers	Gulati, Neeraj	2005
Value orientation as a core competency	Dilipkumar, Neha	2005
Elements that make a successful, profitable business model in rural bottom of the pyramid segment	Keswani, Noopur	2005
Medical tourism in India	Jain, Prashant	2005
Do you know 'Your News Channel' ? - understanding and analyzing the degree of connect / dis-connect between the news channels and viewers through the lens of the concepts of branding	Trivedi, Ritza	2005
The new paradigm shift of brand loyalty : cognitive brand loyalty versus acquired brand loyalty	Tiwary, Rohan	2005
Measuring alternative media effectiveness and suggesting strategies to choose alternative media for rural Indian advertising	Srivastava, Rohitash	2005
Managing churn : impact of value-added services	Mishra, Sandeep Kumar	2005
Rethinking integrated marketing communications	Sharma, Sanjay	2005
Interplay of military strategies in war and successful brand building	Ghosh, Saunak	2005
Barber shops - an alternate retail option and an alternate media vehicle	Garimella, Sreechaitanya	2005
Delivering feelings - marketing strategies based on emotional purchase triggers	Narayanan, Sriya	2005
Use of consumer perception in churn management	Srivastava, Shuchi	2005
Making inroads through women empowerment : a case study on HLL Shakti	Agarwal, Swati	2005
Brand mythology : an approach to study the brand consumer relationship	Oberoi, Varun	2005
Consumer perception towards community based relationship marketing in rural India	Saraswat, Vivek	2005
Unearthing motivations behind purchase of luxury cosmetic brands and examining purchase barriers for the same	Singh, Yamini	2005
Impact of music on consumer behavior in a retail environment	Gujral, Bhushan Abhishek	2006
Brand dynamics understanding the brand through its life cycle	Suri, Akash	2006
A framework for strategic brand orientation based on the evolution of brand management systems	Sahu, Akashat	2006
Celebrity endorsements : the connect with the target audience	Acharya, Anjali Satish	2006
Modelling financial contagion : a theoretical analysis	Panampunna, Dinu Mathew	2006
Return on marketing expenditure on financial services : a perspective on media returns	Jain, Divyanshu	2006
Why men gift? discovering how brands can leverage from a	Gupta, Himanshi	2006

deeper understanding of male gift giving behaviour		
Constructing a new rational woman : role and contribution of microfinance	Kalyani, Jayanti	2006
Economics of co branding : a valuation framework	Taneja, Mohit	2006
To study the reflection of social change in India through advertisement campaigns (TVCS)	Mamillapalli, Murali Krishna	2006
Managing rural communication in information age ICT's for rural India : an exploratory research	Nupur, Neha	2006
Building experience in a product within a cultural context	Prakash, Pankaj	2006
Culture, consumption, service : business of serving food	Reddy, Puja S.	2006
An introductory brand valuation model for Indian newspaper industry	Dewal, Rakesh	2006
Imagineering the future	Aggarwal, Reema	2006
The transition from Mind-space to shelf space	Mehrotra, Rishika	2006
Corporate branding as a natural phenomenon	Kumar, Satish	2006
Future of consumer informatics and its interaction with market through technology mobile phone- technology, market, people	Jain, Saurabh	2006
Branding Kolkata : a real concern	Bhattacharya, Ayan	2006
Emerging Sports icons for the young professionals	Yadav, Shipra	2006
A contextual reading of Nina Simone Song Lyrics	Manilal, Smita	2006
Are lifestyle brands at the nucleus of cultural change ?	Balani, Srishti	2006
Understanding television viewing behaviour of tweenagers	Agrawal, Vigyeta	2006
Brand resuscitation	Sharma, Vikramaditya	2006
Exploratory study of return on marketing investment measurement practices (with reference to the Indian fmcg sector)	Narayan, Vinay Anant	2006
Scenario planning and youth : exploring trends and opportunities	Bhargava, Yamini	2006
HIV/ AIDS : a communication gap analysis	Pawan, Aditya	2007
Analysis of Indian temples as service sector brands	Oruganty, Anil	2007
Role of packaging in brand communication	Chaturvedi, Anirudh	2007
Understanding the drivers for influencing purchase on new celebration days and the scope of marketing	Nanda, Anshul	2007
How does passion for sports influence buying behaviour?	Kulkarni, Aparna	2007
The evolution, growth and future of marriage portals	Prasad, Aradhana	2007
Exploratory study on green marketing as a marketing tool : India in focus	Mohan, Archana	2007
An attempt towards quantifying brand equity	Mukul, Ashish	2007
Shopping mall branding : a study on factors that differentiate malls in the consumer's mind space	Palekar, Chinmay	2007
Radical transformation and Indian businesses in the face of global competition	Tiwari, Chulbul	2007
An exploratory study of transaction-based online communities for success in India	Kohli, Gaurav	2007
Developing strategies for challenger brands using 'The Art of War' by Sun Tzu'	Lulla, Gauravkumar	2007
Building a framework for branding a sport in India : studying world's best practices in branding of sports and the behaviour of Indian sports consumer	Singh, Gurjeet	2007
Mapping personalities : the brand and consumer	Khan, Imran	2007
Branding spirituality and its implications for mainstream brands	Gupta, Karishma	2007
ROI on in-store product placement and advertising	Sud, Mahima	2007
Luxury and masses: the new connect	Badola, Mayank	2007

Branding of Indian textiles and crafts : presenting brand India globally	Khandelwal, Meghna	2007
Study of brands through a framework developed by studying amoeba as a life form.	Agarwal, Minu	2007
Marketing of independent movies	Prasad, Namit	2007
Message evaluation of Health communication	Khanwalkar, Nidhi	2007
From the shadows : football in India	Sharma, Nikhil	2007
Commercial potential of backpacking in India	Monga, Pooja	2007
Forty two : the answer to it all lies in the human mind : can visual aid through cinema help recreate what the human mind can conjure through its imagination?	Sinha, Prateek	2007
Mergers and Acquisitions : the Failing Big Brand Acquisition Marriages	Kaushal, Roerich	2007
A study on regional cuisine based restaurants in India and factors affecting their proliferation and acceptance among target customers	Kumar, Rohit	2007
Marketing of thoughts, beliefs and ideologies	Kumar, Santosh	2007
Consumer generated media : Implications for marketers	Vuppala, Santosh	2007
Untapped market potential of rural sector in India	Singhal, Shagun	2007
Understanding brand personality through psychiatric, psychological, marketer's and consumer insights	Rastogi, Shiti	2007
Cracking the Da Vinci Code of branding	Ramakrishnan, Shwetha T	2007
Branding of Indian tourist guides	Srinivasan, Srikanth	2007
Blog valuation a brand perspective	Nair, Vipin	2007