

Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce &
Sheth N.K.T.T. College of Arts, Thane
Project Guides for academic year 2022-23

T.Y.B.M.S.

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58	SIDDIQUI ARIFA NAFEEES AHMED TABASSUM	A study on employees perception about health and safety measures adopted by different companies during pandemic.
64	SHARMA PRIYA SANTOSH SHOBHA	STUDY ON HEAVY VEHICLE FINANCING BY NON - BANKING FINANCIAL INSTITUTIONS WITH REFERENCE TO MAHENDRA TRANSPORT FINANCE COMPANY
65	SHINDE SANIKA SUDHIR SUJATA	A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT IN RETAIL SECTOR DMART
66	PATEL DEVANGI ASHOK NEETA	REASONS FOR FAILURE OF STARTUPS IN INDIA WITH RESPECT TO DUNZO AND PAPPERTAP
59	BAJAJ DIVYA DHARMESH ANITA	Impact of employee benefits on job satisfaction and retention of employees
67	YADAV RITESH MANGARU VIJAYLAXMI	A STUDY ON FINANCIAL PROBLEM FACED BY STARTUPS
68	JAIN HARSHIT DINESH MADHU	INTERNSHIP WITH BAKLIWAL & CO
60	ARYA PRIYA BHUVAN RAM SUNITA DEVI	A study on work life balance of women employees
3	GOSWAMI BHAVINI NILESHGIRI JAYABEN	TO STUDY THE ANALYTICAL COMPARISON OF TRADITIONAL MARKETING AND DIGITAL MARKETING
4	SABNIS ISHIKA RAGHUNANDAN SONIA	A comparative Analysis of Samsung And xiaomi towards customer preference and satisfaction
5	JOSHI ADITYA SATYAJEET ARCHANA	A study on effects of branding on product marketing
6	KARANGUTKAR SAKSHI SANTOSH SHITAL	The study of consumer satisfaction survey on 5G internet in thane
69	JADHAV SUSMIT SANTOSH SAYLI	BOMBAY STOCK EXCHANGE
7	MISTRY NISHA BASUDEV LILA	The study on diagnostic apps of Pharmeasy and Netmeds
8	SHARMA DEEPAK MURALIPRASAD KIRAN	study of changing consumer preference toward organized retailing and unorganized retailing



9	KHAN ZAHIR WAZIR RAEESA	Comparative study on swiggy and zomato and their delivery system during pandemic
10	PAI TE SAQUIB SAMEER SHAKIRA	A Study On Consumer Bwhaviour On reliance Jio
142	SONAR ROSHANI RAMU MANU	Effectiveness ofsocial media marketing on buying behaviour of women :A comparative analysis w.r.t. household products and cosmetics products
70	HADKAR VAISHNAVI VINAYAK VEENA	AWARENESS ABOUT DIGITAL MONEY AMONGST YOUTH IN CENTRAL REGION
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143	SARVI PIYUSH BABU GEETA	Comparative study on marketing strategies and services offered by Zepto and Dunzo
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63	MORE SAHIL PRAMOD PRATIKSHA	A study on impact of Career Planning and Development Program on personal and professional growth of employees.
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72	PATIL SAROJINI PRAKASH VIDYA	A STUDY AND SURVEY OF PLASTIC MONEY
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112	YADAV AKASH KUMAR RAMMURAT MEENA	A study on customer perception towards marketing mix of D-MART
109	KADAM SHASHANK ASHOK ASHWINI	Impact of stress management programmes in BPO.
113	SINGH PRANJAL PUSHRAJ VANDANA	Customer preference and satisfaction level towards their expectations with special reference to Yamaha Motor bike
168	HADALA KARAN SUNIL SANGITA	A study on comparison between electric and non electric vehicles
169	YADAV ARCHANA GULAB ASHA	A STUDY ON HOME LOAN BUYER'S IN THANE
110	RATHOD VINET SIIYA SHUBHANGI	The impact of employee benefits on job satisfaction and retention of employees.
114	AGRAWAL SHIVAM JAMNADAS BHAVNA	A study on factors influencing customer's preference for subway as a quick service restaurant.



170	POOJARI VANSHIKA RAKESH GEETHA	A study on Stakeholders of Bombay autism
171	KOTHAWALE DIKSHA DILIP ANURADHA	A study on investor attitude towards post office saving scheme from thane city
172	WAGH OMKAR SUNIL ASHA	A study on the effects of existing Tax system (GST)
173	KARNATAKI VAISHNAVI MADHAV MADHU	A study on saving and spending pattern among the college students of NKtt college
174	MULLA ADNAN KAISER SABA	A study of retirement planning done by senior citizens
115	MEHTA YASH JATIN MALTI	Study on consumer perception towards street food.
175	BARSANIA JIGAR NARESH MANJULA	A study on payment and settlement system in banking sector
116	GUDHKA KASHISH SURESH JAYSHREE	A study on consumers perception towards purchasing electric Vehicles.
176	PACHUNDE VIGHNESH RAJESH SNEHA	A study on the loan process at growthnext consultants pvt Ltd
117	CHOUDHARY HITESH ANIL CHOUDHARY SHUBHANGI CHOUDHARY	A study on customer perception towards OTT platforms during covid -19 pandemic
111	KESARWANI RISHIKA RAMESHCHAND RANJANA	Impact of working form home during Covid - 19 pandemic on physical and mental well being of employees.
118	MORE ANIRUDDHA DILIP DARSHANA	A study on customer satisfaction towards purchasing apparels from myntra
177	SHAIKH BUSHRA AYYUB ASIYA	A study of unified payments interface and how it changed the Indian economy
178	CHAUHAN SHUBHAMSINGH ANUPSINGH SAVITA	A study on equated monthly installment (EMI) on mobile phones.
179	JAIWAL POOJA DILIP GEETADEVI	A study on financial hiring management at logix staffing hiring organisation internship experience as a finance executive
180	RAJAK APARNA LALBAHADUR MANISHA	A study on credit card as a boon or bane
181	PAWAR DEEPAK RAJESHKUMAR SUREKHA	A study on DEMONETIZATION affecting Indian Economy
182	YADAV AARTI CHANDRAKESH SHEELA	A study on cash management of Jio Mart
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183	DUBEY RISHABH HARISHMURARI MUNNI	A study on Investors awareness and attitude towards financial derivatives
184	PAWAR SNEHAL SANJAY BHARTI	A study on awareness of bancassurance with respect to TJSB Bank
185	GANDHI MEHUL VAGHJI JASHUBEN	A study on risk and risk management in banking sector
186	SHIGWAN YASH PRAKASH PRIYANKA	A study on role of financial department of Bajaj finserv Ltd.



187	KAKADE AYUSH ARUN VIJAYA	A study on financial Problems faced by Startups in India.
87	SURVE SHREYASH MAHENDRA MADHAVI	to study employee welfare and its impact on employee performance at Vijay sales
119	SHAIKH NAFIS AKHTAR FARZANA	A Study on the impact of mobile marketing on the minds of the youngsters
188	MADRECHA YASH BHARATKUMAR MADHUBALA	Study on Growing investments in stock market
189	SINGH KASHISH SANJAY REENA	A Study on heavy vehicles financing by non banking financial institutions with reference to Shriram transport finance company
190	LANKE PALLAVI SANTOSH SUSHILA	A shift of traditional banking to E banking
120	VERMA GAURAV ARVIND VERMA GEETA VERMA	A study on customer satisfaction towards purchasing electronic products from flipkart
121	PANVELWALA MUSTAFA MURTAZA ZAINAB	A study on customer satisfaction towards service provided by bookmyshow.
191	TAKLE ASMITA KAMALAKAR NEETA	A study on impact of changes in Tax Law on Individuals Regular Budgeting.
147	KALE SHREYAS NAVNATH VANDANA	A study on Consumer behavior towards oppo mobiles
148	DESHPANDE AMAN ANANT NIVEDITA	Consumer behaviour on soap brands
88	SUTHAR MOHIT KISHOR SAVITRI	Effectiveness of employee retention program on the employees working in the private sector
149	VAISHNAV PRATIK ASHOKKUMAR PUSHPADEVI	To study strategies and brand awareness of nothing smart phone
192	SHARMA GOVIND AVADHESH CHINTA	A comparative study on various brokerage firms.
89	AHIRE ANKITA GULAB KIRAN	stress management
90	AMBRE KAVITA VIJAY MEGHA	Impact on training of employees training needs in banking sector
150	GUPTA DIVENDRA DHARMENDRA KADEDIN GUPTA LAXMI DHARMENDRA GUPTA	To study impact of promotional strategies of reliance retail on consumer buying behaviour w.r.t thane city
91	LANDE CHRISTOPHER JACOB SANGEETA	Impact of employee recognition on employee retention
193	PATIL RIDDHI SANTOSH SHALINI	A comparative study of canara bank and punjab national bank
27	MALI PRATIKSHA MUKTESHWAR SHANTI	Report on study of personal loan service of state bank of India
151	YADAV DEEPAK KRISHNAGOPAL SHASHIKALA	To study the impact of social media marketing in promoting sales of restaurant Industries
122	MHATRE MANAV HEMANT NEETA	A study on Customer perception towards obtaining home services from urban company
28	PATIL SAKSHI AJINKYA BHARTI	An Analytical Study Of Financial Accounting Challenges HDFC Bank



29	PEDNEKAR MANSI GANESH GEETANJALI	A study on role of digitalization in banking sector
30	SHAIKH SANIYA MUNAF TASLIMA	A Study on financial literacy among working women
123	TIWARI TANIYA SANJEEV RAJKUMARI	A study on factor influencing buying behavior of gen z on luxury brand
124	PAWAR OMKAR HANAMANT SHARDA	A study on customer perception towards purchasing groceries from zepto application.
31	KHANDEKAR MANDAR CHINTAMANI SNEHA	Study of mutual funds with respect to systematic investment plan
125	SHAH TANVI AMRISH AMITA	A study on the impact of influencer marketing on the buying decision of consumers.
32	PANDIT APURVA KISHOR SUJATA	Analysis of mutual fund investment schemes in Thane region
126	KATARIA VARUN SHAMBHULAL MANJULA	A study on Factors influencing buying behaviour of youngsters towards branded shoes and sneakers
33	SURANA RONIT SACHIN JYOTI	Study on impact of FBI in India
92	GOUNDER SATYAVEL SARAVANA ASHA	To study impact of health and safety policy on employee performance
127	PAMAK MITALI JITENDRA SUSHILA	Impact of promotional activities at mall on consumer's behavior at shopping malls
93	VAITY ANIKET MANOJ GEETA	comparative study on employees motivation in work from home and work from office environment
34	PAL SHIVAM JAGARNATH SUNITA DEVI	COMPARATIVE STUDY OF E-BANKING OF ICICI AND HDFC BANK
94	CHAUBE ANKITA SHASHI BHUSHAN KIRAN	internship based
35	SHARMA JITU RAJU RAJKUMARI	A study of housing Finance sector with respect of SBI and ICICI bank
128	SHAIKH NUMAIR YUSUFUDDIN FIRDOUS	A study on customer perception towards buying hybrid vehicles
152	DEVDA PRAMILA GAJENDRA MEERA	To study artificial jewellery marketing
153	VISHWAKARMA SAURABH MUKESH SUMAN	To study consumer preference towards Cruiser bikes
95	SURYAWANSHI BHAGYASHREE SHARAD NEETA	A study on the impact of rewards and recognition program on the productivity of employee
154	DSOUZA ANTHONY JOHN PHILOMENA	To study perception, awareness and motive of consumer towards vegan diet in Thane city
155	BHATHI SHEETAL DHANJI HIRI	To study on marketing opportunities and marketing strategies for locally made products: handmade Embroidery Jewellery
96	TAKLE PALAK MAHENDRA ANITA	A study of effect of E-mentoring on employees in bpo sectors
156	SHUKLA SHUBHAM SHIVPRASAD MAMTA	A study on Marketing strategies of sports wear brand w.r.t. HRX



36	KOLTHARKAR SHUBHAM GANESH GAURI	A STUDY ON IMPACT OF CRYPTO CURRENCY ON INVESTORS AND INDIAN ECONOMY.
157	HINGE AKANSHA KAILASH ALPANA	marketing strategy for household Embroidery Machine
158	RATLAMWALA HASAN TAHER TASNEEM	A study on role on IMC in life Insurance
159	SHAH MIHIR KIRIT ALPA	a study of CRM in hotel industry
37	DHADANGE PRASHANT SURESH VIJAYA	A STUDY ON, INVESTMENT OF YOUTH IN CRYPTOCURRENCY BETWEEN THE AGE GROUP OF 18 TO 25 IN THANE REGION"
129	HATE SHRUTI DILIP MEENAL	The Impact of social media on consumer buying behaviour
97	PRASAD ANJALI DINESH PRASAD KIRAN PRASAD	work life of employees during and after pandemic
130	VISHWAKARMA VIKAS BHARAT MUNNIDEVI	Comparative study on customer satisfaction towards online food delivery from swiggy and zomato.
98	CHOUDHARY POOJA KHARTARAM KAMLA	internship based
38	BADHE RUTUJA BABAJI NIRMALA	AB
131	SARVAIYA PRATHAM KAMLESH SHIKHA	Comparative study on customer preference towards Tupperware and Milton Water Bottle.
132	VICHARE SWARALI MAHESH VAIBHAVI	Study on Customer perception towards purchasing cosmetics from nykaa with special reference to working women.
133	PANCHAL PREM ISHWAR RANJAN	Study of customer perception reserving refurbished towards electronic product.
39	VISHWAKARMA SUMIT SURENDRA ANUPAM	A comparative study on Google pay and Paytm
99	KANDAR VEDANT SANTOSH PRIYA	Reward system and performance management of employees
100	SHAIKH MANTASHA AKBAR TABASSUM	A study of impact on work life balance of employees performance
40	PATEL AMISHA SAVJI VELIBEN	"STUDY ON UNIVERSAL BANKING WITH RESPECT TO ICICI BANK"
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101	MISHRA CHIRAG SUBHASH SUMAN	Awareness about work place harassment policy among employees
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104	AROTE ADITYA ASHOK RANJANA	Analysis of satisfaction level of employees in the telecom sector
77	BINU ALAN DANI BINUMON DANIEL SHYLA BINUMON	Analytical study on the business model and marketing strategies of TATA Motors
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78	VAIDYA SOHAM MAHESH SUPRIYA	A Project on consumer perception towards JIO mart for grocery shopping over regional grocery store
79	PANDEY DIPTI RAJKUMAR REKHA	A study on Influencer Marketing and Strategies of MYNTRA
105	KHAN AFSHA NASIR MARIYAM	impact of organizational conflict on conflict on employees performance
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106	BEHERA RASHMIREKHA KAILASH SABITA	Internship based
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134	PATEL MITUL DEVRAJ GEETA	A study on factors affecting buying behaviour of Generation z and millennials towards smart products.
46	SINGH SHWETA UDAYBHAN SUSHILA	A study on housing loans provided by nbfc and their criteria of giving housing loans
11	VEER AKSHATA DADASAHEB SUREKHA	A study on Recruitment and Selection process in keltus business solution
135	AYARE VIRAJ VINOD VISHAKHA	A comparative study of customer perception towards organized and unorganized retailing in Thane city.
47	PAL SUMAN HARILAL PREMADEVI	The study of financial performance in private sector bank with special reference to indusind bank in Thane



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137	NAIR KARTHIKEYAN SANJU ASHADEEP	A study on customer satisfaction towards purchasing products from social media platform
138	WAGHMARE MANISH LAXMAN SANGEETA	A study on factor impacting buying decision of consumer from dmart and star bazaar has super market in thane city
48	PATIL PRATIK VASANT VRUSHALI	A study on commodity market with respect to Thane region
80	DEY TRISHA BHASKAR PUSPITA	An Analytical study on the security issue of social media in reference to INSTAGRAM,FACEBOOK,WHATSAPP
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15	SAKHARE ROHAN MOHAN VIDYA	study of sales effectiveness of promotional activities of veena world
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52	GOSRANI ISHIT ATUL RENUKA	A comparative study of mutual funds
53	HINGE SRUSHITI KALURAM MALTI	Paytm payment bank V/S Paytm E-wallet while doing online transaction
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54	BHOSLE SIDDHESH BALAJI PRANALI	A study on Impact of GST
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18	NAIK AVINASH DHARMRAJ LAXMI	Study on night shift for women growth and opportunity
141	SHET PRAJWAL UDAY USHA	Comperative study of consumer preferences towards zee5 and Sony liv as binary ott application
19	SONKAR RAVI SANTOSH LACHIDEVI	Study of consumer behaviour towards Amul Products
20	BIRADAR TUSHAR NAVNATH SHEETAL	A study on employee welfare weighing emphasis on industrial Accidents and safety
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22	PRAJAPATI BHUMIKA NAVIN GEETA	a study of training and development in education industry
23	GAIKWAD RAJ TUSHAR PRANJALA	effects of packaging on consumer buying choice of selected consumer goods
24	. SAMPREMSON ISRAVEL PONRANI	Study of training needs of employees of service sector and design training schedule
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Coordinator




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