



Activity Report

Academic year 2022-23	
I - Basic details	
Name of Activity	Namma Anveshana 2022
Date	28 th July 2022
Faculty in charge	Dr. Vinaya T
Organized by Name of Department/ Name of Committee/ Club	PG Dept of Commerce Research Activity
Coordinator/ In-charge of Activity	Mrs. Lavanya Balaji
Time	10.30 AM to 12.30 PM
Venue	Auditorium
Activity for Class/Group	M.Com students- I year
Nature: Academic /Co- curricular/extracurricular/other	Academic
2.Brief information about the Activity	
Topic /Subject of activity	Research work
Objectives of the activity	To promote research by the students and Enforce Paper Presentations, based on Renowned Case Studies / Papers, Published in Reputed National and International Journals.
Methodology	An offline event.
Outcome of Activity	Resource persons for the activity were Dr. S. Anil Kumar, Principal, SSMRV, and Mrs. Rashmi Shetty from RVIM, who added flavors to the event. Students learned the ways to examine a problem and find the most effective solution after weighing all the pros and cons. They learned the way a research paper should be formatted according to certain writing requirements.

NAMMA ANVESHANA- TITLES AND TEAM LIST

TEAM- 1	IMPACT OF THE PANDEMIC ON CONSUMER BEHAVIOR AND BUSINESS STRATEGY IN INDIA
TEAM - 2	A VALUE - SEGMENTATION APPROACH FOR DOMESTIC WOMEN BUSINESS TRAVELERS
TEAM - 3	THE UNUSUAL CASE OF BYJU'S : CREATING ONE OF THE WORLD'S MOST VALUED EDUCATIONAL TECHNOLOGY COMPANIES FROM INDIA
TEAM - 4	WHAT CAUSES PRODUCT RETURNS IN ONLINE PURCHASES? A REVIEW AND RESEARCH AGENDA
TEAM - 5	RELATIONSHIP BETWEEN HUMOR IN ADVERTISING AND ATTITUDE TOWRDS Ads: A META-ANALYSIS vs. ASSESSING IF CHALLENGE STRESSORS WORK AS A SOURCE OF MOTIVATION AMONG THE EMPLOYEES IN THE INDIAN BANKING
TEAM - 6	HOW DEMOGRAPHIC FACTORS IMPACT CONSUMERS PRODUCT CHOICE DURING ONLINE SHOPPING : AN EMPIRICAL STUDY OF TIER-3 MARKETS

Sl.No	Team 1	Team 2	Team 3	Team 4	Team 5	Team 6
1	MANOJ KUMAR R	AISHWARYA DS	ASHOK R	SUSHMA LIKHITHA L	BHOOMIK A B	ARUN KUMAR B
2	BHAAVANA	PRAVEEN K	YASHASWIN I M	L GAGANASHR I	HEMADRI K	JHANSI LAKSHMI H
3	SAHANA M GOWDA	SUKANYA G R	SANDHYA V	YESHWANTH J	PAYAL YADAV	SHRAVYA PS
4	KEERTHAN A K	SANDHYA R NAIDU	SUSHMITHA N	POOJA S	DEEKSHA K S	SANTHOSH KUMAR N
5	TEJASWINI BAI R	SUDHAKAR A B K	KRUTHI G	PRIYANKA	SAHANA J P	PREMA



R.V. Educational Institutions
Sivananda Sarma Memorial R.V. College
UG & PG Programmes
Affiliated to Bengaluru City University
Accredited by NAAC with 'A' Grade
Ranked among top 5 Colleges in India
(India Today - MDRA Survey 2018, 2019, 2020 & 2021)



WOMEN EMPOWERMENT - INDIA SURVEY 2018, 2019, 2020 & 2021
RANKED AMONG TOP 5 COLLEGES IN INDIA

**SCHOOL OF POST GRADUATE STUDIES
DEPT OF COMMERCE**

Cordially invites you for

RAMBA ANVESHANA- RESEARCH ACTIVITY FOR THE STUDENTS OF M.COM



Judge: Mrs. Rashmi Shetty

Date – 28th July, 2022

Venue – Auditorium

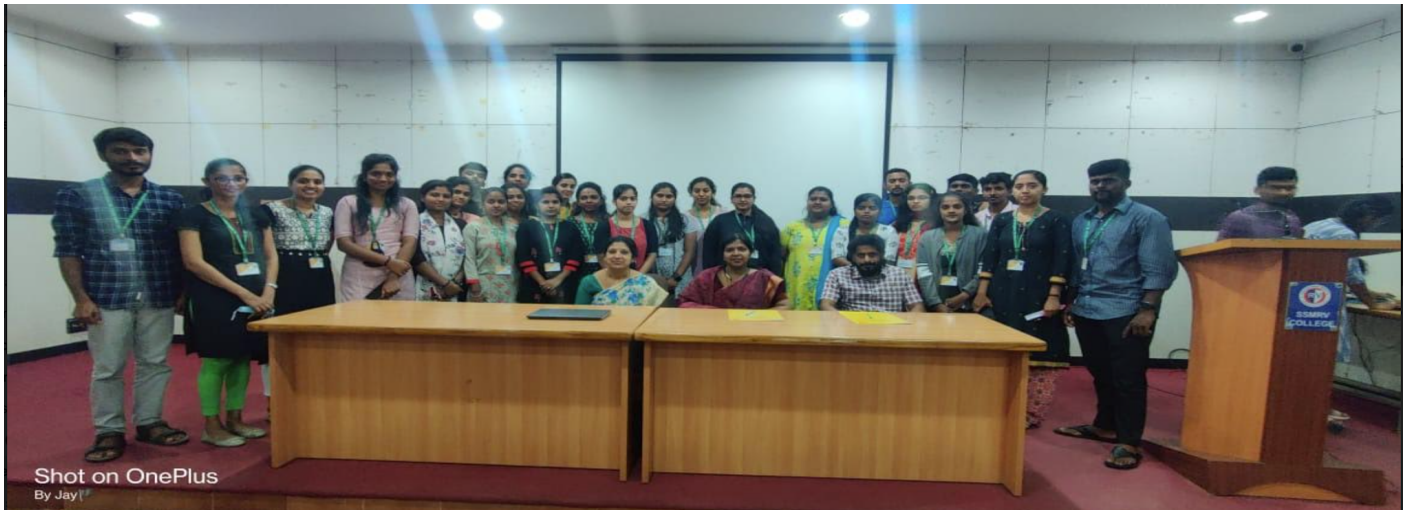
Timing – 10.30 AM onwards

Dr. Vinaya T
Event Coordinator
Asst. Professor
PG Dept of Commerce
SSMRV College

Mrs. Lavanya Balaji
Asst. Professor
Head – PG Dept of Commerce
SSMRV College

Dr S Anil Kumar
Principal
SSMRV College

Go, change the world



Activity In-charge

Dr. Vinaya T