



Shiv Chhatrapati Shikshan Sanstha's
RAJARSHI SHAHU MAHAVIDYALAYA, LATUR
Empowered Autonomous Institution
Faculty of Commerce
Academic Project Titles
Academic Year 2026-27

Class- M.Com. II

Semester - III

Sr. No.	Roll No.	Exam Seat No.	Name of the Student	Specilization	Name of the Supervisor	Title of the Project
1	1		Alte Pradnya Khandu	Banking & Finance	Dr.P.S. Trimukhe	A Study on Customer Satisfaction regarding the Quality of Banking Services provided by HDFC Bank in Latur City
2	2		Bagwan Saniya Maheboobsab	Marketing Management	Dr.P.S. Trimukhe	A Study On Quality of Food and Servies provided by Zomato and Swiggy with reference to Latur City
3	3		Bayas Nandini Shivdayalsingh	Banking & Finance	Dr.P.S. Trimukhe	A Study of Adoption of UPI Servies Among Bank Customers in Latur City
4	4		Bhandare Tanhavi Prasanna	Banking & Finance	Dr.P.S. Trimukhe	A Study of Customer Awareness Towards Digital Banking Serives in Latur City
5	5		Chavale Sakshi Suryakant	Banking & Finance	Dr.P.S. Trimukhe	A Study of Factors Influencing the Selection of Bank Loans by Customers in Latur City
6	6		Chavan Vaishnavi Daulatrao	Banking & Finance	Dr.P.R. Rodiya	Customer Satisfaction Towards Digital Banking Services: A Study of State Bank of India in Latur City
7	7		Deshmukh Pratiksha Govindrao	Marketing Management	Dr.P.R. Rodiya	Customer Satisfaction and Buying Behaviour: A Study of D-Mart Customers in Latur City
8	8		Dhamangaonkar Gayatri Ganesh	Banking & Finance	Dr.P.R. Rodiya	A Comparative Study of Customer Satisfaction in SBI and ICICI Bank in Latur City
9	9		Dhok Vaishanavi Balaji	Banking & Finance	Dr.P.R. Rodiya	A Comparative Study of Digital Banking Services in SBI and HDFC Bank in Latur City
10	10		Gadekar Gauri Balasaheb	Banking & Finance	Dr.P.R. Rodiya	Customer Satisfaction Towards Digital Banking Services: A Study of Kotak Mahindra Bank in Latur City

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11	11		Gaikwad Aniket Govind	Marketing Management	Dr.V.D. Dhumal	A Study on the Relationship Between Influencer Authenticity and Consumer Purchase Intentions.
12	12		Gaikwad Pradnya Maruti	Banking & Finance	Dr.V.D. Dhumal	Impact of Electronic Banking on Customer Satisfaction with special reference SBI, Chandranagar Branch, Latur
13	13		Gaikwad Prajyot Bapu	Banking & Finance	Dr.V.D. Dhumal	Financial Inclusion in Micro-Markets: Analyzing Deposit Mobilisation Strategies of Bank of Baroda's Emerging Branch Expansions
14	14		Gundale Yogesh Madhav	Marketing Management	Dr.V.D. Dhumal	A Study of Consumer Preference towards Quick Commerce V/s Traditional Retail.
15	15		Jadhav Arpita Shridhar	Marketing Management	Dr.V.D. Dhumal	The Impact of Instagram Reels and YouTube Shorts on Consumer Buying Decisions among Gen-Z.
16	16		Jagtap Shubhangi Rajkumar	Banking & Finance	Dr.S.N. Bagwan	A Study on Customer Satisfaction regarding Services provided by ICICI Bank
17	17		Jawalkar Sumayya Layakpasha	Banking & Finance	Dr.S.N. Bagwan	A Study on Customer Preferences regarding Financial Services provided by Bank of Baroda, Latur City
18	18		Kadde Ambika Sidram	Banking & Finance	Dr.S.N. Bagwan	A Study on Customer Satisfaction regarding digital Banking Services provided by HDFC Bank
19	19		Kale Nikita Raju	Marketing Management	Dr.S.N. Bagwan	A Study on Consumer Buying Behaviour towards Online and Offline Shopping with reference to Latur City
20	20		Kamble Rajshri Bhagwan	Marketing Management	Dr.S.N. Bagwan	A Study on Customer Preferences regarding various Products provided by Zudio, Latur City
21	21		Kamshetti Gayatri Dilip	Marketing Management	Mr.V.D. Late	A study on consumer preference for product available in dmart with special reference to latur city
22	22		Kasale Asmita Haribhau	Marketing Management	Mr.V.D. Late	A Study on Impact of social media marketing on consumer buying behaviour with special reference to Latur City

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23	23		Lokhande Rupali Balaji	Marketing Management	Mr.V.D. Late	A Study on Impact of artificial intelligence and digital marketing on consumer buying behaviour with special reference to Latur city.
24	24		Mane Nilesh Ramdas	Banking & Finance	Mr.V.D. Late	An Analytical Study on Branch Banking Operations and Service Efficiency at IDBI Bank ,Ausa Road, Latur
25	25		Momale Sopan Shatrughn	Banking & Finance	Mr.V.D. Late	A Study on Customer Satisfaction Towards Digital Banking Services of Bank of Maharashtra, Mini Market Branch, Latur
26	26		More Gayatri Ajay	Marketing Management	Ms.S.R. Joshi	A Study on the Impact of Customer Reviews on Purchase Decisions of Amazon Customers,Latur
27	27		More Prachi Parmeshwar	Marketing Management	Ms.S.R. Joshi	Impact of social media marketing on the purchase decision of a college student of Latur city
28	28		Mule Ratnamala Kalyan	Marketing Management	Ms.S.R. Joshi	A Field Study on Impact of Digitalization as a Marketing Strategy of Zudio Latur
29	29		Mumane Sneha Sangram	Marketing Management	Ms.S.R. Joshi	A study on the impact of online advertising on consumer buying behavior of mobail phone in Latur city.
30	30		Panchal Anjali Narayan	Marketing Management	Ms.S.R. Joshi	A Study of Customer Satisfaction Towards DMart in Latur city
31	31		Pandit Gayatri Santosh	Marketing Management	Ms.G.K. Kombade	A Study on Impact of Social Media Marketing on Customer Buying Behaviour with reference to Reliance Digital, Latur City
32	32		Pathan Muskan Vahidkhan	Marketing Management	Ms.G.K. Kombade	A Study on Marketing Statergies adopted by Zudio, Latur City
33	33		Patil Radha Ramchandra	Banking & Finance	Ms.G.K. Kombade	A Study on Role of Social Media in Brand Promotion of Shoppers Stop, Latur City
34	34		Patil Sanchit Tryambak	Marketing Management	Ms.G.K. Kombade	A Study on Customer Statisfaction regarding Services provided by Central Bank of India
35	35		Pawale Shweta Shivajirao	Marketing Management	Ms.G.K. Kombade	A Study on Customer Satisfaction with the Services Offered by D-Mart, Latur City

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36	36		Phulari Vaishnavi Kishor	Banking & Finance	Ms.A.K. Balsaraf	A Study of Customer Satisfaction towards Digital Banking Services Provided by Bank of Maharashtra, with Special Ref.to Latur City
37	37		Purohit Vaishnavi Dattaprasad	Strategic Marketing Management	Ms.A.K. Balsaraf	A Comparative Study of Consumer Preferences towards Online Shopping vs Offline Shopping, in Latur City
38	38		Sathe Shweta Sudhakar	Strategic Marketing Management	Ms.A.K. Balsaraf	A Study on Market Share & Consumer Perference for Britannia Biscuits in Latur City
39	39		Sathe Smita Sudhakar	Strategic Marketing Management	Ms.A.K. Balsaraf	A Study on Brand Awareness & Brand Perference of Hindustan Unilever Ltd.among Consumers in Latur City
40	40		Saune Tanuja Sopan	Strategic Marketing Management	Ms.A.K. Balsaraf	A Study of the Effectiveness of Social Media Marketing on Consumer Purchase Decisions in Latur City
41	41		Shaikh Mohammad Khurshid	Banking & Finance	Ms.A.Y. Beg	A Study on Customer Satisfaction Towards Digital Banking Services of SBI, Latur
42	42		Shaikh Munni Vajid	Marketing Management	Ms.A.Y. Beg	A Study on Customer Opinion over Product Quality offered by D-Mart, Latur
43	43		Shaikh Muskan Najar	Marketing Management	Ms.A.Y. Beg	A Study on Customer Satisfaction Towards Online Food Delivery Services of Zomato, latur
44	44		Shaikh Saba Arif	Banking & Finance	Ms.A.Y. Beg	A Study on Customer Satisfaction Towards Digital Banking Services of Bank of Maharashtra, Latur
45	45		Shaikh Saniya Abdul Majjeed	Marketing Management	Ms.A.Y. Beg	A Study on Marketing Strategies adopted by Reliance Trends, Latur
46	46		Shaikh Shahanaj Gulab	Marketing Management	Ms.A.D. Savalsure	A Study on the impact of Green Marketing on Consumer Purchase Decisions with special reference to Latur City.
47	47		Shinde Prachi Dinkar	Marketing Management	Ms.A.D. Savalsure	A Study on Customer Satisfaction towards E-Commerce Delivery Services of Amazon and Flipkart with special reference to Latur City

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48	48		Shinde Sagar Khandarav	Banking & Finance	Ms.A.D. Savalsure	A Study on the Adoption and Impact of UPI (Unified Payment Interface) Payments among Small Retail Merchants with special reference to Latur City
49	49		Sonale Meghna Somnath	Banking & Finance	Ms.A.D. Savalsure	A Comarative Study on Customer Satisfaction towards Mobile Banking Apps of SBI and HDFC Bank in Latur City
50	50		Surwase Ragini Ram	Marketing Management	Ms.A.D. Savalsure	A Study on Consumer Perception towards Electric Vehicles(Evs) in Latur City
51	51		Suryawanshi Sneha Bhagwat	Banking & Finance	Ms.S.A. Dadge	A Study on Customer Opinion over Product Quality and services offered by D-Mart, Latur
52	52		Telange Sandhya Balaji	Marketing Management	Ms.S.A. Dadge	A Study on Customer Preferences towards Product Quality offered by Zudio, Latur
53	53		Thakur Unnati Rajkumar	Marketing Management	Ms.S.A. Dadge	A Study of impact on E-Commerce Marketing Strategies on Consumer Buying Behavior, Latur
54	54		Vairagkar Atmaja Subhash	Marketing Management	Ms.S.A. Dadge	A Study of Customer Satisfaction and Marketing Strategies of Swiggy, Latur
55	55		Walekar Shubham Madhukar	Banking & Finance	Ms.S.A. Dadge	A Study of Risk and Return Analysis of Equity Vs Hybrid Mututal Funds with special reference to Latur city.
56	56		Yadav Nisha Kamlakar	Marketing Management	Ms.Z.M. Shaikh	A Study of Social Media Marketing Strategies and their Influences on consumer Buying Behaviour with special reference to Latur city
57	57		Zarkar Swarali Santosh	Banking & Finance	Ms.Z.M. Shaikh	A Study of Awareness and Perception of Stock Market Investment Among young Investors with special reference to Latur City
58	58		Nillapalle Vishnu Dnyanoba	Banking & Finance	Ms.Z.M. Shaikh	A Study of Risk and Return Analysis of Equity Vs Hybrid Mututal Funds with special reference to Latur city.
59	59		Chouhan Rakhi Mannusingh	Marketing Management	Ms.Z.M. Shaikh	A Study of Marketing Strategies & Consumer Buying Behaviour towards Zudio with special reference to Latur city

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60	60		Kshirsagar Aarti Sanjay	Marketing Management	Ms.Z.M. Shaikh	A Study of Brand Positioning Strategies and Consumer preferences towards Hindustan Unilever Products with special reference to Latur city
61	61		Mali Nita Santosh	Banking & Finance	Ms.S.G. Kamble	A Study On Impact Of Digital Banking Services On Customer Satisfaction Of SBI With Special Reference to Latur.
62	62		Nalge Shreya Dattatray	Banking & Finance	Ms.S.G. Kamble	A Study On Banking Services Provided By Baroda Bank With special reference to Latur.
63	63		Sakhare Mohini Baswaraj	Banking & Finance	Ms.S.G. Kamble	A Study On Banking Services Provided By SBI Bank With special reference to Latur.
64	64		Shelke Dhondani Mohan	Marketing Management	Ms.S.G. Kamble	A Study On Customer Satisfaction Based On Services Provided By Union Bank Of India With special reference to Latur.
65	65		Waghmare Pratik Pravin	Banking & Finance	Ms.S.G. Kamble	A Study On Banking Services Provided By Kotak Mahindra Bank With special reference to Latur.
66	66		Sutar Shivam Tukaram	Banking & Finance	Ms.S.G. Kamble	A Study On Banking Services Provided By Canara Bank With special reference to Latur.
67	67		Kazi Arshad Mujib	Banking & Finance	Ms.S.G. Kamble	A Study On Customer Satisfaction Towards the Products And Services Offered By Reliance Company With reference to Latur.
68	68		Mane Pallavi	Banking & Finance	Ms.S.R. Joshi	A Study of Risk and Return Analysis of Equity Vs Hybrid Mututal Funds with special reference to Latur city.
69	69		Gavravi Sarwade	Banking & Finance	Ms.S.R. Joshi	A study of customer expectation Vs. Customer Satisfaction towards SBI bank Latur