

# **“Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry”**

**A PROJECT**

Submitted by

**Vineet Singh Shekhawat**

**20201BBA0258**

Under the Guidance of

**Prof. Sandhya R**

In Partial Fulfilment of the Requirements for the Award of the Degree of

**BACHELOR OF BUSINESS ADMINISTRATION**



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REACH GREATER HEIGHTS**

**JUNE 2023**

*Sandhya R*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## DECLARATION

I Vineet Singh Shekhawat (20201BBA0258) hereby declare that the project, titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of Prof. Sandhya R, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:05 June,2023



Vineet Singh Shekhawat  
20201BBA0258  
School of Commerce  
Presidency University  
Bengaluru



REGISTRAR



REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## CERTIFICATE

This is to certify that the project submitted by Vineet Singh Shekhawat (20201BBA0258) titled "Effect of Advertising on Consumer Brand Preference with reference to Advertising Industry" is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date: 05-06-23



**Prof. Sandhya R**

**Professor**

**School of Commerce**

**Presidency University**

**Bengaluru**



**Dr. Vinay Joshi**

**Associate Dean**

**School of Commerce**

**Presidency University**

**Bengaluru**


REGISTRAR Registrar  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY



Private University Estd. in Karnataka State by Act No. 41 of 2013

## BANGALORE

### A STUDY OF SUPPLY CHAIN MANAGEMENT IN Retail Marketing and online retailers

Submitted by

**Talapula shaik mohammed asrar sab**

20191BBA00132

Under the guidance of

**Dr. Vijaya Kumar NC**

Assistant professor

### BACHLOR OF BUSINESS ADMINISTRATION



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REACH GREATER HEIGHTS

### SCHOOL OF COMMERCE

JUNE 2022



**DECLARATION**

I Talupula shaik mohammed asrar sad (REG NO:-20191BBA0132 ) Here by declare that the project ,titled "A study on supply chain Retail Marketing" is record of original taken by me for the award of the degree of Bachelor of Business Administration . I have completed this study under the supervision of **Dr . VIJAYA KUMAR NC ,Assistant professor,**

School of Commerce. I also declare that this dissertation has not been submitted for the award of any degree ,diploma ,fellowship or other title to any other Institution /University .

Place :-Banglore

Date :-

*TALU*

Talupula shaik mohammed asrar sab

Reg No:- 20191BBA0132

School of commerce

Presidency University

Benguluru .

*[Faint signature]*  
Dr. H.L.L.A.  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru .

*[Handwritten signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

**CERTIFICATE**

A study of supply chain management Of Retail Marketing and online retailers" is a record of original research work under taken by me during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration .

This project has not been submitted for the award of any degree ,diploma ,fellowship or other title to any other Institution /University .

Place:- Bengaluru

Date :-

**Dr.VIJAYA KUMAR N C**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru .

**Dr. BALU.L**  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru .





# PRESIDENCY UNIVERSITY



Private University Estd. in Karnataka State by Act No. 41 of 2013

## BANGALORE

### A STUDY OF SUPPLY CHAIN MANAGEMENT IN Retail Marketing and online retailers

Submitted by

**Talapula shaik mohammed asrar sab**

20191BBA00132

Under the guidance of

**Dr. Vijaya Kumar NC**

Assistant professor

### BACHLOR OF BUSINESS ADMINISTRATION



GAIN MORE KNOWLEDGE  
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### SCHOOL OF COMMERCE

JUNE 2022



**DECLARATION**

I **Talupula shaik mohammed asrar sad (REG NO:-20191BBA0132 )** Here by declare that the project ,titled **“A study on supply chain Retail Marketing”** is record of original taken by me for the award of the degree of Bachelor of Business Administration . I have completed this study under the supervision of **Dr . VIJAYA KUMAR NC ,Assistant professor,**

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Place :-Banglore

Date :-

*TALS ab*

Talupula shaik mohammed asrar sab

Reg No:- 20191BBA0132

School of commerce

Presidency University

Benguluru .

*[Faint signature]*  
Dr. H.L.L.A.  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru .

*[Handwritten signature]*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



**CERTIFICATE**

A study of supply chain management Of Retail Marketing and online retailers" is a record of original research work under taken by me during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration .

This project has not been submitted for the award of any degree ,diploma ,fellowship or other title to any other Institution /University .

Place:- Bengaluru

Date :-

**Dr.VIJAYA KUMAR N C**  
Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru .

**Dr. BALU.L**  
Assistant Dean  
School of Commerce  
Presidency University  
Bengaluru .





# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

**SCHOOL OF COMMERCE**

**&**

**MANAGEMENT**

**FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE  
CREAM PRODUCTS– A STUDY**

Project Report Submitted in Partial fulfillment of the requirement for the award of  
Degree of

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Submitted by;

**SRIPATHI DILEEP**

**KUMAR**

Reg. No: 20191BBA0126

Under the guidance of  
Professor.

**Dr. ANNETTE CHRISTINAL**



## DECLARATION BY THE STUDENT

I **SRIPATHI DILEEP KUMAR** bearing Reg. No 20191BBA0126 hereby declare that this project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. **DR. ANNETTE CHRISTINAL**, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Date:

Signature

**SRIPATHI DILEEP KUMAR**

Reg. No. :20191BBA0126



DECLARATION BY THE STUDENT

### CERTIFICATE

This is to certify that the project report entitled **“STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS”** Prepared and submitted by **SRIPATHI DILEEP KUMAR REG NO 20191BBA0126**) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in **PRESIDENCY UNIVERSITY**.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. ANNETTE CHRISTINAL

PRESIDENCY UNIVERSITY

BANGALORE-560054

*Sriwasi*  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

**SCHOOL OF COMMERCE**

**&**

**MANAGEMENT**

## **FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS– A STUDY**

Project Report Submitted in Partial fulfillment of the requirement for the award of  
Degree of

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

Submitted by;

**SRIPATHI DILEEP**

**KUMAR**

Reg. No: 20191BBA0126

Under the guidance of  
Professor.

**Dr. ANNETTE CHRISTINAL**



## DECLARATION BY THE STUDENT

I **SRIPATHI DILEEP KUMAR** bearing Reg. No 20191BBA0126 hereby declare that this project report entitled "**STUDY ON FACTORS AFFECTING THE CUSTOMER PREFERENCES OF AMUL ICE CREAM PRODUCTS**" has been prepared by me towards the partial fulfilment of the requirement for the award of the Bachelor of Business Administration (BBA) Degree under the guidance of Professor. **DR. ANNETTE CHRISTINAL**, I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Place:

Date:

Signature

**SRIPATHI DILEEP KUMAR**

Reg. No. :20191BBA0126



DECLARATION BY THE STUDENT

### CERTIFICATE

This is to certify that the project report entitled **“STUDY ON FACTORS AFFECTING THE CUSTOMERS PREFERENCES OF AMUL ICE CREAM PRODUCTS”** Prepared and submitted by **SRIPATHI DILEEP KUMAR REG NO 20191BBA0126**) in the partial fulfillment for the award of degree in bachelor of business administration is a record of bona fide work done by his during the period of his study in **PRESIDENCY UNIVERSITY**.

This project report has not previously formed the basis for the award of any degree/diploma /fellowship or any other similar title of any university/ institution.

DR. ANNETTE CHRISTINAL

PRESIDENCY UNIVERSITY

BANGALORE-560054

*Sriwasi*  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

**Impact of Efficient Reverse Logistics on Customers Satisfaction.**

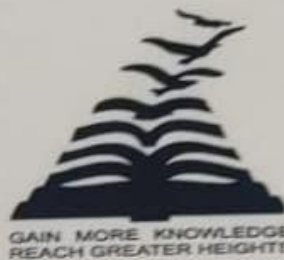
**A PROJECT**

Submitted by  
**Adrija Shivani**  
(20191BBA0155)

Under the Guidance of  
**Dr. Shivakami Rajan**  
Associate Professor

*In Partial Fulfilment of the Requirements for the Award Degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

SEPTEMBER 2022





## DECLARATION

I Adrija Shivani (Reg. No: 20191BBA0155) hereby declare that the project, titled **Impact of Efficient Reverse logistics on Customer Satisfaction** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **Dr. Shivakami Rajan, Associate Professor, School of Commerce.**

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or other titles to any other Institution/University.

Place: Bengaluru

Date: 15/06/22

**Adrija Shivani**

**Reg No: 20191BBA0155**

**School of Commerce**

**Presidency University**

**Bengaluru**

  
REGISTRAR  

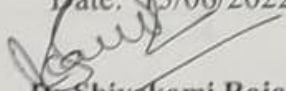

## CERTIFICATE

This is to certify that the project submitted by **Adrija Shivani (Reg. No:20191BBA0155)** titled **Impact of Efficient Reverse Logistics on Customer Satisfaction.**

is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment of the award of Bachelor of Business Administration. This project has not been submitted for the award of any degree, diploma, associateship, fellowship, or other titles to any other Institution/University.

Place: Bengaluru

Date: 15/06/2022

  
**Dr. Shiyakami Rajan**  
Associate Professor  
School of Commerce  
Presidency University



**Dr. BALU.L**  
Assistant Dean  
School of Commerce  
Presidency University

  
REGISTRAR  




# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 (Established under Section 2(f) of UPE Act, 1996)  
Approved by AICTE, New Delhi

## A STUDY ON THE ONLINE VISUAL MERCHANSIDING WITH RESPECT TO CONSUMER'S IMPULSE BUYING BEHAVIOUR OF ONLINE FASHION INDUSTRY

A PROJECT

Submitted by

Vertika Agarwal

(20191BBA0136)

Under the guidance of

Dr. Mounica V

Assistant Professor

*In Partial Fulfilment of the Requirements for the Award of the Degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**



SCHOOL OF MANAGEMENT

2022



## DECLARATION

I Vertika Agarwal (20191BBA0136 ) hereby declare that the project, titled **A STUDY ON THE ONLINE VISUAL MERCHANSIDING WITH RESPECT TO CONSUMER'S IMPULSE BUYING BEHAVIOUR OF ONLINE FASHION INDUSTRY** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **Dr.Mounica.V** , Assistant Professor, School of Commerce. I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:

*Vertika Agarwal*  
Vertika Agarwal

20191BBA0136

School of Management

Presidency University Bengaluru

✓

Dr. BALU.L

Assistant Dean

School of Commerce

Presidency University Bengaluru

ACKNOWLEDGEMENTS

**CERTIFICATE**

This is to certify that the project submitted by **Vertika Agarwal (20191BBA0136)** **A STUDY ON THE ONLINE VISUAL MERCHANSIDING WITH RESPECT TO CONSUMER'S IMPULSE BUYING BEHAVIOUR OF ONLINE FASHION INDUSTRY** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfilment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other Institution/University.

Place: Bengaluru

Date:

*Vertika Agarwal*  
Vertika Agarwal

**Dr. Mounica.V**

**Assistant Professor**

**School of Commerce**

**Presidency University Bengaluru**

*Sarwa*  
REGISTRAR Registrar  
PRESIDENCY UNIVERSITY  
BANGALORE



# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

**A STUDY ON EMPLOYEES ABSENTEEISM AND ITS IMPACT ON  
ORGANIZATIONAL SUSTAINABILITY - REFERENCE TO IT  
SECTORS BENGALURU**

**A PROJECT**

**SUBMITTED BY**

**L.Hitesh Chowdary  
(20201BBB0058)**

**Under the Guidance of**

**Dr. K.Thoufeeq Ahmed**

**ASSISTANT PROFESSOR**

*In partial fulfillment of requirements for the award of the degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**



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**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY  
2023**



## DECLARATION

I L.Hitesh Chowdary (20201BBB0058) hereby declare that the project, titled **A STUDY ON EMPLOYEES ABSENTEEISM AND ITS IMPACT ON ORGANIZATIONAL SUSTAINABILITY - REFERENCE TO IT SECTORS BENGALURU** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **Dr.K.Thoufeeq Ahmed** , **Assistant Professor**, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associate ship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date:



L.Hitesh Chowdary

Reg no. 20201BBB0058

School of Commerce

Presidency University

Bengaluru


## CERTIFICATE

This is to certify that the project submitted by L.Hitesh Chowdary (20201BBB0058) titled **A STUDY ON EMPLOYEES ABSENTEEISM AND ITS IMPACT ON ORGANIZATIONAL SUSTAINABILITY - REFERENCE TO IT SECTORS BENGALURU** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associate ship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023

  
05/06/2023  
**Dr.K.Thoufeeq Ahmed**

**Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru**



**Dr. VINAY JOSHI  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru**

  
REGISTRAR  






# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

**A study on customer satisfaction and loyalty toward durable goods reference to  
Urban consumer's of Bangalore.**

A PROJECT

SUBMITTED BY

**Yarragangu Sasidhar  
(20201BBB0056)**

Under the Guidance of

**Dr. K.Thoufeeq Ahmed**

ASSISTANT PROFESSOR

**In partial fulfillment of requirements for the award of the degree of**

**BACHELOR OF BUSINESS ADMINISTRATION**



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**SCHOOL OF COMMERCE  
PRESIDENCY UNIVERSITY  
2023**



## DECLARATION

I Yaragangu Sasidhar (20201BBB0056) hereby declare that the project, titled **A study on customer satisfaction and loyalty toward durable goods reference to Urban consumer's of Bangalore** is a record of original research work undertaken by me for the award of the degree of Bachelor of Business Administration – Executive. I have completed this study under the supervision of **Dr.K.Thoufeeq Ahmed , Assistant Professor, School of Commerce.**

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associate ship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date:

Yaragangu Sasidhar  
Reg no. 20201BBB0056  
School of Commerce  
Presidency University  
Bengaluru

  
REGISTRAR 

## CERTIFICATE

This is to certify that the project submitted by Yaragangu Sasidhar (20201BBB0056) titled **A study on customer satisfaction and loyalty toward durable goods reference to Urban consumer's of Bangalore** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associate ship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023

  
05/06/2023  
Dr.K.Thoufeeq Ahmed

**Assistant Professor  
School of Commerce  
Presidency University  
Bengaluru**

  
**Dr. VINAY JOSHI  
Associate Dean  
School of Commerce  
Presidency University  
Bengaluru**

  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

## **STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERNCE TO RETAIL INDUSTRY**

Project Report Submitted in Partial fulfilment of the requirement for the  
award of Degree of

**BACHELOR OF BUSINESS ADMINSTRATION(BBA)**

Submitted by

**SHASHANTH.M**

Reg. No: 20201BBB0039

Under the guidance of

**DR K THOUFEEQ AHMED**



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**SCHOOL OF MANAGEMENT**

**PRESIDENCY UNIVERSITY**

**MAY 2023**

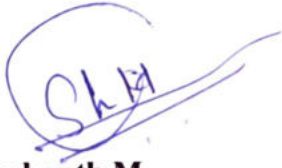


## DECLARATION BY THE STUDENT

I **Shashanth M** bearing Reg. No **20201bbb0039** hereby declare that this project report entitled **A study on employee's job satisfaction in special reference with retail industry** has been prepared by me towards the partial fulfilment of the requirement for the award of the **Bachelor of Business Administration (BBA)** of Degree under the guidance of prof.Dr Thoufееq ahmed

I also declare that this project report is my original work and has not been previously submitted for the award of any Degree, Diploma, Fellowship, or other similar titles.

Signature



**Name: Shashanth M**

**Register number:20201BBB0039**

**Place: Bangalore**

**Date: 29-05-2023**

  
REGISTRAR  


# CERTIFICATE



Certified that this project report titled "A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO RETAIL INDUSTRY" is the Bonafide work of "Shashanth M" who carried out the project work under my supervision in the partial fulfillment of the requirements for the award of the BBA degree.

*K. Thoufeeq Ahmed*  
05/06/2023

**SIGNATURE**

**Prof Dr.k. Thoufeeq Ahmed**

**Assistant Professor**

**Chief Custodian Exams**

**School of Commerce**

**Presidency University Bangalore**

*Dr. Vinay Joshi. C*  
*Associate Dean*  
*School of Commerce*  
*Presidency University*  
*Bangalore - by*

*Joshi*  
REGISTRAR  




# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

## **A STUDY ON THE WAGE DISCRIMINATION AND ITS EFFECTS ON JOB OUTCOMES**

**A PROJECT**

Submitted by

**Vaishnavi M**

**(20201BBB0051)**

Under the Guidance of

**Dr. K THOUFEEQ AHMED**

**Assistant Professor**

*In Partial Fulfilment of the Requirements for the Award of the Degree of*

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**

**MARCH 2023**



## DECLARATION

I Vaishnavi M (Reg.No:20201BBB0051)here by declare that the project, titled **A STUDY ON THE WAGE DISCRIMINATION AND ITS EFFECTS ON JOB OUTCOME**is a record for original research work undertaken by me for the award of the degree of Bachelor of Business Administration– Executive. I have completed this study under the super vision of **Dr.K THOUFEEQ AMHED, Assistant Professor, School of Commerce.**

Ialsodeclarethatthisdissertationhasnotbeensubmittedfortheawardofanydegree,diploma,associateship,fellowshipor othertitlertoanyotherInstitution/University.

Place:Bengaluru

Date: 05/06/23

*Vaishnavi M*

**Vaishnavi M**  
**RegNo: 20201BBB0051**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

*Jane*  
REGISTRAR  




## CERTIFICATE

This is to certify that the project submitted by **Vaishnavi M**(Reg.No: 20201BBB0051) titled **A STUDY ON THE WAGE DISCRIMINATION AND ITS EFFECTS ON JOB OUTCOME** is a record of research work done by him/her during the academic year 2022-2023 under my supervision in partial fulfillment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associateship, fellowship or other title to any other institution/University.

Place: Bengaluru

Date: 05/06/2023

*K. Thoufееq*  
05/06/2023

**Dr. K THOUFEEQ**  
**AMHED**  
**Assistant Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

*Dr.*  
*Dr. Vinay Joshi .C*  
*Associate Dean*  
*School of Commerce*  
*Presidency University*  
*Bangalore - 64.*

*Sanne*  
REGISTRAR  
 REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



# **PRESIDENCY UNIVERSITY**

Private University Estd. in Karnataka State by Act No. 41 of 2013

## **ROLE OF AI AND ITS IMPACT ON BUSINESS SUSTAINABILITY**

PROJECT SUBMITTED BY

**VEDAV SRINIVASAN**

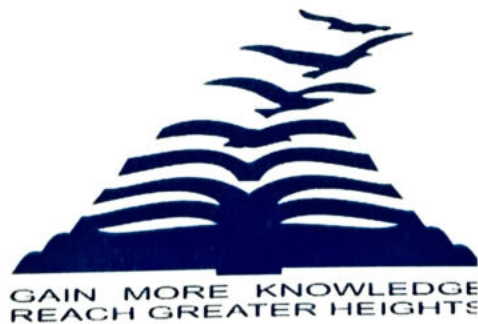
**20201BBB0053**

UNDER THE GUIDANCE OF

**DR. K THOUFEEQ AHMED**

*IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF  
THE DEGREE OF*

**BACHELOR OF BUSINESS ADMINISTRATION**



**SCHOOL OF COMMERCE**



**PRESIDENCY UNIVERSITY**  
**DECLARATION**

I, Vedav Srinivasan (20201BBB0053) hereby declare that the project titled **“ROLE OF AI AND ITS IMPACT ON BUSINESS SUSTAINABILITY”** is a record of original research work undertaken by me for the award of the degree of **Bachelor of Business Administration (Business Analytics)**. I have completed this study under the supervision of **DR. K THOUFEEQ AHMED**, School of Commerce.

I also declare that this dissertation has not been submitted for the award of any degree, diploma, associateship, fellowship, or any other title to any other Institution/University.

*Vedav.S  
Srinivasan*

**Place:** Bengaluru

**Date:** 17 March 2023

**DR. K THOUFEEQ AHMED**  
**ASSISTANT PROFESSOR**  
**CHIEF CUSTODIAN EXAMS**  
**SCHOOL OF COMMERCE**  
**PRESIDENCY UNIVERSITY BANGALORE**

*Srinivasan*  
REGISTRAR  


# CERTIFICATE

This is to certify that the project submitted by Vedav Srinivasan (20201BBB0053) titled "**ROLE OF AI AND ITS IMPACT ON BUSINESS SUSTAINABILITY**" is a record of research work done by him/her during the academic year 2023-2024 under my supervision in partial fulfillment for the award of Bachelor of Business Administration.

This project has not been submitted for the award of any degree, diploma, associate ship, fellowship, or other title to any other Institution/University.

Place: Bengaluru

Date: 05/06/2023

  
05/06/2023

**Dr.K.Thoufeeq Ahmed**  
**Assistant Professor**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**



**Dr. VINAY JOSHI**  
**Associate Dean**  
**School of Commerce**  
**Presidency University**  
**Bengaluru**

  
REGISTRAR  
