

**Institute Name** : G. L. Bajaj Institute of Management and Research  
**India Rankings 2018** : IR-1-M-M-I-1227  
**Discipline** : MANAGEMENT

**Details of Patents (IPR)**

S.No	Name of Applicants	Title of The Patent	OW Certificate No.
1	MR. ABHISHEK KUMAR	COMPETITIVE ANALYSIS OF BUSINESS MAGAZINES	OW 102956
2	MR. ANAND KUMAR RAI	CUSTOMER PREFERENCES TOWARDS BIG BAZAAR	OW 102955
3	MR. JATTIN SARNA	THE MOBILE BRANDS: A STUDY OF CONSUMER BEHAVIOUR IN DELHI	OW 102954
4	MR. ADITYA NARAIN	COMPARATIVE ANALYSIS OF CURRENT ACCOUNTS & SAVING ACCOUNTS OF AXIS BANK LTD. WITH OTHER BANKS	OW 102957
5	MR. HEMANT KADAM	RECRUITMENT & SELECTION PROCESS WITH RESPECT TO DABUR INDIA LTD.	OW 102958
6	MR. ROHIT SHARMA	SUPPLY CHAIN MANAGEMENT OF IT SECTOR WITH REFERENCE TO HCL	OW 102959
7	MR. SHIV SHANKAR BHARDWAJ	CONSUMER PERCEPTION TOWARDS LG ELECTRONICS BRAND	OW 102960
8	MR. ABHISHEK KUMAR SINGH	PROMOTIONAL STRATEGIES OF LUXURY BRANDS IN INDIA	OW102961
9	MR. KUNAL ANAND	CONSUMER BEHAVIOUR TOWARDS SMARTPHONES IN DELHI-NCR	OW 102962
10	MS. NISHA AGARWAL	ROLE OF FINANCIAL INSTITUTIONS IN FINANCING SMALL SCALE INDUSTRY	OW 102963
11	MR. PINTOO YADAV	IMPACT OF E-GOVERNANCE PRACTICES ON AGRICULTURE SECTOR	OW 102964
12	MS. SWARNIMA SAHAY	RECRUITMENT AND SELECTION IN DABUR INDIA LTD	OW 102965