

UNIVERSITY GRANTS COMMISSION
THE BUSINESS SCHOOL, UNIVERSITY OF KASHMIR

YEAR-WISE PLAN OF WORK PROPOSED TO BE DONE IN THE MAJOR THRUST AREAS
UNDER SAP PROGRAMME

THRUST AREA	YEAR	DETAILS OF PROPOSED WORK
1. Human Resource Development	I	<p>Theoretical Contribution as Literature Review</p> <ul style="list-style-type: none"> • Human Resource Development: The Origins, Development and Definitional Review In Indian Context • Leadership Development <p>Human Resource Development Index: An Exploratory Study of Jammu And Kashmir State</p> <p>Academic Leadership: An Exploratory Analysis of Higher Education Institutions in Jammu and Kashmir</p>
	II	<p>A Parametric Analysis of Human Resource Development Index of:</p> <ul style="list-style-type: none"> • Gujjar (backward area inhibitor) community in State • Bakerwal (indigenous nomad) community in the State • Minority Community of the State • Schedule caste in Kashmir Region • 5.Schedule Tribes in Ladakh Region
	III	<p>Strategic Human Resource Development: An Exploratory Skill Development Mapping in Jammu and Kashmir</p>
	IV	<p>The Impact of Human Resource Management Practices On;</p> <ul style="list-style-type: none"> • Turnover, • Productivity, • Organisation Commitment, • Job Satisfaction, and;

		<ul style="list-style-type: none"> • Corporate Financial Performance
	V	Impact of Learning Organisations on HRD Practitioners in Service Organisation: An Indian Perspective
2. SERVICE MARKETING	I	Theoretical and literary Review Contributions: <ul style="list-style-type: none"> • Service Dominant Logic: An Emerging Paradigm • Services Marketing: Nordic Schools Of Thought And Philosophy • Service Economy: An Emerging Marketing Concept • Service Science: An Emerging Discipline An Evaluation of Marketing and Branding Strategies of: <ul style="list-style-type: none"> • Kashmiri Handicrafts, • Tourism, and; • Saffron
	II	Understanding Generation Y and their use of social media: Indian Perspective The Impact of New Media on <ul style="list-style-type: none"> • Customer Relationships, • Customer-to-Customer Interactions, • Advertisement, • Branding, and; • Customer Centricity.
	III	Service Quality in Health Care: A Study of <ul style="list-style-type: none"> • Primary Health Care, • Tertiary Health Care, and; • Corporate Hospitals in Jammu and Kashmir Horticulture Industry: An Evaluation of challenges in <ul style="list-style-type: none"> • Marketing Channels, and; • Supply Chain Management in Jammu and Kashmir
	IV	E-Governance: An Evaluation of Management Challenges

		<p>and Opportunities In Jammu And Kashmir</p> <p>An Evaluation Study of Antecedents and Consequences of E-Government Service Quality in Jammu and Kashmir</p>
	V	<p>Management Education In India: A Strategic Intent Study</p> <p>Service Science, Management and Engineering: An Emerging Innovative Discipline</p>
3.Sustainability Management	I	<p>Theoretical and literary Review Contributions:</p> <ul style="list-style-type: none"> • Sustainability Management: An Emerging Paradigm in Business Discipline <p>Management of Sustainability Tourism: Challenges and Opportunities in Jammu and Kashmir</p> <p>Experience Economy: A Sustainability Challenge for the Tourism Sector of Jammu and Kashmir</p>
	II	<p>Management Perspective and Regulatory Challenges in Biodiversity of;</p> <ul style="list-style-type: none"> • <i>Dal Lake</i> • <i>Wular lake</i> • <i>Hokershar Wetland</i> • <i>ANCHAR Wetland</i>
	III	<p>Studies on the Strategies for Sustainable Economic Development through Entrepreneurship:</p> <ul style="list-style-type: none"> • Entrepreneurship Development through Institutional Network: An Evaluation study of Jammu and Kashmir • Entrepreneurship Development: Government Policy Ecosystem for Entrepreneurship Development in MSME's Sector in Jammu and Kashmir • Youth Entrepreneurship in Jammu and Kashmir: Challenges and Opportunities • Entrepreneurship Education Ecosystem: An assessment study of Jammu and Kashmir

	<ul style="list-style-type: none"> • Women Entrepreneurship: A Sustainability Challenge
IV	<p>Social Entrepreneurship: A Sectorial Mapping Assessment of Jammu and Kashmir</p> <p>Social Entrepreneurship: An Exploratory Study of leadership Styles and Organisation/Management Practices in Jammu and Kashmir</p>
V	<p>Studies on Sectorial Sustainability Management:</p> <ul style="list-style-type: none"> • Information technology • Handicrafts • Tourism <p>in Jammu and Kashmir</p>