

List of Scholars joined for pursuing direct Ph. D programme

S.No	Name of the Scholars (Ph.D)	Name of the Supervisor	Research Area
01	Reyaz Ahmad Khan	Prof. Shabir A. Bhat	“Entrepreneurship Development through Institutional Network.”
02	Qurat-ul-Ain	-do-	“Strategic Modelling to Disaster Management.”
03	Nimar Qayoom	Prof. Musadiq Amin Sahaf	“Impact of Internal Marketing on the Satisfaction of Stakeholders in Indian Universities.”
04	Sumaira	-do-	“Impact of Market Orientation on Organisational Performance in Health Care Sector.”
05	Wajahat Zargar	-do-	A Study of Management of Service Failure in Telecommunication Sector.”
06.	Natasha Saqib	Prof. A. M. Shah	“Product Positioning Strategies in the Indian Emerging Market: An Empirical study of FMCG Sector.
07.	Jenefar Majeed	Prof. S. Mufeed Ahmad	“Manager’s Perception on Performance appraisal System Practices in the Telecommunication sector.”
08.	Qurat-ul-ain Anees	-do-	“Human Resource Development Climate in Health Care Sector-A Comparative Study.”
09.	Faheem Younis Khan	Prof. Iqbal Ahmad Hakeem	“Supply Chain Management of Handicrafts: A Comparative Study of Public and Private Sector.”

10	Aabid Muzamil Lone	-do-	"Consumer Complaining Behaviour Among Cellular Consumers: A Comparative Study of Public and Private Sector Telecom Companies."
11.	Roof-ul-Nisa	Dr. Mushtaq Ahmad Darzi	"Asset Liability Management in Commercial Banks-A case study of the J & K Bank."
12.	Asma Wali	Dr. Farooq Ahmad Khan	"Development of Tourism and Entrepreneurship: A Case Study of Craft Industry."
13	Nida Majeed	-do-	"Quality Culture in Higher Education : A Study of Selected Business Schools "
14.	Farhan aijaz	Dr. Bashir Ahmad Joo	"Micro-Finance Intervention and Socio-Economic Development-An Empirical study."
16.	Showkat Hussain Gani	Dr. Farooq Ahmad Khan & Prof. Musadiq Amin Sahaf (Co-supervisor)	"Job Stress in Bank Employees: A case study of selected Banks."
16.	Ahfaq Hussain Makhdoomi	Prof. S. Mufeed Ahmad	"An Empirical Assessment of Organizational Role Stress and Job satisfaction in Higher Education Institution."