



Department of Management Studies University of Kashmir

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List of Scholars Registered in the Department in the year 2019

S.No.	Name of the Scholar	Name of the Supervisor/Co-supervisor	Date of Joining	Date of BORS	Title of the Synopsis	Status
01	Simitha Ishaq	Prof. Bashir Ahmad Joo	01-02-2019	03-11-2021	Investigating Nexus between Debt and Real Economy: Evidence from Select Emerging Economies	Awarded on 14-08-2024
02	Peer Asif Ahmad	Prof. Mushtaq Ahmad Siddiqi/ (Dr. Tariq Ahmad Lone)	08-02-2019	03-11-2021	Impact of Celebrity Endorsement on Customer Brand awareness and Loyalty : An Empirical Study	Awarded on 01-11-2023
03	Afsar Ali	Dr. Sumaira	16-02-2019	03-11-2021	Strategic Performance Evaluation in FMCG Sector: An Empirical Study	Enrolled
04	Azra Mushtaq	Dr. Sumaira	19-02-2019	03-11-2021	Innovation and Performance of Manufacturing Firms: An Empirical Study	Enrolled
05	Shaista Syed	Prof. S. Mufeed Ahmad	19-02-2019	03-11-2021	Emotional Intelligence and Decision Making Styles of Senior Doctors in Health Sector	Enrolled
06	Summaira Farooq	Dr. Aijaz Akbar Mir	19-02-2019	03-11-2021	Antecedents and Consequences of Employee Voice: A Comparative study of Public and Private Sector Banks	Enrolled
07	Shameema Akhter	Dr. Aijaz Akbar Mir	19-02-2019	03-11-2021	Impact of Job Crafting on Faculty Desired Outcomes: An Empirical Study in Higher Education	Enrolled
08	Anjum Ajaz	Prof. Shabir Ahmad Bhat	01-03-2019	03-11-2021	Impact of Leadership Styles on Employee Engagement in Baking Sector: An empirical Study	Enrolled
09	Sadaf Riyaz	Prof. Bashir Ahmad Joo	01-03-2019	03-11-2021	Determinants of Credit Risk in Indian Banks: An Empirical Study	Enrolled
10	Syed Azher Mehdi	Dr. Ishtaq Hussain Qureshi	06-03-2019	03-11-2021	Macroeconomics Determinants of foreign Direct investment Inflows: An Empirical Study	Enrolled

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11	Aqra Altaf	Prof. Shabir Ahmad Bhat	07-03-2019	03-11-2021	Impact of Work Engagement and Job Satisfaction on Employee Turnover Intention: A Study of Health Care Sector	Enrolled
12	Humeera Khursheed	Prof. S. Mufeed Ahmad	07-03-2019	03-11-2021	Human Resource Practices and Organizational Citizenship behavior In Banking Sector: An Empirical Study	Enrolled
13	Zahida Farooq	Prof. Bashir Ahmad Joo	07-03-2019	03-11-2021	Linkage between Behavioural Biases and Credit Supply Expansion in Indian Banks	Enrolled
14	Aamir Ayoub Mir	Prof. Iqbal Ahmad Hakim	11-03-2019	03-11-2021	Risk Mitigation Practices and Sustainable Project Management: A study of Jammu and Kashmir Economic Reconstruction Agency	Enrolled
15	Faika Wazir	Prof. Iqbal Ahmad Hakim	11-03-2019	03-11-2021	Impact of Business Analytics on supply Chain Management: A Comparative Study	Enrolled
16	Rahila Shakeel Bhat	Prof. Shabir Ahmad Bhat	11-03-2019	03-11-2021	Impact of National Pension Scheme on Employee Performance: A study of Select State Departments	Enrolled
17	Heena Habib	Prof. Mushtaq Ahmad Siddiqi/ (Dr. Tariq Ahmad Lone)	11-03-2019	03-11-2021	Correlates of Religiosity and Consumer Behaviour: An empirical study	Enrolled
18	Aabru Gulzar	Dr. Sumaira	11-03-2019	03-11-2021	Impact of E-Services on Customer Satisfaction in Indian Banks: A Comparative Study	Enrolled
19	Ruqia Rasool	Dr. Sumaira	19-03-2019	03-11-2021	Impact of Strategic Orientation on Firm Performance: An Empirical Assessment	Enrolled
20	Madeni Sabha	Prof. S. Mufeed Ahmad	14-03-2019	03-11-2021	An Empirical Study of Psychological Capital and Job Burnout in Higher Education.	Enrolled
21	Ms. Naziya Yousuf	Prof. Shabir Ahmed Bhat	25/03/2019	03-11-2021	Impact of content marketing on consumer-based brand Equity and electric word of mouth(eWOM): An empirical Study	Awarded on 14-03-2024
22	Asima Altaf	Prof. Shabir Ahmad Bhat	26-03-2019	07-12-2019	Impact of Training and development on career advancement in Banking Industry of Northern India	Submitted on 28-05-2024
23	Sumaya Ifshan Khan	Prof. Mushtaq Ahmad Siddiqi	26-03-2019	07-12-2019	Job demands and service performance in higher education	Enrolled
24	Naveeda	Prof. Mushtaq Ahmad Darzi	10-12-2019	22-02-2023	Scenario of E-Marketing in Rural Kashmir.	Enrolled
25	Tazien Rouf	Prof. Mushtaq Ahmad Siddiqi	10-12-2019	13/11/2023	Impact of Social Media Marketing on Purchase Intention of Skincare Products among Indian Youth.	Enrolled
26.	Nashmeel Gowhar	Prof. Iqbal Ahmad Hakim	16-12-2019	22-02-2023	Impact of Relationship Marketing On Consumer Satisfaction: Exploring the Mediating role of Impulse Buying and cognitive Dissonance	Enrolled

27	Yusra Showkat	Prof. Mushtaq Ahmad Darzi	17-12-2019	22-02-2023	Compulsive Buying Behavior And Financial Trouble Among Young Consumers: Moderating Role of Emotional Intelligence.	Enrolled
28	Ratiba Riyaz	Prof. Mushtaq Ahmad Darzi	17-12-2019	22-02-2023	Impact of Personality Traits on Price Conscious Behavior of Consumers: Mediating Role of Financial vulnerability.	Enrolled
29	Ishret Fayaz	Dr. Farzana Gulzar	17-12-2019	22-02-2023	Impact of Organizational and Extra Organizational Challenges on Mental Health of Working Women: An Empirical Study.	Enrolled
30	Aadil Shaban Lone	Prof. Mushtaq Ahmad Siddiqi	18-12-2019	22-02-2023	Customer Engagement: An Empirical Analysis of Antecedents and Consequences.	Enrolled
31	Rohi Jan	Dr. Rafi Ahmad Khan	21-12-2019	13/11/2023	Design and Development of E-learning System for Higher Education: A Post-Pandemic Framework.	Enrolled
32	Nowshiba	Prof. S. Mufeed Ahmad	24-12-2019	22-02-2023	Human Resource Practices And Employee Retention in Telecommunication Sector: An Empirical Study	Enrolled

