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UNIVERSITY OF KASHMIR, SRINAGAR  
Office of the Dean, Research

Minutes of the meeting of Board of Research  
Studies in Business Studies held on 03-11-2021 at 11:00 A.M in  
the Committee Room of the Old Administration Block, University  
Campus, Srinagar

Present

1. Prof. Talat Ahmad  
Vice-Chancellor
2. Prof. Farooq A. Masoodi  
Dean Academic Affairs
3. Prof. Irshad A. Nawchoo  
Dean Research
4. Prof. Nazir Ahmad Nazir  
Dean, School of Business Studies
5. Dr. Nisar Ahmad Mir  
Registrar
6. Head, Deptt. of Commerce;
7. Head, Deptt. of Management Studies;
8. Dr. Javaid Iqbal Khan, Assistant Professor,  
Nominee of Head, Deptt. of Economics;

(In the Chair)

At the outset, the Dean Research welcomed the Chairman and members of the meeting. The Hon'ble Vice-Chancellor was requested by the Dean Research for his introductory remarks. The Vice-Chancellor desired that the faculty may generate resources through extramurally funded projects and efforts should be made to pursue such research themes that have direct relevance to the society. The Vice-Chancellor further desired that BORS meetings should be held regularly after every six months so that the scholars do not suffer for want of registration on time. After the remarks of the Hon'ble Vice-Chancellor agenda items were taken up for discussion.

Item

No.01 Perusal of the action taken report on the resolutions adopted by the BORS in Business Studies meeting held on 07-12-2019.

Action taken report on the minutes of the last meeting of BORS in Business Studies held on 07-12-2019, was perused.

Item

No.02 Confirmation of minutes of the last meeting of the BORS in Business Studies held on 07-12-2019.

**Resolved** that the minutes of the last meeting of the BORS in Business Studies held on 07-12-2019, be confirmed.

Item

No.03 Consideration of allotment of Dr. Rafi Ahmad Khan to act as co-supervisor in respect of Peerzada Shamsul Irfan, Ph. D scholar..

**Resolved** that the case of Mr. Peerzada Shamsul Irfan be re-examined by the Dean School of Business Studies and recommend the case in light of the relevant statutes.

Item

No.04 Ratification of the action taken by the Vice-Chancellor in having authorized Prof. Nazir Ahmad Nazir to work as supervisor of Ph.D scholar Mr. Younis Ahmad Shah in place of Prof. Reyaz A. Rainaye, Department of Commerce.

**Resolved** that action taken by the Vice-Chancellor in having authorized Prof. Nazir Ahmad Nazir to act as supervisor of Ph.D scholar Mr. Younis Ahmad Shah in place of Prof. Reyaz A. Rainaye, Department of Commerce, be ratified.

Item

No.05 Consideration for recognition as guide/co-guide to supervise Ph.D scholars in the discipline of Economics in respect of Dr. Fayaz Ahmad Bhat, Assistant Professor, Deptt. of Economics, SAM Govt. Degree College Budgam.

**Resolved** that Dr. Fayaz Ahmad Bhat, Assistant Professor, Deptt. of Economics, SAM Govt. Degree College Budgam be recognized as Co-supervisor to supervise Ph.D scholars in the discipline of Economics.

Item

No.06 Consideration for recognition as guide to supervise Ph.D scholars in the discipline of Commerce in respect of Dr. Tanveer Ahmad Darzi, Assistant Professor, DDE.

**Resolved** that Dr. Tanveer Ahmad Darzi, Assistant Professor, Directorate of Distance Education, University of Kashmir be recognized as supervisor to supervise Ph.D scholars in the discipline of Commerce.



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Item  
No.07

Consideration of the grant of registration in favour of the candidates listed in Annexure A-C for pursuit of Integrated Ph.D/Ph. D programmes on whole-time/part-time basis as detailed in the respective annexures to the main agenda/table agenda item/s against each candidate, in the following disciplines of the School of Business Studies:-

- A) Commerce
- B) Economics.
- C) Management Studies

Resolved that the candidates enlisted in annexures A to C of Departments in the School of Business Studies be registered for pursuit of Ph.D programme on whole-time/part-time basis on the conditions (if any) indicated against each in the remarks column of the respective annexure.

Table Item

No.01 Consideration of allotment of Dr. Rafi Ahmad Khan to act as co-supervisor in respect of Afshan Yousuf, Ph. D scholar, Deptt. of Management Studies.

Resolved that Dr. Rafi Ahmad Khan be allowed to act as co-supervisor to Ms. Afshan Yousuf, Ph.D scholar, Deptt. of Management Studies.

The meeting terminated with a vote of thanks to the Chair.

Sd/-  
Dean Research

Sd/-  
Vice-Chancellor



UNIVERSITY OF KASHMIR, SRINAGAR  
OFFICE OF THE DEAN RESEARCH

No: F (@ORS-Business Studies) KU/21  
Dated: December 7, 2021

Copy of the minutes approved by the Vice-Chancellor forwarded to Head, Deptt. of Management Studies for information and necessary action. Copy of the statement containing particulars of the candidates considered for registration is enclosed. After fulfillment of the conditions if any given in the remarks column, following documents of the scholars may please be forwarded to the office of undersigned for reckoning of the registration of the scholars:-

1. Joining report allowed by the Head/Director after payment of admission fee as per fee structure in vogue at the time of joining by the scholar.
2. Fee vouchers in original.
3. Affidavit duly sworn in before 1<sup>st</sup> class judicial Magistrate to the effect that the scholar is not working in any Govt./Semi Govt Deptt./permission and leave sanction order from parent Deptt. for joining research programme and putting in residency period (in case of part-time scholars).
4. Any other document required for the purpose.

Joining report with seal  
fee vouchers  
Affidavit sworn by the Jnd. Magistrate

Assistant Registrar  
(Research)

## Annexure-C

## Department: Management Studie

S. No	Name of the scholar	Name of the Supervisor	Proposed topic of research	Approved topic of research	Remarks
01.	<del>Aamir Ayoub Mir</del> Integrated Ph.D NET Whole-time Reg. No. 23790-PC-2011	Prof. Iqbal Ahmed Hakeem	Risk Mitigation Practices and Sustainable Project Management: A Study of Jammu and Kashmir Economic Reconstruction Agency	Risk Mitigation Practices and Sustainable Project Management: A Study of Jammu and Kashmir Economic Reconstruction Agency	
02.	Faika Wazir Integrated Ph.D whole-time Reg. No.	Prof. Iqbal Ahmed Hakeem	Impact of Business analytics on Supply Chain Management: A Comparative Study	Impact of Business Analytics on Supply Chain Management: A Comparative Study	Registration number is required
03.	Rahila Shakeel Bhat Integrated Ph.D whole-time Reg.No.132-Ph.D-2019	Prof. Shabir Ahmad Bhat	Impact of National Pension Scheme on Employee Performance: A Study of Select State Departments	Pension Scheme and Employee Performance: A Comparative Study of Old Pension Scheme and New Pension Scheme in Select State Departments	I. Topic modified. II. Revival of registration is required from the Registration Section.

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04	Anjum Ajaz Integrated Ph.D Whole-time Reg. No.30468-BC-2012	Prof. Shabir Ahmad Bhat	Impact of Leadership Styles on Employee Engagement in Banking Sector: An Empirical Study	Impact of Leadership Styles on Employee Engagement in Banking Sector: An Empirical Study	
05	Mohammad Shahkar Mearaj Integrated Ph.D Whole-time Reg. No. 22423-IC-2007	Prof. Shabir Ahmad Bhat	Personality and Risk Tolerance in Investment Decisions: A Study of Retail Investors	Personality Traits and Risk Tolerance in Investment Decisions: A Study of Retail Investors	Topic modified.
06	Nazia Yousuf Integrated Ph.D Whole-time Reg. No.1670-SMI-2011	Prof. Shabir Ahmad Bhat	Impact of Content Marketing on Consumer-Based Brand Equity and Electronic Word of Mouth (eWOM): An empirical study	Impact of Content Marketing on Consumer-Based Brand Equity and Electronic Word of Mouth (eWOM): An Empirical Study	Objectives be reframed in light of topic.
07	Aqra Altaf Integrated Ph.D Whole-time Reg. No.22869-NW-2009	Prof. Shabir Ahmad Bhat	Impact of Work Engagement and Job Satisfaction on Employee Turnover Intention: A Study of Healthcare Sector	Impact of Work Engagement and Job Satisfaction on Employee Turnover Intention: A Study of Healthcare Sector	Objectives be reframed in light of topic.

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08	Madeni Sabha Integrated Ph.D Whole-time Reg. No. Nil	Prof. S. Mufted Ahmad	An Empirical Study of Psychological Capital and Job Burnout in Higher Education	An Empirical Study of Psychological Capital and Job Burnout in Higher Education	Revival/registration certificate is required from the Registration Section.
09	Shaista Syed Integrated Ph.D Whole-time Reg. No.26317-NW-2011	Prof. S. Mufted Ahmad	Emotional intelligence and decision making styles on senior doctors in health sector	Emotional Intelligence and Decision Making Styles on Senior Doctors in Health Sector	I. Topic modified. II. Revival of registration is required from the Registration Section.
10	Saloome Showkat Integrated Ph.D NET Whole-time Reg. No. 134-BS-2012	Prof. S. Mufted Ahmad	Relevance of Talent Management and Citizenship Behaviour for Organizational Performance in Telecommunication Sector	Relevance of Talent Management and Organizational Citizenship Behaviour for Perceived Performance in Telecommunication Sector	Topic modified.
11	Juman Iqbal Integrated Ph.D NET Whole-time Reg. No.116-Ph.D-2018	Prof. S. Mufted Ahmad	Work Family Conflict and Organisation Commitment of Women Employees in Health Sector: An Empirical Study	Work-Family Conflict and Organisational Commitment of Women Employees in Health Sector: An Empirical Study	I. Topic modified. II. Registration certificate is required from Registration Section.

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12.	Humteera Khurshheed Integrated Ph.D Whole time Reg. No.1610-SME-2011	Prof. S. Mufeed Ahmad	Human Resource Practices and Organizational Citizenship Behavior in Banking Sector: An Empirical Study	Human Resource Practices and Organizational Citizenship Behavior in Banking Sector: An Empirical Study	Objectives to be reframed.
13.	Shahzana Batool Integrated Ph.D SET Whole time Reg. No.28738-IC-2011	Prof. Mushtaq Ahmad Darzi	Mobile Health Applications and Social Commerce in India: An Empirical Study	Mobile Health Applications and Social Commerce in India: An Empirical Study	
14.	Syed Owais Khurshheed Integrated Ph.D SET Whole time Reg. No.21192-PC-2010	Prof. Mushtaq Ahmad Darzi	Impact of Institutional Lending on Horticulture Sector Performance in Kashmir Division	Impact of Institutional Lending on Horticulture Sector Performance in Kashmir Division	4 <sup>th</sup> objective be modified.
15.	Sheikh Basharul Islam Integrated Ph.D SET Whole-time Reg. No.128-Ph.D-2018	Prof. Mushtaq Ahmad Darzi	Impact of Sustainable Consumption on Competitive Advantage: A Study in Retail Sector	Impact of Sustainable Consumption on Competitive Advantage: A Study in Retail Sector	Subject production of registration certificate from Registration Section.

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<p>16. Iqra Riaz Integrated Ph.D NET/SET Whole-time Reg. No.112-Ph.D-2018</p>	<p>Prof. Mushtaq Ahmad Darzi</p>	<p>Corporate Governance in Commercial Banks: A Comparative Study of Select Public and Private Sector Banks</p>	<p>Corporate Governance in Commercial Banks: A Comparative Study of Select Public and Private Sector Banks</p>	<p>I. Reframe the objectives as per title. II. Subject production of registration certificate from Registration Section.</p>
<p>17. Umar Mushtaq Lone Integrated Ph.D NET Whole-time Reg. No.25321-SP-2006</p>	<p>Prof. Mushtaq Ahmad Darzi</p>	<p>Economic Forces and Stock Market Performance: Evidence from BRICS Economies</p>	<p>Economic Forces and Stock Market Performance: Evidence from BRICS Economies</p>	
<p>18. Safura Altaf Integrated Ph.D NET Whole-time Reg. No.1214-PGD-2014</p>	<p>Prof. Bashir Ahmad Joo</p>	<p>Relationship Between Financial Development and Economic Growth in Developing Nations: Evidence from India</p>	<p>Relationship Between Financial Development and Economic Growth in Developing Nations: Evidence from India</p>	<p>I. Topic modified. II. Reframe objectives as per title.</p>
<p>19. Zahida Farooq Integrated Ph.D NET Whole-time Reg. No.28859-NW-2013</p>	<p>Prof. Bashir Ahmad Joo</p>	<p>Linkage between behavioral Biases and Credit Supply Expansion in Indian Banks</p>	<p>Linkages between Behavioral Biases and Credit Supply Expansion in Select Banks Operating in J&amp;K</p>	<p>I. Topic modified. II. Reframe objectives as per title.</p>



<p>20. Younis Ahmad Ghulam Integrated Ph.D NET/SET Whole-time Reg. No.28452-BC-2011</p>	<p>Prof. Bashir Ahmad Joo</p>	<p>Macroeconomic Determinants of Downside Risk: Empirical Evidence from BRICS</p>	<p>Macroeconomic Determinants of Downside Risk: Empirical Evidence from BRICS</p>	
<p>21. Sadaf Riyaz Wani Integrated Ph.D Whole-time Reg. No. 112-BS-2012</p>	<p>Prof. Bashir Ahmad Joo</p>	<p>Determinants of Credit Risk in Indian Banks: An Empirical Evidence</p>	<p>Determinants of Credit Risk in Indian Banks: An Empirical Evidence</p>	
<p>22. Simitha Ishaq Integrated Ph.D JRF Whole-time Reg.No.85-BS-2011</p>	<p>Prof. Bashir Ahmad Joo</p>	<p>Investigating Nexus Between Debt and Real Economy: Evidence from Select Emerging Economies</p>	<p>Investigating the Interrelationship Between Debt and Real Economy: Evidence from Select Emerging Economies</p>	<p>Topic modified.</p>
<p>23. Tanveer Ahmad Shah Integrated Ph.D whole-time Reg. No.644092-Ang-2010</p>	<p>Dr. Zahoor Ahmad Parray Assistant Professor (South Campus)</p>	<p>Psychological Capital, Work Life Balance and Job Attitude- A Causal Study</p>	<p>Psychological Capital, Work Life Balance and Job Attitude- A Causal Study</p>	

24.	Heena Habib Integrated Ph.D whole-time Reg. No.21552-NW-2008	Prof. Mustaq A. Siddiqi	Correlates of Religiosity and Consumer Behavior: An Empirical Study	Correlates of Religiosity and Consumer Behavior: An Empirical Study	Objectives be reframed as per title.
25.	Syed Azhar Mehdi Integrated Ph.D Whole-time Reg. No.24494-IC-2009	Dr. Ishtiyag Hussain Qureshi (Assistant Professor)	Macroeconomic Determinants of Foreign Direct Investment Inflows: An Empirical Study	Impact of Macroeconomic Determinants on Foreign Direct Investment Inflows: An Empirical Study	I. Topic modified. II. Supervisor/Head/Dean to check the repetition of work
26.	Hamia Khan Integrated Ph.D NET/SET Whole-time Reg. No.28190-NW-2012	Dr. Ishtiyag Hussain Qureshi (Assistant Professor)	E-retailing Ethics and Buyer Repurchase Intentions: An Empirical Study	E-Retailing Ethics and Repurchase Intentions: The Mediating Role of Customs Satisfaction	I. Topic modified. II. Reframe objective as per topic.
27.	Tuba Shabir Integrated Ph.D Whole-time Reg. No.31246-IC-2012	Dr. Ishtiyag Hussain Qureshi (Assistant Professor)	Impact of Strategic Leadership on Organizational Learning: A Sectoral Analysis	Impact of Strategic Leadership on Organizational Learning and Evidence from Service Sector	I. Topic modified. II. Objectives to be reframed by the supervisor.

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28.	Summaira Farooq Integrated Ph.D Whole-time Reg. No. 23297-PC-2011	Dr. Aijaz Akbar Mir (Assistant Professor)	Antecedents and Consequences of Employee Voice: A Comparative Study of Public and Private Sector Banks	Antecedents and Consequences of Employee Voice: A Comparative Study of Public and Private Sector Banks	Revival of registration is required from the Registration Section
29.	Shameema Akhter Integrated Ph.D Whole-time Reg. No. 26328-NW-2011	Dr. Aijaz Akbar Mir (Assistant Professor)	Impact of Job Crafting on Faculty Desired Outcomes: An Empirical Study in Higher Education	Impact of Job Crafting on Faculty Desired Outcomes: An Empirical Study in Higher Education	Revival of registration is required from the Registration Section
30.	Aabru Gulzar Integrated Ph.D Whole-time Reg. No. 957-GICE-2013	Dr. Sumaira (Assistant Professor)	Impact of E-Services on Customer Satisfaction in Indian Banks: A Comparative Study	Impact of E-Services on Customer Satisfaction in Indian Banks: A Comparative Study	
31.	Afsar Ali Integrated Ph.D Whole-time Reg. No. 15286-KC-2013	Dr. Sumaira (Assistant Professor)	STRATEGIC PERFORMANCE EVALUATION IN FMCG SECTOR: AN EMPIRICAL STUDY	Strategic Performance Evaluation in FMCG Sector: An Empirical Study	Objectives to be reframed.

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32.	Azra Mushtaq Integrated Ph.D Whole-time Reg. No. 25158-NW-2010	Dr. Sumaira (Assistant Professor)	Innovation and Performance of Manufacturing Firms: An Empirical Study	Innovation and Firm Performance of Manufacturing Firms: An Empirical Study	1. Topic modified. II. Reframe the objectives as per title.
33.	Rugia Rasool Integrated Ph.D Whole-time Reg. No. 20821-G-2012	Dr. Sumaira (Assistant Professor)	IMPACT OF STRATEGIC ORIENTATION ON FIRM PERFORMANCE: AN EMPIRICAL ASSESSMENT	Impact of Strategic Orientation on Firm Performance: An Empirical Assessment	Reframe objectives.
34.	Annum Makhdoomi Integrated Ph.D NET whole-time Reg. No. 744-CST-2012	Dr. Aijaz Ahmad Khaki (Assistant Professor)	Examining the Resident Perception and Attitude Towards Sustainable Tourism Development: Evidences from Jammu and Kashmir	Examining the Resident Perception and Attitude Towards Sustainable Tourism Development: Evidences from Jammu and Kashmir	
35.	Shahzada Shahid Gulzar Integrated Ph.D NET whole-time Reg. No. 2-SCU-2012	Dr. Irfana Rashid (Assistant Professor)	Entrepreneurship in Tourism: The Interplay between Cognitive and External Factors	Entrepreneurship in Tourism: The Interplay between Cognitive and External Factors	Reframe objectives as per topic.

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36.	Aashiq Hussain Lone Integrated Ph.D JRF/NET/SET Whole-time Reg.No.88-BS-2011	Dr. Irfana Rashid (Assistant Professor)	Stakeholder Led Sustainability Assessment of Organic Farming Practices: Co-Cultivation and Co- Management	Stakeholder Led Sustainability Assessment of Organic Farming Practices: Co-Cultivation and Co- Management	
37.	Shahbaz ul Islam Integrated Ph.D Whole-time Reg.No.10246-KUL-2012	Dr. Zahoor Ahmad Parray (Assistant Professor)	Impact of workplace incivility on Job Related Outcomes: Testing the Mediating Effect of Emotional Exhaustion	Impact of workplace incivility on Job Related Outcomes: Testing the Mediating Effect of Emotional Exhaustion	5 <sup>th</sup> objective to be deleted.
38.	Sajad Ahmad Ganai Integrated Ph.D NET Whole-time Reg.No. 32289-SP-2009	Dr. Zubair Ahmad Dada (Assistant Professor)	Impact of Border Tourism on the Development of Border Regions in Conflict Zones: An Empirical Study	Impact of Border Tourism on the Development of Border Regions in Conflict Zones: An Empirical Study	4 <sup>th</sup> objective to be deleted.
39.	Zahid Ilyas Integrated Ph.D JRF/NET/SET Whole-time Reg.No. 18224-G-2009	Prof. Musiaq A. Siddiqi	Influence of Pharmaceutical Marketing Strategies on Physician Prescribing Behaviour: An Empirical Study	Influence of Pharmaceutical Marketing Strategies on Physician Prescribing Behaviour: An Empirical Study	

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40.	Falak Mubashir Sahaf Integrated Ph.D NET whole-time Reg.No. 111-BS-2012	Prof. Mustaq A. Siddiqi	Impact of Customer Engagement on Customer Retention in Service Industry: A Study of Select Service Organizations	Impact of Customer Engagement on Customer Retention in Service Industry: A Study of Select Service Organizations	
41.	Peer Asif Ahmad Integrated Ph.D whole-time Reg.No. 129-Ph.D-2019	Dr. Mushtaq A. Siddiqi	Impact of Celebrity Endorsement on Customer Brand Awareness and Loyalty: An Empirical Study	Impact of Celebrity Endorsement on Customer Perception and Attitude: An Empirical Study	I. Topic modified. II. Registration certificate required.
42.	Tahmeed Ahmad Badam Integrated Ph.D NET Whole-time Reg.No.41471-Aug-2001	Dr. Shahawaz Ahmad Dar (Assistant Professor)	Antecedents and Consequences of Destination Image: An Empirical Study	Antecedents and Consequences of Destination Image: An Empirical Study	I. Reframe the objectives in light of topic. II. Revival of registration required from Registration Section.



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43. Isma Bashir Ph.D Whole-time Reg.No.51949-W-2007	Prof. Shabir Ahmad Bhar	Entrepreneurial Intention among Higher Education Students: An Empirical Study	Entrepreneurial Intention among Higher Education Students: An Empirical Study	6 <sup>th</sup> objective to be deleted.
44. Ifra Bashir Integrated Ph.D JRF/NET/SET Whole-time Reg.No.28724-1C-2011	Dr. Ishityaq Hussain Qureshi (Assistant Professor)	Relationship between Employee Financial Well-being and Employee Productivity: Evidence from Service Sector	Relationship between Employee Financial Well-being and Employee Productivity: Evidence from Service Sector	Reframe the objectives.

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**University of Kashmir-Srinagar**  
**Office of Dean Research**

No: F (BORS-Business Studies)Res/KU/19  
Dated December 30, 2019

Ku2019-DRES-10033

**The Head**  
Deptt. of Management Studies  
University of Kashmir  
Srinagar

**Ref: Meeting of Board of Research Studies in Business Studies held on 07-12-2019.**

Sir,

I have been directed to enclose herewith statement of particulars/proposed topics of research of the scholars considered for registration by BORS at its meeting held on **07-12-2019** for your remarks/comments/correction if needed. The same may please be returned within 3 days so that minutes of the meeting are submitted to the Vice-Chancellor for approval.

Yours faithfully,

Assistant Registrar  
Research

and  
7/1/20

①  
Dr. Ishtiaq  
Ok put up  
Agm  
4/1/20

②  
Mrs Anam Ji  
phy check + verify  
DE details of scholar etc.  
7/1/20

③ Particulars verified.  
7/1/20

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## Annexure- C

## Department: Management Studies

S. No	Name of the scholar	Name of the Supervisor	Proposed topic of research	Approved topic of research	Remarks
01.	Fiza Hilal I-Ph.D Whole-time Reg. No.96-BS-2011	Prof. Shahir Ahmad Bhat	Use of Social Media and its Role in Consumer Purchase Decision: An Empirical Study	Use of Social Media and its Role in Consumer Purchase Decision: An Empirical Study	
02.	Hakim Basim Hussain (NET) I-Ph.D Whole-time Reg. No.22390-1C-2007	Prof. Mushaq Ahmad Darzi	Retirement Savings Behaviour- An Empirical Study	Retirement Savings Behaviour: An Empirical Study	Topic modified
03.	Sajad Ahmad Chalkoo I-Ph.D Whole-time Reg. No.18351-1C-2004	Prof. Iqbal Ahmad Hakim	Digital Marketing Channel Preference: A Comparative Study of Millennials and Non-Millennials	Digital Marketing Channel Preference: A Comparative Study of Millennials and Non-Millennials	
04.	Sana Shawl I-Ph.D (NET) Whole-time Reg. No.50136-W-2007	Prof. Bashir Ahmad Joo	Pattern and Growth Impact of Foreign Direct Investment Inflows in BRICS Economies	Pattern and Growth Impact of Foreign Direct Investment Inflows in BRICS Economies	



06. ✓ Iqra Shafiq Bhat I-Ph.D Whole-time (NET) Reg. No. 56451-W-2010	Dr. Farzana Gulzar Assistant Prof.	An Empirical Study of Factors Influencing Women Technopreneurship	An Empirical Study of Factors Influencing Women Technopreneurship (in J&K)	Topic modified. <i>Selected as a research topic in J&amp;K</i> <i>Shahid is not a scholar</i> <i>to be kept. (P.M)</i>
07. ✓ Starla Ehsan I-Ph.D Whole-time Reg. No. 77441-C-2010	Dr. Ajeer Akbar Mr.	Digital Entrepreneurial Intentions- An Empirical Study		I. Topic of research not in sync with objectives. II. DRC should ensure that the title clearly reflects the work to be carried out by the scholars III. Revised topic recommended by DRC to be routed through Dean School of Business Studies for approval of Dean Research.
08. ✓ Basharat Hussain I-Ph.D Whole-time Reg. No. 136-BS-2012	Dr. Sumaira Assistant Professor	Role of Destination Image in Developing Tourist Loyalty: An Empirical Study of Rural Tourism	Role of Destination Image in Developing Tourist Loyalty: An Empirical Study of Rural Tourism	

\* Revised topic of research duly recommended by DRC alongwith the revised synopsis and one page synopsis is enclosed. (5 no 7)

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<p>09. Mukhtar Bin Farooq Ibni Ali I-Ph.D Whole-time Reg. No.24541-IC-2009</p>	<p>Dr. Reyaz Ahmad Quershi</p>	<p>Evaluation of host community attitude towards tourism development: A Study of Jammu and Kashmir</p>	<p>Evaluation of host community attitude towards tourism development in Jammu &amp; Kashmir</p>	<p>Topic modified.</p>
<p>10. Nassar Ahmed I-Ph.D Whole-time Reg. No.42942-A-2009</p>	<p>Dr. Shah Nawaz Ahmad Dar</p>	<p>Cultural heritage tourism in Jammu and Kashmir: An Empirical Study</p>	<p>Cultural heritage tourism in Jammu and Kashmir: An Empirical Study</p>	<p>Scholar to consult a statistician with regard to appropriateness of sample size.</p>
<p>Numiara Showkat Ph.D Whole-time Reg. No.40465-W-2003 <i>40645-W-2003</i></p>	<p>Dr. Khurshid Ali</p>	<p>Impact of working Capital Management on the Financial Performance of Select Industries: An Evidence from India</p>	<p>Impact of working Capital Management on the Financial Performance of Select Industries in India</p>	<p>I. Topic modified. II. DRC to suggest name of a co-supervisor for the scholar.</p>
<p>13. Ruku Majeed Ph.D Whole-time Reg. No. 19783-NW-2007</p>	<p>Prof. Musadig Amin Sahaf Prof. Mushtaq Ahmed Siddiqi (co-Supervisor)</p>	<p>Impact of Service Orientation on Desired Organizational Outcomes: An Organizational Perspective</p>	<p>Impact of Service Orientation on Desired Organizational Outcomes: An Organizational Perspective in Banking Institutions</p>	<p>Topic modified.</p>

14.	Danish Meraji Ph.D Whole-time Reg. No.42365-S-2008	Dr. Ishiaq Hussain Quershi Assistant Professor	Effect of Green Brand Positioning on Consumer Attitude and Purchase Intentions: An Empirical Study of Young Consumers	Effect of Green Brand Positioning on Consumer Attitude and Purchase Intentions: An Empirical Study	Topic modified.
15.	Muzaffar Ahmad War Ph.D Whole-time Reg. No.18779-IC-2004	Prof. Mushtaq Ahmad Siddiqi	Impact of Financial Literacy on Saving and Investment among Individuals: An Evidence from the State of J & K	Impact of Financial Literacy on Saving and Investment among Individuals: An Evidence from J & K	One page synopsis casually prepared which has been viewed seriously.
16.	Aiman Fiyaz Ph.D Whole-time Reg. No.979-PGD-2011	Dr. Farzana Gulzar Assistant Professor	Social Entrepreneurship Intentions of Youth: An empirical Study of J & K	Social Entrepreneurship Intentions of Youth: An empirical Study of J & K	
17.	Fiza Fayaz Ph.D Whole-time Reg. No.976-PGD-2011	Prof. Mushtaq Ahmad Darzi	Post Purchase Behaviour of Online Customers- An Empirical Analysis	Post Purchase Behaviour of Online Customers- An Empirical Analysis	
18.	Asima Altaf Ph.D Whole-time Reg. No.21053-NW-2007	Prof. Shabir Ahmad Bhat	Impact of Training & Development on Career Advancement in Banking Industry of Northern India	Impact of Training and Development on Career Advancement in Banking Industry of Northern India	Topic modified.

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19.	Irshad Ahmad Malik I-Ph.D (NET) part-time Reg. No.15503-IC-2000 ✓	Prof. S. Mufeed Ahmad	Human Resource Development Practices and Corporate Performance : An Assessment of Indian Financial Institutions	Human Resource Development Practices and Corporate Performance : An Assessment of Indian Financial Institutions	Part-time scholar shall be allowed to join research programme only after production of <u>Length of</u> <u>service certificate, permission</u> <u>and leave sanction order</u> from Parent Department.
20.	Danish Iqbal <del>Mattoo</del> Ph.D Whole-time Reg. No. 39643-A-2007 ✓	Dr. Riyaz Ahmad Qureshi	Tourism Entrepreneurship in Jammu & Kashmir: An Analysis of Opportunities and Challenges	Tourism Entrepreneurship in Jammu & Kashmir: An Analysis of Opportunities and Challenges	One page synopsis not submitted which was viewed seriously by the BORS.



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UNIVERSITY OF KASHMIR, SRINAGAR  
Office of the Dean, Research

Minutes of the meeting of Board of Research  
Studies in Business Studies held on 13-11-2023 at 11:00 A.M in the  
Committee Room of the Old Administration Block, University Campus,  
Srinagar.

Present

1. Prof. Nilofer Khan  
Vice-Chancellor (In the Chair)
2. Prof. Farooq A. Masoodi  
Dean Academic Affairs
3. Prof. Irshad A. Nawchoo  
Dean Research
4. Prof. Nazir Ahmad Nazir  
Dean, School of Business Studies
5. Dr. Nisar Ahmad Mir  
Registrar
6. Head, Deptt. of Commerce,
7. Head, Deptt. of Management Studies;
8. Head, Deptt. of Economics;
9. Director, South Campus
10. Director, North Campus
11. Co-ordinator, Tourism, Hospitality & Leisure Studies

At the outset, Dean Research welcomed the members and requested Hon'ble Vice-Chancellor for her introductory remarks. Hon'ble Vice-Chancellor desired that the quality research needs to be promoted among the schools in the University and impressed upon concerned Heads of Deptts. that meetings of Research Progress Assessment Committees (RPAC), Departmental Research Committees and Board of Research Studies should be held on time and so that the scholars do not suffer. Final submission of RPAC is to be considered vacant seat from the supervisor. Supervisor/Deptt. is bound to complete and conduct the RPAC's within the residency period (periodically). Besides, where interdisciplinary research is involved, a subject expert shall be invited for advice in the concerned BORS. Further there shall be two pages of synopsis instead of one page so that the intention of the research of the scholar is to be understood and grasp by Board members. Thereafter, the Dean Research introduced the agenda of the BORS for discussion.

Item

No.01 Perusal of the action taken report on the resolutions adopted by the BORS in Business Studies meeting held on 22-02-2023.

Action taken report on the minutes of the last meeting of BORS in Business Studies held on 22-02-2023, was perused.

*Dr. Intigial Jureen*  
*Please inform the concerned supervisor about changes and scholars so that finalisation of the report is commenced*

*13/11/23*





The meeting terminated with a vote of thanks to the Chair.

Sd/-  
Vice-Chancellor

Sd/-  
Dean Research



UNIVERSITY OF KASHMIR, SRINAGAR  
OFFICE OF THE DEAN RESEARCH

No: F (BORS-Business Studies) KU/23  
Dated: December, 12, 2023

KU/23-BORS-20193

Copy of the minutes approved by the Vice-Chancellor forwarded to Head, Deptt. of Mgt. Studies for information and necessary action. Copy of the statement containing particulars of the candidates considered for registration is enclosed. After fulfillment of the conditions if any given in the remarks column, following documents of the scholars may please be forwarded to the office of undersigned for reckoning of the registration of the scholars:-

1. Joining report allowed by the Head Director after payment of admission fee as per fee structure in vogue at the time of joining by the scholar.
2. Fee vouchers in original.
3. Affidavit duly sworn in before 1<sup>st</sup> class judicial Magistrate to the effect that the scholar is not working in any Govt/Semi Govt Deptt. permission and leave sanction order from parent Deptt. for joining research programme and putting in residency period (in case of part-time scholars).
4. Any other document required for the purpose.

Affkan  
Assistant Registrar  
(Research)

M. A.  
11/12/23



20193  
KUS-RES-2019

**UNIVERSITY OF KASHMIR, SRINAGAR**  
Office of the Dean, Research

Minutes of the meeting of Board of Research  
Studies in Business Studies held on 13-11-2023 at 11:00 A.M in the  
Committee Room of the Old Administration Block, University Campus,  
Srinagar.

**Present**

1. Prof. Nilofer Khan  
Vice-Chancellor
2. Prof. Farooq A. Masoodi  
Dean Academic Affairs
3. Prof. Irshad A. Nawchoo  
Dean Research
4. Prof. Nazir Ahmad Nazir  
Dean, School of Business Studies
5. Dr. Nisar Ahmad Mir  
Registrar
6. Head, Deptt. of Commerce,
7. Head, Deptt. of Management Studies;
8. Head, Deptt. of Economics;
9. Director, South Campus
10. Director, North Campus
11. Co-ordinator, Tourism, Hospitality & Leisure Studies

(In the Chair)

At the outset, Dean Research welcomed the members and requested Hon'ble Vice-Chancellor for her introductory remarks. Hon'ble Vice-Chancellor desired that the quality research needs to be promoted among the schools in the University and impressed upon concerned Heads of Deptts. that meetings of Research Progress Assessment Committees (RPAC), Departmental Research Committees and Board of Research Studies should be held on time and so that the scholars do not suffer. Final submission of RPAC is to be considered vacant seat from the supervisor. Supervisor/Deptt. is bound to complete and conduct the RPAC's within the residency period (periodically). Besides, where interdisciplinary research is involved, a subject expert shall be invited for advice in the concerned BORS. Further there shall be two pages of synopsis instead of one page so that the intention of the research of the scholar is to be understand and grasp by Board members. Thereafter, the Dean Research introduced the agenda of the BORS for discussion.

**Item**

**No.01** Perusal of the action taken report on the resolutions adopted by the BORS in Business Studies meeting held on 22-02-2023.

Action taken report on the minutes of the last meeting of BORS in Business Studies held on 22-02-2023, was perused.

*Dr. Ishfaq Hussain*  
Please inform the concerned Supervisors about changes and schedule so that finalization of the topic is ensured

13/11/23

**Item**

**No.02 Confirmation of minutes of the last meeting of the BORS in Business Studies held on 22-02-2023.**

**Resolved that the minutes of the last meeting of the BORS in Business Studies held on 22-02-2023, be confirmed.**

**Item**

**No.03 Consideration of the grant of registration in favour of the candidates listed in Annexure A, B & C for pursuit of Integrated Ph.D/Ph. D programmes on whole-time/part-time basis as detailed in the respective annexures of the agenda against each candidate, in the following disciplines of the School of Business Studies:-**

A) Management Studies

B) Commerce

C) Economics

**Resolved that the candidates enlisted in annexures A, B & C of Departments in the School of Business Studies be registered for pursuit of Integrated Ph.D/Ph.D programme on whole-time/part-time basis on the conditions (if any) indicated against each in the remarks column of the respective annexure.**

**Item**

**No.04 Ratification of the action taken by the Hon'ble Vice-Chancellor in having authorized grant of recognition of four teachers to act as supervisors to guide Ph.D research scholars in the discipline of Management Studies and Mathematics (North Campus).**

**Resolved that the action taken by the Hon'ble Vice-Chancellor in having authorized recognition of following four teachers to act as supervisors to guide Ph.D research scholars in the discipline shown against each be ratified:-**

<i>S.No</i>	<i>Name of the teacher</i>	<i>Discipline</i>
1.	Dr. Viqar u Nisa, Assistant Professor Management Studies North Campus, University of Kashmir	Management Studies
2.	Dr. Maleeha Gul Assistant Professor Management Studies North Campus, University of Kashmir	Management Studies
3.	Dr. Ambreen Khursheed Wani Assistant Professor Management Studies North Campus, University of Kashmir	Management Studies
4.	Dr. Waseem Jeejani Bakshi Assistant Professor Computer Science & Engineering North Campus, University of Kashmir	Computer Sciences

The meeting terminated with a vote of thanks to the Chair.

*Dr. Arshad*  
*Dear Research*



The meeting terminated with a vote of thanks to the Chair.

Sd/-  
Vice-Chancellor

Sd/-  
Dean Research



UNIVERSITY OF KASHMIR, SRINAGAR

OFFICE OF THE DEAN RESEARCH

No: F (BORS-Business Studies) KU/23

Dated: December, 12, 2023

KU/23-DRC-2023


Copy of the minutes approved by the Vice-Chancellor forwarded to Head, Deptt. of *Mgt. Studies* for information and necessary action. Copy of the statement containing particulars of the candidates considered for registration is enclosed. After fulfillment of the conditions if any given in the remarks column, following documents of the scholars may please be forwarded to the office of undersigned for reckoning of the registration of the scholars:-

1. Joining report allowed by the Head Director after payment of admission fee as per fee-structure in vogue at the time of joining by the scholar
2. Fee vouchers in original
3. Affidavit duly sworn in before 1<sup>st</sup> class judicial Magistrate to the effect that the scholar is not working in any Govt./Semi Govt Deptt. permission and leave sanction order from parent Deptt. for joining research programme and putting in residency period (in case of part-time scholars).
4. Any other document required for the purpose.

*Akhtar*  
Assistant Registrar  
(Research)

*Mus*  
11/12/23

S. No.	Name of the Scholar	Name of the Supervisor	Proposed Topic of Research	Approved Topic of Research	Remarks
01.	Komeesa Shaban Integrated Ph.D Whole-time Reg. No.26704-NW-2011	Dr. Aijaz Ahmad Khaki, Assistant Professor Tourism and Leisure Studies	Destination Personality and Tourist Behavioural Intentions: Exploring Mediating Role of Self- Congruity and Tourist Satisfaction	Destination Personality and Tourist Behavioural Intentions: Exploring Mediating Role of Self- Congruity and Tourist Satisfaction	
02.	Wassem Ahmad Bhai Integrated Ph.D Whole-time Reg. No.7208-K(1)-2010	Dr. Reyaz Ahmad Qureshi Assistant Professor  Dr. Zubair Ahmad Dada Assistant Professor DDE (Co-Supervisor)	Impact of Entrepreneurial Ecosystem on Rural Tourism Entrepreneurial Intention: Exploring the Mediating Role of Self-Efficacy	Impact of Entrepreneurial Ecosystem on Rural Tourism Entrepreneurial Intention: Exploring the Mediating Role of Self-Efficacy	
03.	Seerat Mushtaq Integrated Ph.D Whole-time Reg. No.66691-W-2014	Dr. Ajaz Akbar Mir Associate Professor	Workforce Diversity and Employee Performance in Higher Educational Institutions: Exploring the Mediating Role of Employee Work Engagement	Workforce Diversity and Employee Performance in Higher Educational Institutions: Exploring the Mediating Role of Employee Work Engagement	

  
 Dean Research

04.	Nauzira Lateef Khan Integrated Ph.D Whole-time Reg. No 64022-W-2013	Dr. Ishiaq Hussain Qureshi Associate Professor	Impact of Green Advertising and Green Brand Knowledge on Green Purchase Intention: A Mediation Moderation Study	The Head Dept. of Management Studies has certified the topic through DRC and the topic already proposed is found correct.
05.	Uzma Siddiq Integrated Ph.D Whole-time Reg. No 61227-W-2012	Dr. Tariq Ahmad Lane Associate Professor	Impact of Corporate Social Responsibility on Organisational Performance in the Telecommunication Sector: Exploring the Mediating role of Corporate Reputation	Impact of Corporate Social Responsibility on Organisational Performance in the Telecommunication Sector: Exploring the Mediating role of Corporate Reputation
06.	Kohli Jan Integrated Ph.D Whole-time Reg. No 42394-W-2004	Dr. Raif Ahmed Khan Scientist-B	Design and Development of e-Learning System for Higher Education: A Post-Pandemic Framework	Design and Development of e-Learning System for Higher Education: A Post-Pandemic Framework  The Head Dept. of Management Studies has certified the topic through DRC and the topic already proposed is found correct.


*Dean Research*



07.	Tazeen Kaul Integrated Ph.D Whole-time Reg. No.44562-S-2011	Prof. Mushtaq Ahmad Siddiqi	Impact of Social Media Marketing on Purchase Intentions of Skincare Products among Youth	Impact of Social Media Marketing on Purchase Intentions of Skincare Products among Youth	The Head Dept. of Management Studies has certified the topic through DRC and the topic already proposed is found correct.
08.	Farhaan Rashid Integrated Ph.D Whole-time Reg. No.28869-IC-2011	Dr. Rafi Ahmed Khan Scientist-B  Dr. Ishaq Hussain Qureshi Associate Professor Dept. of Management Studies	Examining the Influence of Firm- Specific and Macroeconomic Variables on the Financial Distress of Indian Banks: An Empirical Study	Examining the Influence of Firm- Specific and Macroeconomic Variables on the Financial Distress of Indian Banks: An Empirical Study	Co-guide suggested by the DRC.
09.	Ambreen Khadija Integrated Ph.D Whole-time Reg. No.61312-W-2012	Dr. Rafi Ahmed Khan Scientist-B	Impact of Socio-economic and Demographic Factors on Digital Divide in Higher Education: An Empirical Study	Impact of Socio-economic and Demographic Factors on Digital Divide in Higher Education: An Empirical Study	

*Wakil*  
*Dean Research*

11.	Nadiya Nazeer Integrated Ph.D Whole-time Reg. No. 29/80-NW-2013	Dr. Farzana Gulzar Associate Professor	Reflections on Gender Development: An Empirical Evidence from Education to Employment and Empowerment	Gender, Education and Empowerment: Examining the Mediating Role of Employment	Topic modified.
12.	Shah Hussain Integrated Ph.D Whole-time Reg. No. 10269-IC-SC-2011	Dr. Farzana Gulzar Associate Professor	Impact of Emotional and Spiritual Intelligence on Job Performance: Exploring the Mediating Role of Leadership Styles	Impact of Emotional and Spiritual Intelligence on Job Performance: Exploring the Mediating Role of Academic Leaders	Topic modified.

  
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13.	Nabila Mushtaq Integrated Ph.D Whole-time Reg. No. 26695-NW-2011	Dr. Farzana Gulzar Associate Professor	Impact of Skill-Based Education on Student's Employability: Exploring the Mediating role of Self-Efficacy	Impact of Skill-Based Education on Student's Employability: Exploring the Mediating role of Self-Efficacy	
14.	Mehwish Mohi ud din Integrated Ph.D Whole-time Reg. No. 2170-KSR-2012	Prof. Mushtaq Ahmad Darzi	Impact of Liquidity and Profitability on Corporate Social Responsibility: A Study of Select Listed Companies in India	Impact of Liquidity and Profitability on Corporate Social Responsibility: A Study of Select Listed Companies in India	
15	Peerzada Munaqib Naseer Integrated Ph.D Whole-time Reg. No. 32701-IC-2013	Prof. Mushtaq Ahmad Darzi	Consumer perception and Purchase Intention towards Organic Food for Sustainability: An Empirical Study	Consumer perception and Purchase Intention towards Organic Food for Sustainability: An Empirical Study	

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16.	Asif Maqbool Dendra Ph.D Whole-time Reg. No 525-16GD-2005	Prof. Bashir Ahmad Joo	Determinants of Financing and Financial Risk of Hydro-Power Projects in J&K: An Empirical Analysis	Determinants of Financing and Financial Risk of Hydro-Power Projects in J&K: An Empirical Analysis	
17.	Bilal Farooq Integrated Ph.D Whole-time Reg. No 27910-SJ-2014	Prof. Iqbal Ahmad Hakim	Relationship between Total Quality Management Practices and Organisation Performance: A Comparative Study of Select Hospitals	Relationship between Total Quality Management Practices and Organisational Performance: A Comparative Study of Select Hospitals of Northern India	Topic modified.
18.	Avash Manzoor Integrated Ph.D Whole-time Reg. No 185-PHD-2021	Prof. Iqbal Ahmad Hakim	Impact of Social Media Influencer Marketing on Purchase Intention among Gen Y and Gen Z: Exploring the Mediating Effect of Brand Awareness	Impact of Social Media Influencer Marketing on Purchase Intention among Gen Y and Gen Z: Exploring the Mediating Effect of Brand Awareness	
19.	Baziya Farooq Integrated Ph.D Whole-time Reg. No 178-PHD-2021	Prof. Iqbal Ahmad Hakim	Impact of Employer Branding on Organisational Citizenship Behaviour in IT Sector: Exploring the Mediating Role of Job Satisfaction	Impact of Employer Branding on Organisational Citizenship Behaviour in IT Sector: Exploring the Mediating Role of Job Satisfaction	

*Done*  
*Dean Research*

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UNIVERSITY OF KASHMIR, SRINAGAR  
Office of the Dean, Research

Minutes of the meeting of Board of Research  
Studies in Business Studies held on 22-02-2023 at 11:00 A.M in the  
Committee Room of the Old Administration Block, University Campus,  
Srinagar.

**Present**

1. Prof. Nilofer Khan (In the Chair)  
Vice-Chancellor
2. Prof. Farooq A. Masoodi  
Dean Academic Affairs
3. Prof. Irshad A. Nawchoo  
Dean Research
4. Prof. Nazir Ahmad Nazki  
Dean, School of Business Studies
5. Dr. Nisar Ahmad Mir  
Registrar
6. Head, Deptt. of Commerce;
7. Head, Deptt. of Management Studies;
8. Head, Deptt. of Economics;
9. Co-ordinator, Tourism, Hospitality & Leisure Studies

At the outset, Dean Research welcomed the members and requested Hon'ble Vice-Chancellor for her introductory remarks. Hon'ble Vice-Chancellor desired that the quality research needs to be promoted among the schools in the University and impressed upon concerned Heads of Deptts. that meetings of Research Progress Assessment Committees (RPAC), Departmental Research Committees and Board of Research Studies should be held on time and so that the scholars do not suffer, besides Hon'ble Vice-Chancellor desired that the topics of scholars should be discussed thoroughly in Departmental Research Committee (DRC) and pre-BORS meetings and inputs from the subject experts in the area of research should be sought in whatever manner possible to make the research need based.

The Dean Research provided a brief summary of the progress and initiatives undertaken in the university recently to improve the sponsored and academic research in the University. Thereafter, the Dean Research introduced the agenda of the BORS for discussion.

**Item**

**No.01 Perusal of the action taken report on the resolutions adopted by the BORS in Business Studies meeting held on 03-11-2021.**

Action taken report on the minutes of the last meeting of BORS in Business Studies held on 03-11-2021. was perused.

Item

No. 02 Confirmation of minutes of the last meeting of the BORS in Business Studies held on 03-11-2021.

Resolved that the minutes of the last meeting of the BORS in Business Studies held on 03-11-2021, be confirmed.

Item

No.03 Consideration for recognition as guide to supervise Ph.D scholars in the discipline of Commerce in respect of Dr. Sartaj Hussain, Assistant Professor, Deptt. of Commerce.

Resolved that Dr. Sartaj Hussain, Assistant Professor, Deptt. of Commerce be recognized as supervisor to supervise Ph.D scholars in the discipline of Commerce.

Item

No.04 Consideration of the grant of registration in favour of the candidates listed in Annexure A & B for pursuit of Integrated Ph.D/Ph. D programmes on whole-time/part-time basis as detailed in the respective annexures of the agenda against each candidate, in the following disciplines of the School of Business Studies:-

- A) Management Studies
- B) Economics

Resolved that the candidates enlisted in annexures A & B of Departments in the School of Business Studies be registered for pursuit of Integrated Ph.D/Ph.D programme on whole-time/part-time basis on the conditions (if any) indicated against each in the remarks column of the respective annexure.

The meeting terminated with a vote of thanks to the Chair.

Sd/-  
Dean Research

Sd/-  
Vice-Chancellor



UNIVERSITY OF KASHMIR, SRINAGAR  
OFFICE OF THE DEAN RESEARCH

No: F (BORS-Business Studies) KU/23  
Dated: March 14, 2023

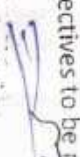
12/12/23 - BORS - 10

Copy of the minutes approved by the Vice-Chancellor forwarded to Head, Deptt. of mgd studies for information and necessary action. Copy of the statement containing particulars of the candidates considered for registration is enclosed. After fulfillment of the conditions if any given in the remarks column, following documents of the scholars may please be forwarded to the office of undersigned for reckoning of the registration of the scholars:-

1. Joining report allowed by the Head/Director after payment of admission fee as per fee structure in vogue at the time of joining by the scholar.
2. Fee vouchers in original.
3. Affidavit duly sworn in before 1<sup>st</sup> class judicial Magistrate to the effect that the scholar is not working in any Govt./Semi Govt Deptt. permission and leave sanction order from parent Deptt. for joining research programme and putting in residency period (in case of part-time scholars).
4. Any other document required for the purpose.




Assistant Registrar  
(Research) 14/3/23  
Page 2 of 2



S. No	Name of the scholar	Name of the Supervisor	Proposed topic of research	Approved topic of research	Remarks
01	Nashmeel Gowher Integrated Ph.D JRF/NET Whole-time Reg. No.28854.NW-2013	Prof. Iqbal Ahmed Hakeem	Impact of Relationship Marketing on Customer Satisfaction: Exploring the Mediating Role of Impulse Buying and Cognitive Dissonance	Impact of Relationship Marketing on Customer Satisfaction: Exploring the Mediating role of Impulse Buying and Cognitive Dissonance	
02	Mudasir Ahmad T... Integrated Ph.D NET whole-time Reg. No.22832-RC-2009	Prof. Iqbal Ahmed Hakeem	Impact of Consumer Perception on Buying Behavior in Online Shopping: A Study of Online Shopping Platforms	Impact of Consumer Perception on Buying Behavior in Online Shopping: A Study of online Shopping Platforms	
03	Shah Faheem Integrated Ph.D whole-time Reg.No.32716-IC-2015	Prof. Iqbal Ahmed Hakeem	Impact of Customer Relationship Management Practices on Organisational Performance in Banking Sector: Exploring the Role of Customer Engagement and Social Media Usage	Impact of Customer Relationship Management Practices on Organisational Performance in Banking Sector: Exploring the role of Customer Engagement and Social Media Usage	Objectives to be redefined. 

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04.	Raja Haamid Zamir Integrated Ph.D NEF Whole-time Reg. No.27907-SI-2014	Prof. Iqbal Ahmed Hakeem	Vertical Integration System and Supply Chain Management: An Empirical Study of Horticulture Sector in J&K	Vertical Coordination System and Supply Chain Management: An Empirical Study of Horticulture Sector in J&K	Topic modified. Objectives to be modified in light of the modified topic.
05.	Brial Ahmad Kumar Integrated Ph.D NIFT/JRF Whole-time Reg. No.70484-Aug-2013	Prof. S. Mufeed Ahmad	Impact of Employee Engagement on Organizational Performance in the Banking Sector	Impact of Employee Engagement on Organizational Performance in the Banking Sector	
06.	Novshiba / Integrated Ph.D NPT Whole-time Reg. No.27840-IC-2013	Prof. S. Mufeed Ahmad	Human Resource Management Practices and Employee Retention in Telecommunication Sector: A Relational Study	Human Resource Management Practices and Employee Retention in Telecommunication Sector: A Relational Study	Registration number required from Registration Section.  

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07	Aysha Showkat Bakshi Integrated Ph.D NI-F Whole-time Reg. No.28757-IC-2011	Prof. Mushtaq Ahmad Darzi	Compulsive Buying Behaviour and Financial Trouble among Young Consumers: Moderating Role of Financial Management skills	Compulsive Buying Behaviour and Financial Trouble among Young Consumers: Moderating role of Financial Management skills		
08	Raitha Riyaz Integrated Ph.D NI-F/SET Whole-time Reg. No.26278-NW-2011	Prof. Mushtaq Ahmad Darzi	Impact of Personality Traits on Price Conscious Behaviour of Consumers: Mediating role of Financial Vulnerability	Impact of Personality Traits on Price Conscious Behaviour of Consumers: Mediating role of Financial Vulnerability		I. Objectives to be redrafted in light of Pre-BORS discussion. II. Revival/registration certificate is required from the Registration Section.
09	Naveeda Integrated Ph.D NI-F/SET Whole-time Reg. No.27554-NW-2012	Prof. Mushtaq Ahmad Darzi	Impact of E-Marketing on Buying Behavior- A study of Rural Customers in Kashmir	Impact of E-Marketing on Buying Behavior: A study of Rural Customers in Kashmir		

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10.	Ifrah Mehraj Integrated Ph.D Whole-time Reg. No 28992-MW-2013	Prof. Bashir Ahmad Joo	Relationship among Macroeconomic Variables, Oil Prices and Stock Market Performance: An Empirical Study of Select Emerging Asian Economies	Relationship among Macroeconomic Variables, Oil Prices and Stock Market Performance: An Empirical Study of Select Emerging Asian Economies
11.	Nisar Ahmad Kakroo Integrated Ph.D Whole-time Reg. No 21792-SI-2004	Dr. Zubair Ahmad Dada Assistant Professor DDE	Impact of Perceived Quality of Adventure Tourism Infrastructure on Destination Revisit Intention: Exploring the Mediating Role of Tourist Satisfaction	Impact of Perceived Quality of Adventure Tourism Infrastructure on Destination Revisit Intention: Exploring the Mediating Role of Tourist Satisfaction
12.	Sabreena Nawaz Integrated Ph.D NE I Whole time Reg. No 61661-W-2012	Dr. Zubair Ahmad Dada Assistant Professor DDE	Perceived Impacts of Urban Heritage Tourism Development on Built Environment and Community Participation: A Study of Urban Residents. Perception	Perceived Impact of Urban Heritage Tourism Development on Built Environment and Community Participation: An Analytical Study  Topic modified.  5

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13	Inshah Fayaz Mir Integrated Ph.D Whole time Reg. No.25177/NW-2010	Dr. Rafi Ahmad Khan Scientist Dr. Aijaz Akbar Mir Assistant Professor (Co-supervisor)	Relationship among Social Media Marketing, Brand Equity and Purchase Intention: A Study of Select Beauty Products	Relationship among Social Media Marketing, Brand Equity and Purchase Intention: A Study of Select Beauty Products	<i>Aff. Asst. Prof. Dr. Rafi Ahmad Khan</i>
14	Ishret Fayaz Integrated Ph.D NET Whole time Reg. No.27465/NW-2012	Dr. Farzana Gulzar Assistant Professor	Impact of Organizational Climate and Family Support on Work-Life Balance of Women Employees in the Universities of J&K: An Empirical Study	Impact of Organizational Climate and Family Support on Work-Life Balance of Women Employees in the Universities of J&K: An Empirical Study	
15	Faika Amin Mir Integrated Ph.D Whole-time Reg. No.32455-IC-2012	Dr. Farq Ahmad Lone Assistant Professor Dr. Ishiyaz H. Qureshi Assistant Professor (Co-supervisor)	Influence of E-Service Quality and Customer Satisfaction on Customer Purchase Behavior: An Empirical Study of Online Buyers	Influence of E-Service Quality and Customer Satisfaction on Customer Purchase Behavior: An Empirical Study of Online Buyers	

*Done*

*Mir*

16.	Salman Farooq Dar Integrated Ph.D NET Whole-time Reg. No. 1452-SME-2019	Dr. Tariq Ahmad Lone Assistant Professor	Impact of Information Technology Usage on Visibility, Resilience and Performance of Supply Chain Management: An Empirical Study	Impact of Information Technology Usage on Visibility, Resilience and Performance of Supply Chain Management: An Empirical Study	
17.	Mehd Altaf Wani Integrated Ph.D NET Whole-time Reg. No. 173-PHD-2020	Prof. Iqbal Ahmed Hakeem	Impact of Brand Experience on Brand Loyalty: Exploring the Mediating Role of Brand Personality and Brand Love	Impact of Brand Experience on Brand Loyalty: Exploring the Mediating role of Brand Personality and Brand Love	Objectives to be redrafted as per topics  ④
18.	Andil Shabaan Lone Integrated Ph.D NET Whole-time Reg. No. 145-PHD-2019	Prof. Mushaq Ahmad Siddiqi	Impact of Customer Engagement on Customer Loyalty: Exploring Role of Trust and Technology as Mediators	Impact of Customer Engagement on Customer Loyalty: Exploring the Mediating role of Trust and Technology	I. Topic modified. II. PG marks certificate awarded.  ③

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19.	Aijaz Ahmad Bhat Ph.D NET Whole-time Reg. No. 9202-KT-2009	Dr. Aijaz Akbar Mr Assistant Professor	Green Banking Practices and Customer Satisfaction: A Relational Study in select Banks	Green Banking Practices and Customer Satisfaction: A Relational Study in select Banks	I. Objectives to be redrafted in light of Pre-BORS II. Registration/suggestion discussion/suggestion Registration certificate is required from the Registration Section.
20.	Iqra Riyaz/ Integrated Ph.D Whole-time Reg. No. 28107-1W-2012	Dr. Aijaz Akbar Mr Assistant Professor	Impact of Knowledge Management on Job Performance: Exploring the Mediating Role of Job Satisfaction	Impact of Knowledge Management on Job Performance: Exploring the Mediating role of Job Satisfaction	
21.	Neda ul Bashir Integrated Ph.D NET Whole-time Reg. No. 4778-N-2013	Dr. Shah Nawaz Ahmad Dar Assistant Professor	Personality Traits of Hybrid, Full-Time Tourism Entrepreneurs and Business Performance: An Empirical Study	Personality Traits of Hybrid, Full-Time Tourism Entrepreneurs and Business Performance: An Empirical Study	✓

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22.	Aaqib Bashir Integrated Ph.D Whole-time Reg. No 27727-16-2013	Dr. Aliqaz Ahmad Khaki Assistant Professor	Influence of Sustainable Tourism Development on Destination Competitiveness: Mediating role of Destination social responsibility	Influence of Sustainable Tourism Development on Destination Competitiveness: Mediating role of Destination social responsibility	Revival of registration required from Registration Section.
23.	Lawseeq Ali Khan Integrated Ph.D NET whole-time Reg. No 20492-16-2006	Dr. Aliqaz Ahmad Khaki Assistant Professor	Antecedents of Social Media Adoption and its Influence on the Performance of Hospitality Sector: Mediating Role of Marketing Capabilities	Antecedents of Social Media Adoption and its Influence on the Performance of Hospitality Sector: Exploring the Mediating Role of Marketing Capabilities	<p>Topic modified.</p> <p><del>Registration</del></p> <p>Registration</p> <p>①</p>

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