



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

Dr. Ishtiaq ①
Ok put up
Agm
4/1/20

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

③ Particulars verified.
8/1/20

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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 Hial 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. Mushtaq 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 Economics	Pattern and Growth Impact of Foreign Direct Investment Inflows in BRICS Economics	

06.	Mahrukh Irfad I-Ph.D Whole-time Reg. No.92:6-BW-2011	Dr. Ishraq Hussain Qureshi Assistant Professor	An Empirical Study of Factors Influencing Women Technopreneurship	An Empirical Study of Factors Influencing Women Technopreneurship (in J&K)	Topic modified.
07.	Saira Ehsan I-Ph.D Whole-time Reg. No.77:4AC-2009	Dr. Aziz 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	Topic modified.

* Revised topic of research duly recommended by DRC alongwith the revised synopsis and one page synopsis is enclosed. (S.M.F.)

11/10/20
21/09/20

<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 & 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>Sumaya Ifshan Khan Ph.D Whole-time Reg. No.20874-NW-2007</p>	<p>Prof. Musadig Amin Sahaf Prof. Mushtaq Ahmad Siddiqi (Co-Supervisor)</p>	<p>Job Demands and Service Performance in Higher Education</p>	<p>Job Demands and Service Performance in Higher Education</p>	<p>I. Topic modified. II. DRC to suggest name of a co-supervisor for the scholar.</p>
<p>Numiara Showkat Ph.D Whole-time Reg. No.40465-W-2003 <i>40645-W-2003</i></p>	<p>Dr. Khursheed 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>Topic modified.</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 Meraj 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-JC-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. Mufted 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</u> of service certificate, <u>permission</u> and leave <u>sanction</u> order from Parent Department.
20.	Danish Iqbal Mattoo 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.