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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

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.

*[Signature]*  
Assistant Registrar  
(Research)

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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 Integrated Ph.D NET whole-time Reg. No.22832-1K-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.32716-1C-2013	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 redrafted.

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04	Raja Haamid Zamir Integrated Ph.D NET 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	Blial Ahmad Kumar Integrated Ph.D NET/JRF Whole-time Reg. No.70484-Ang-2012	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	Nowshiba / Integrated Ph.D NFT Whole-time Reg. No.27840-IC-2016	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. Musira Showkat Bakshi Integrated Ph.D NET 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 NET/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.  ⑥
09. Naveeda Integrated Ph.D NET/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-NW-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-2006	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 NET 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.	Insha Fayaz Mir Integrated Ph.D Whole time Reg. No.25177-NW-2010	Dr. Rafi Ahmad Khan Scientist-3 Dr. Ajaz 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. Tariq 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*

*M. A. Khan*



19.	Ajiaz Ahmad Bhat Ph.D NET Whole-time Reg. No. 9292-KC-2009	Dr. Ajaz Akbar Mir 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 discussion/suggestion. II. Registration certificate is required from the Registration Section.
20.	Iqra Riyaz/ Integrated (Ph.D) Whole-time Reg. No. 28109-KC-2012	Dr. Ajiaz Akbar Mir 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. 42278-S-2013	Dr. Shahinawaz 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. 27727-14-2013	Dr. Aijaz 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.	Tawseeq Ali Khan Integrated Ph.D NET whole-time Reg. No. 20492-14-2006	Dr. Aijaz 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	Topic modified.

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 Registration on  
 20/11/2023

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