

**List of PhD/ I-PhD Scholars enrolled in the Department of Management Studies.**

<b>S. No.</b>	<b>Name of the Scholar</b>	<b>Name of the Supervisor/ co-supervisor</b>	<b>Date of Joining</b>	<b>Date of BORS</b>	<b>Title of the Background Paper</b>
1.	<b>Ms. Humaira Ali</b>	<i>Prof. A.M. Shah</i>	19-12-2013	19-12-2013	<i>Impact of social marketing initiatives in improving quality of life: A study of Jammu &amp; Kashmir</i>
2.	<b>Fiza Hilal</b>	<i>Prof. Shabir Ahmad Bhat</i>	07-08-2017	07-12-2019	<i>Use Of Social Consumer Purchase Decision: An Empirical Study</i>
3.	<b>Irshad Ahmad Mailk</b>	<i>Prof. S. Mufeed Ahmad</i>	25-08-2017	07-12-2019	<i>Resource Development Practices And Corporate Performance: An Assessment Of India Financial Institutions</i>
4.	<b>Muzaffar Ahmad War</b>	<i>Prof. Mushtaq Ahmad Siddiqi</i>	22-08-2017	07-12-2019	<i>Impact Of Financial Literacy On Saving And Investment Among Individuals: An Evidence From J&amp;K</i>
5.	<b>Sumaya Ifshan Khan</b>	<i>Prof. Mushtaq Ahmad Siddiqi</i>	26-03-2019	07-12-2019	<i>Job demands and service performance in higher education</i>
6.	<b>Basharat Hussain</b>	<i>Dr. Sumaira</i>	24-08-2017	07-12-2019	<i>Role Of Destination Image In Developing Tourist Loyalty: An Empirical Study Of Rural Tourism</i>
7.	<b>Danish Iqbal Matto</b>	<i>Dr. Riyaz Ah Qureshi</i>	26-03-2018	07-12-2019	<i>Tourism In Entrepreneurship In Jammu &amp; Kashmir: An Analysis Of Opportunities And Challenges</i>
8.	<b>Aamir Ayoub Mir</b>	<i>Prof. Iqbal Ahmad Hakim</i>	11-03-2019	03-11-2021	<i>Risk Mitigation Practices and Sustainable Project Management: A study of Jammu and Kashmir Economic Reconstruction Agency</i>
9.	<b>Faika Wazir</b>	<i>Prof. Iqbal Ahmad Hakim</i>	11-03-2019	03-11-2021	<i>Impact of Business Analytics on supply Chain Management: A Comparative Study</i>
10.	<b>Rahila Shakeel Bhat</b>	<i>Prof. Shabir Ahmad Bhat</i>	11-03-2019	03-11-2021	<i>Impact of National Pension Scheme on Employee Performance: A study of Select State Departments</i>
11.	<b>Anjum Ajaz</b>	<i>Prof. Shabir Ahmad Bhat</i>	01-03-2019	03-11-2021	<i>Impact of Leadership Styles on Employee Engagement in Baking Sector: An empirical Study</i>
12.	<b>Aqra Altaf</b>	<i>Prof. Shabir Ahmad Bhat</i>	07-03-2019	03-11-2021	<i>Impact of Work Engagement and Job Satisfaction on Employee Turnover Intention: A Study of Health Care Sector</i>
13.	<b>Madeni Sabha</b>	<i>Prof. S.Mufeed Ahmad</i>	14-03-2019	03-11-2021	<i>An Empirical Study of Psychological Capital and Job Burnout in Higher Education.</i>
14.	<b>Shaista Syed / ICSSR fellowship</b>	<i>Prof. S.Mufeed Ahmad</i>	19-02-2019	03-11-2021	<i>Emotional Intelligence and Decision Making Styles of Senior Doctors in Health Sector</i>
15.	<b>Humeera Khursheed</b>	<i>Prof. S.Mufeed Ahmad</i>	07-03-2019	03-11-2021	<i>Human Resource Practices and Organizational Citizenship behaviour In Banking Sector :An Empirical Study</i>
16.	<b>Shahzana Batool</b>	<i>Prof. Mushtaq Ahmad Darzi</i>	31-12-2018	03-11-2021	<i>Mobile Health Applications and social Commerce in India: An empirical Study</i>
17.	<b>Syed Owais Khursheed</b>	<i>Prof. Mushtaq Ahmad Darzi</i>	14-12-2018	03-11-2021	<i>Impact of Institutional Lending on Horticulture Sector Performance in Kashmir Division</i>
18.	<b>Safura Altaf</b>	<i>Prof. Bashir Ahmad Joo</i>	27-12-2018	03-11-2021	<i>Relationship Between Financial Development and Economic Growth in Developing Nation: Evidence from India</i>
19.	<b>Zahida Farooq</b>	<i>Prof. Bashir Ahmad Joo</i>	07-03-2019	03-11-2021	<i>Linkage between Behavioural Biases and Credit Supply Expansion in Indian Banks</i>

20.	<b>Sadaf Riyaz</b>	Prof. Bashir Ahmad Joo	01-03-2019	03-11-2021	<i>Determinants of Credit Risk in Indian Banks: an Empirical Study</i>
21.	<b>Heena Habib</b>	Prof. Mushtaq Ahmad Siddiqi/ (Dr. Tariq Ahmad Lone)	11-03-2019	03-11-2021	<i>Correlates of Religiosity and Consumer Behaviour: An empirical study</i>
22.	<b>Syed Azher Mehdi</b>	Dr. Ishtaq Hussain Qureshi	06-03-2019	03-11-2021	<i>Impact of Macroeconomics Determinants of foreign Direct investment Inflows: An Empirical Study</i>
23.	<b>Ifra Bashir</b>	Dr. Ishtaq Hussain Qureshi	14-12-2018	03-11-2021	<i>Relationship between Employee financial wellbeing and Employee Productivity: Evidence from Service Sector</i>
24.	<b>Hamia Khan</b>	Dr. Ishtaq Hussain Qureshi	28-12-2018	03-11-2021	<i>E-Retailing Ethics and Buyer Repurchase Intentions: An Empirical Study</i>
25.	<b>Summaira Farooq</b>	Dr. Aijaz Akbar Mir	19-02-2019	03-11-2021	<i>Antecedents and Consequences of Employee Voice: A Comparative study of Public and Private Sector Banks</i>
26.	<b>Shameema Akhter</b>	Dr. Aijaz Akbar Mir	19-02-2019	03-11-2021	<i>Impact of Job Crafting on Faculty Desired Outcomes: An Empirical Study in Higher Education</i>
27.	<b>Aabru Gulzar</b>	Dr. Sumaira	11-03-2019	03-11-2021	<i>Impact of E-Services on Customer Satisfaction in Indian Banks: A Comparative Study</i>
28.	<b>Afsar Ali</b>	Dr. Sumaira	16-02-2019	03-11-2021	<i>Strategic Performance Evaluation in FMCG Sector: An Empirical Study</i>
29.	<b>Azra Mushtaq</b>	Dr. Sumaira	19-02-2019	03-11-2021	<i>Innovation and Performance of Manufacturing Firms: An Empirical Study</i>
30.	<b>Ruqia Rasool</b>	Dr. Sumaira	19-03-2019	03-11-2021	<i>Impact of Strategic Orientation on Firm Performance: An Empirical Assessment</i>
31.	<b>Tahmeed Ahmad Badan</b>	Dr. Shahnawaz Ahmad Dar	25-03-2019	03-11-2021	<i>Antecedents and consequences of Destination Image: An Empirical Study</i>
32.	<b>Annum Makhdoomi</b>	Dr. Aijaz Ahmad Khaki	15-03-2019	03-11-2021	<i>Examining the Resident Perception and Attitude Towards Sustainable tourism Development: Evidence from Jammu and Kashmir</i>
33.	<b>Sajad Ahmad Ganai</b>	Dr. Zubair Ahmad Dada	01-04-2019	03-11-2021	<i>Impact of Border tourism on the development of border regions in conflict zones: an Empirical Study</i>
34.	<b>Nashmeel Gowhar</b>	Prof. Iqbal Ahmad Hakim	16-12-2019	22-02-2023	<i>Impact of Relationship Marketing On Consumer Satisfaction: Exploring the Mediating role of Impulse Buying and cognitive Dissonance</i>
35.	<b>Shah Faheem</b>	Prof. Iqbal Ahmad Hakim	17/06/2021	22-02-2023	<i>Impact of Customer Relationship Management Practices, Customer Engagement and Social Media Usage on Organisational Performance: An Analysis of Banking Sector. Sector.</i>
36.	<b>Raja Haamid Zameer</b>	Prof. Iqbal Ahmad Hakim	01-09-2020	22-02-2023	<i>Vertical Integration System and Supply Chain Management: An Empirical Study of Horticulture Sector in J&amp;K</i>
37.	<b>Mohd Altaf Wani</b>	Prof. Iqbal Ahmad Hakim	17-01-2020	22-02-2023	<i>Impact of brand experience on Brand Loyalty: Exploring the mediating role of brand personality and brand love.</i>
38.	<b>Bilal Ahmad Kumar</b>	Prof. S. Mufeed Ahmad	17-01-2020	22-02-2023	<i>Impact of Employee Engagement On Organizational performance in</i>

					the Banking Sector.
39.	<b>Nowshiba</b>	Prof. S. Mufeed Ahmad	24-12-2019	22-02-2023	Human Resource Practices And Employee Retention in Telecommunication Sector: An Empirical Study
40.	<b>Ratiba Riyaz /ICSSR Doctoral fellowship</b>	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.
41.	<b>Naveeda</b>	Prof. Mushtaq Ahmad Darzi	10-12-2019	22-02-2023	Scenario of E-Marketing in Rural Kashmir.
42.	<b>Ifrah Mehraj</b>	Prof. Bashir Ahmad Joo	28-09-2020	22-02-2023	Relationship Among Macroeconomic Variables, Oil Prices and Stock Market Performance: An Empirical Study of Select Emerging Asian Economics
43.	<b>Aadil Shaban Lone</b>	Prof. Mushtaq Ahmad Siddiqi	18-12-2019	22-02-2023	Customer Engagement: An Empirical Analysis of Antecedents and Consequences.
44.	<b>Insha Fayaz Khan</b>	Dr. Rafi Ahmad Khan	31-08-2020	22-02-2023	Relationship among Social Media marketing ,Brand equity and Purchase Intention: Analysis of Select Beauty Products
45.	<b>Ishret Fayaz /UGC JRF</b>	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.
46.	<b>Faika Amin Mir</b>	Dr. Tariq Ahmad Lone	07-09-2020	22-02-2023	Influence of Internet Service Quality & Customer Satisfaction on Customer Purchase Behavior: A Study Of Online Buyers In Jammu And Kashmir
47.	<b>Salman Farooq</b>	Dr. Tariq Ahmad Lone	20-12-2019	22-02-2023	Impact of Information Technology usage on Visibility, Resilience and Performance of Supply Chain Resilience and performance: A Study of Supply Chain Disruptions.
48.	<b>Iqra Riyaz</b>	Dr. Aijaz Akbar Mir	01-09-2020	22-02-2023	Impact of Knowledge Management Practices on Employee Job Satisfaction and Job Performance in Banking Sector: An Empirical Study.
49.	<b>Neda-Ul-Bashir</b>	Dr. Shahnawaz Ahmad Dar	31-07-2019	22-02-2023	Business Performance and Personality Traits of Hybrid and Full-Time Tourism Entrepreneurs: An Empirical Study.
50.	<b>Aaqib Bashir</b>	Dr. Aijaz Ahmad Khaki	31-07-2019	22-02-2023	Influence of Sustainable Tourism Development on Destination Competitiveness: An Empirical Study.
51.	<b>Tawseeq Ali Khan</b>	Dr. Aijaz Ahmad Khaki	19-10-2020	22-02-2023	Influence of Social Media Adoption on the Performance of Hospitality Firms: An Empirical Study
52.	<b>Nisar Ahmad Kakroo</b>	Dr. Zubair Ahmad Dada	03-08-2019	22-02-2023	Impact of Perceived Quality of Adventure Tourism Infrastructure on Destination Revisit Intention and the Mediating Role of Tourist Satisfaction: A Comparative Study
53.	<b>Sabreena Nawaz</b>	Dr. Zubair Ahmad Dada	31-07-2019	22-02-2023	Impact of Urban Heritage Tourism Development n Built Environment and Community Participation: An Analytical Study
54.	<b>Baziga Farooq</b>	Prof. Iqbal Ahmad Hakim	31-03-2021	22-02-2023	Impact of Employer Branding on Organizational Citizenship Behaviour in IT Sector: Exploring the Mediating Role of Job

					Satisfaction.
55.	<b>Ayash Manzoor</b>	Prof. Iqbal Ahmad Hakim	15-06-2021	22-02-2023	Impact of Social Media Influencer Marketing on Purchase Intention Among GEN Y and Gen Z: Exploring the Mediating Effect of Brand Awareness.
56.	<b>Bilal Farooq</b>	Prof. Iqbal Ahmad Hakim	03-12-2020	22-02-2023	Relationship Between Total Quality Management Practices and Organizational Performance: A Comparative Study of Select Hospitals.
57.	<b>Mehwish Mohiuddin</b>	Prof. Mushtaq Ahmad Darzi	16-06-2021	22-02-2023	Cash Holding and Trade Credit in Indian Firms: The Role of Corporate Social Responsibility.
58.	<b>Asif Maqbool Dendru</b>	Prof. Bashir Ahmad Joo	01-03-2020	22-02-2023	Determinants of Financing and Financial Risk of Hydro-Power Projects in J&K: An Empirical Analysis
59.	<b>Tazien Rouf</b>	Prof Mushtaq Ahmad Siddiqi	10-12-2019	Not held	Impact of Social Media Marketing on Purchase Intention of Skincare Products among Indian Youth
60.	<b>Shah Hussain</b>	Dr. Farzana Gulzar	17-06-2021	Not held	Impact of Emotional and Spiritual Intelligence on Job Performance: Exploring the Mediating Role of Leadership Styles.
61.	<b>Nadiya Nazeer</b>	Dr. Farzana Gulzar	17-06-2021	13/11/2023	Reflections on Gender, Development and Empowerment: An Empirical Evidence from Education to Employment and Beyond.
62.	<b>Tabasum Nabi</b>	Dr. Rafi Ahmad Khan	17-06-2021	13/11/2023	Impact of Personality and Contextual Factors on Entrepreneurial Intention: Exploring the Moderating Role of entrepreneurial Education.
63.	<b>Ambreen Khadija</b>	Dr. Rafi Ahmad Khan	17-06-2021	13/11/2023	Impact of Social, Economic and Demographic Factors on Digital Divide in Higher Education: An Empirical Study.
64.	<b>Farhaan Rashid</b>	Dr. Rafi Ahmad Khan	15-09-2020	13/11/2023	Determinants of financial Distress in Select Indian Companies : An Empirical Study
65.	<b>Ruhi Jan</b>	Dr. Rafi Ahmad Khan	21-12-2019	13/11/2023	Design and Development of E-learning System for Higher Education: A Post-Pandemic Framework.
66.	<b>Uzma Sidiq</b>	Dr. Tariq Ahmad lone	17-06-2021	13/11/2023	Impact of Corporate Social Responsibility on Organizational Performance: Exploring the Mediating Role of Corporate Reputation.
67.	<b>Umer Aziz</b>	Dr. Tariq Ahmad lone	15-09-2022	Not held	Course work examination going to be held soon.
68.	<b>Naazira Lateef</b>	Dr. Ishtiaq Hussain Qureshi	17-06-2021	13/11/2023	Impact of Green Advertising and Green Brand Knowledge on Green Purchase Intention: A Mediation Moderation Study
69.	<b>Seerat Mushtaq</b>	Dr. Aijaz Akar Mir	17-06-2021	13/11/2023	Workforce Diversity and Employee Performance in Higher Educational Institutions: Exploring the Mediating Role of Employee Work Engagement.
70.	<b>Misbah Maqbool</b>	Dr. Ishtiaq Hussain Qureshi	17-10-2023		

71.	<b>Fayaz Ahmad Rather</b>	Prof. Tariq Ahmad Lone	17-10-2023	Not held yet	
72.	<b>Ishtiaq Ahmad Mir</b>	Not allotted yet	19-07-2024	Not held yet	
73.	<b>Syed Munzir Hussain Rizvi</b>	Not allotted yet	20.01.2025	Not held yet	
74.	<b>Umar Shabir Baig</b>	Not allotted yet	15.01.2025	Not held yet	
75.	<b>Mansoor Ahmad</b>	Not allotted yet	16.01.2025	Not held yet	
76.	<b>Mariya Salafi</b>	Not allotted yet	20.01.2025	Not held yet	
77.	<b>Beenish</b>	Not allotted yet	24.01.2025	Not held yet	
78.	<b>Shayaq Hassan</b>	Not allotted yet	16.01.2025	Not held yet	
79.	<b>Maheen Muneer</b>	Not allotted yet	16.01.2025	Not held yet	
80.	<b>Mehreen Jan</b>	Not allotted yet	16.01.2025	Not held yet	
81.	<b>Hyder Ali</b>	Not allotted yet	20.01.2025	Not held yet	
82.	<b>Irfan Ahmad</b>	Not allotted yet	14.01.2025	Not held yet	
83.	<b>Furqana Altaf</b>	Not allotted yet	20.01.2025	Not held yet	
84.	<b>Adnan Fayaz</b>	Not allotted yet	15.01.2025	Not held yet	
85.	<b>Qamran Manzoor</b>	Not allotted yet	15.01.2025	Not held yet	