

Integrated PhD Research Scholars enrolled in the Department of Management Studies from 2019-2024

S.No.	Name of the Scholar	Name of the Supervisor/ co-supervisor	Date of Joining	Date of BORS	Title of the Background Paper	Extension taken upto	Submitted/ Awarded Contact No.
1.	Mr. Zahid Ilyas	Prof. Mushtaq Ahmad Sidique	24-12-2018	03-11-2021	Influence of pharmaceutical marketing strategies	Extension Taken	Awarded on 20/10/2023
2.	Mr. Sheeth Basharril Islam	Prof. Mushtaq Ahmad Darzi	31/12/2018	03-11-2021	Impact of sustainable consumption on competitive advantages: A Study in retail centre	Extension Taken	Awarded on 29/05/2023
3.	Mr. UmarMushtaq Lone	Prof. Mushtaq Ahmad Darzi	31/12/2018	03-11-2021	Economic force and stock market performance: Evidence from Bricks economies	Extension Taken	Awarded on 04/01/2023
4.	Ms. Sana Showl	Prof. Bashir Ahmad Joo	22/08/2017	07/12/2019	Pattern and growth impact of foreign direct investment in floss Bricks economies	Extension Taken	Awarded on 01/10/2021
5.	Ms. Shaarfa Hassan	Dr. Aijaz Akbar Mir	22/08/2017	07/12/2019	Factors influencing digital entrepreneur – An impartial study	Extension Taken	Awarded on 07/09/2022
6.	Ms. Saloni Showkat	Prof. S. Mufeed Ahmed	31/12/2018	03-11-2021	Relevance of talent management and citizenships behavior for organizational performance in telecommunication sector	Extension Taken	Awarded on 10/07/2023
7.	Ms. Juman Iqbal	Prof. S. Mufeed Ahmed	26/12/2018	03-11-2021	Work family conflict and organization commitment of women employees in health sector: An empirical study	Extension Taken	Awarded on 01/06/2023
8.	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	Extension Taken	Awarded on 14/03/2024
9.	Ms. Asfhan Yousuf	Dr. Musaddiq Amin Shahji/ Dr. Rafi Ahmad Khan	23/05/2015	05/03/2014	Managing service failure in super-specialty hospitals in Jammu & Kashmir- A Comparative study of public and private sector	Extension Taken	Awarded on 26/07/2023
10.	Mr. Peerzada Shamsul Irfan	Prof. Iqbal Ahmed Hickim	14/12/2013	05/03/2014	Impact of internal marketing on service quality excellence	Extension Taken	Awarded on 26/07/2023
11.	Ms. Shabina Shajfi	Prof. Iqbal Ahmed Hickim	08-09-2015	11-01-2017	Impact of Green Marketing Practices on Consumer Attitude and Purchase Intention	2 <sup>nd</sup> ext w.e.f 11/01/21 Reregistration w.e.f 11/01/22	Submitted on 08/01/2024
12.	Ms. Shazia Hassan	Prof. A.M. Shah	15-01-2014	05-03/2014	Effective strategies for development of tourism sector: A study of Jammu & Kashmir	Extension Taken	Awarded on 22/11/2023
13.	Ms. Humaira Ali	Prof. A.M. Shah	19-12-2013	19-12-2013	Impact of social marketing initiatives in improving quality of life: A study of Jammu & Kashmir	Extension Taken	Enrolled
14.	Ms. Asma	Dr. Musaddiq Amin Shahji	20-12-2013	05-03-2014	Impact of the Service scape on Consumer perception of service Quality- A Study of Institutions of Higher Learning in J&K	Extension Taken	Awarded on 25/09/2023
15.	Fiza Hilal	Prof. Shabir Ahmad Bhat	07-08-2017	07-12-2019	Use Of Social Consumer Purchase Decision: An Empirical Study	No extension taken	Enrolled
16.	Asina Altuf (M.Phil & Ph.D)	Prof. Shabir Ahmad Bhat	26-03-2019	07-12-2019	Impact of Training and development on career advancement in Banking Industry of Northern India	Extension taken upto 23/10/23 Reregistration w.e.f 24/10/23 to 23/10/24	Enrolled
17.	Irshad Ahmad Malik	Prof. S. Mufeed Ahmad	25-08-2017	07-12-2019	Resource Development Practices And Corporate Performance: An Assessment Of India Financial Institutions	No extension taken/ no reckoning	Enrolled
18.	Hakim Basim Hussain	Prof. Mushtaq Ahmad Darzi	31-07-2017	07-12-2019	Retirement Saving Behaviour: An Empirical Study	2 <sup>nd</sup> extension taken upto 30/07/22	Enrolled

19.	<b>Muzaffar Ahmad War</b>	Prof. Mushlag Ahmad Siddiqi	22-08-2017	07-12-2019	Impact Of Financial Literacy On Saving And Investment Among Individuals: An Evidence From J&K	Abeyances upto 14/05/22	Enrolled
20.	<b>Sunaya Jshon Khan</b>	Prof. Mushlag Ahmad Siddiqi	26-03-2019	07-12-2019	Job demands and service performance in higher education	1 <sup>st</sup> ext. upto 26/03/2023 2 <sup>nd</sup> ext 25/03/24	Awarded on 26/07/2023
21.	<b>Iqra Shafiq</b>	Dr. Farzana Gulzar	23-08-2017	07-12-2019	An Empirical Study Of Factors Influencing Women Technopreneurship		Awarded on 25/11/2023
22.	<b>Aiman Fayaz</b>	Dr. Farzana Gulzar	18-07-2018	07-12-2019	Social Entrepreneurship Intentions of Youth: An Empirical Study of J & K.		Submitted
23.	<b>Basharat Hussain</b>	Dr. Sumaira	24-08-2017	07-12-2019	Role Of Destination Image In Developing Tourist Loyalty: An Empirical Study Of Rural Tourism	Abeyances expired on 27/01/23	
24.	<b>Danish Iqbal Maito</b>	Dr. Riyaz Ah Qureshi	26-03-2018	07-12-2019	Tourism In Entrepreneurship In Jammu & Kashmir: An Analysis Of Opportunities And Challenges	2 <sup>nd</sup> extension taken upto 25/03/23	Enrolled
25.	<b>Aamir Ayoub Mir</b>	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	2 <sup>nd</sup> extension taken upto 10/03/2024	Enrolled
26.	<b>Fatag Mubashir</b>	Prof. Mushlag Ahmad Siddiqi	29-12-2018	03-11/2021	Impact of customer Engagement on customer Retention in Service Industries: A study of select service organization	1 <sup>st</sup> extension taken upto 28/12/2022	Awarded on 16/10/2023
27.	<b>Faika Wazir</b>	Prof. Iqbal Ahmad Hakim	11-03-2019	03-11-2021	Impact of Business Analytics on supply Chain Management: A Comparative Study	No extension taken	Enrolled
28.	<b>Ruhila Shakeel Bhat</b>	Prof. Shabir Ahmad Bhat	11-03-2019	03-11-2021	Impact of National Pension Scheme on Employee Performance: A study of Select State Departments	1 <sup>st</sup> extension upto 10/03/23	Enrolled
29.	<b>Anjum Ajaz</b>	Prof. Shabir Ahmad Bhat	01-03-2019	03-11-2021	Impact of Leadership Styles on Employee Engagement in Baking Sector: An empirical Study	2 <sup>nd</sup> extension taken upto 18/03/24	Enrolled 7
30.	<b>Aqra Aliuf</b>	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	2 <sup>nd</sup> extension taken upto 06/03/24	Enrolled
31.	<b>Madeni Sabha</b>	Prof. S.Muqeed Ahmad	14-03-2019	03-11-2021	An Empirical Study of Psychological Capital and Job Burnout in Higher Education.	No extension taken	Enrolled
32.	<b>Shaista Syed / ICSSR fellowship</b>	Prof. S.Muqeed Ahmad	19-02-2019	03-11-2021	Emotional Intelligence and Decision Making Styles of Senior Doctors in Health Sector	1 <sup>st</sup> extension upto 18/02/23 and 2 <sup>nd</sup> ext applied	Enrolled
33.	<b>Humeera Khurshid</b>	Prof. S.Muqeed Ahmad	07-03-2019	03-11-2021	Human Resource Practices and Organizational Citizenship behaviour in Banking Sector :An Empirical Study	2 <sup>nd</sup> extension upto 06/03/24	Enrolled
34.	<b>Shahzana Batool</b>	Prof. Mushlag Ahmad Darzi	31-12-2018	03-11-2021	Mobile Health Applications and social Commerce in India: An empirical Study	2 <sup>nd</sup> extension upto 20/12/23	Enrolled

35.	Syed Owais Khursheed	Prof. Mushiq Ahmad Darzi	14-12-2018	03-11-2021	Impact of Institutional Lending on Horticulture Sector Performance in Kashmir Division	2 <sup>nd</sup> extension upto 13/12/23	Enrolled
36.	Sajfira Aliaf	Prof. Bashir Ahmad Joo	27-12-2018	03-11-2021	Relationship Between Financial Development and Economic Growth in Developing Nation: Evidence from India	2 <sup>nd</sup> extension upto 26/12/23	Enrolled
37.	Zahida Farooq	Prof. Bashir Ahmad Joo	07-03-2019	03-11-2021	Linkage between Behavioural Biases and Credit Supply Expansion in Indian Banks	2 <sup>nd</sup> extension upto 06/03/24	Enrolled
38.	Younis Ahmed Gullam	Prof. Bashir Ahmad Joo	15-12-2018	03-11-2021	Macroeconomic Determinants of Downside Risk: Empirical Evidence from BRICS		Awarded on 05/01/2023
39.	Sadaf Riyaz	Prof. Bashir Ahmad Joo	01-03-2019	03-11-2021	Determinants of Credit Risk in Indian Banks: an Empirical Study	3 <sup>rd</sup> extension upto 31/02/2025	Enrolled
40.	Sinittha Ishaq	Prof. Bashir Ahmad Joo	01-02-2019	03-11-2021	Investigating Nexus between Debt and Real Economy: Evidence from Select Emerging Economies	2 <sup>nd</sup> extension upto 31/01/24	Submitted on 27/02/2024
41.	Peer Asif Ahmad Siddiqi/ (Dr. Tariq Ahmad Lone)	Prof. Mushiq 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
42.	Heena Habib	Prof. Mushiq Ahmad Siddiqi/ (Dr. Tariq Ahmad Lone)	11-03-2019	03-11-2021	Correlates of Religiosity and Consumer Behaviour: An empirical study	Extension taken	Enrolled
43.	Syed Azher Mehdi	Dr. Ishiq Hussain Qureshi	06-03-2019	03-11-2021	Macroeconomics Determinants of foreign Direct investment inflows: An Empirical Study	No. ext taken	Enrolled
44.	Ifra Bashir	Dr. Ishiq Hussain Qureshi	14-12-2018	03-11-2021	Relationship between Employee financial wellbeing and Employee Productivity: Evidence from Service Sector	2 <sup>nd</sup> ext upto 13/12/23	Awarded on 24/02/2024
45.	Hania Khan	Dr. Ishiq Hussain Qureshi	28-12-2018	03-11-2021	E-Retailing Ethics and Buyer Repurchase Intentions: An Empirical Study	No. ext. taken	Enrolled
46.	Sumaira 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	2 <sup>nd</sup> ext upto 18/02/24	Enrolled
47.	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	2 <sup>nd</sup> ext upto 18/02/24	Enrolled
48.	Abbru Gulzar	Dr. Sumaira	11-03-2019	03-11-2021	Impact of E-Services on Customer Satisfaction in Indian Banks: A Comparative Study	2 <sup>nd</sup> ext upto 10/03/24	Enrolled
49.	Ajzar Ali	Dr. Sumaira	16-02-2019	03-11-2021	Strategic Performance Evaluation in FMCG Sector: An Empirical Study	1 <sup>st</sup> ext. 15/02/23 2 <sup>nd</sup> ext upto 15/02/24	Enrolled
50.	Azra Mushtaq	Dr. Sumaira	19-02-2019	03-11-2021	Innovation and Performance of Manufacturing Firms: An Empirical Study	No. ext taken	Enrolled
51.	Rugia Rasool	Dr. Sumaira	19-03-2019	03-11-2021	Impact of Strategic Orientation on Firm Performance: An Empirical Assessment	1 <sup>st</sup> ext. upto 08/03/23 2 <sup>nd</sup> ext upto 08/03/24	Enrolled

52.	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	1 <sup>st</sup> ext 15/12/23	Enrolled
53.	Mudasir Ahmad Tass	Prof. Iqbal Ahmad Hakim	17-01-2020	22-02-2023	Impact of Consumer Perception and Buying Behavior Towards Online Shopping : A Study of Online Shopping Platforms	1 <sup>st</sup> ext 16/01/24	Submitted on 27/12/2023
54.	Shah Fahreen	Prof. Iqbal Ahmad Hakim	01-09-2020	22-02-2023	Impact of Customer Relationship Management Practices, Customer Engagement and Social Media Usage on Organisational Performance: An Analysis of Banking Sector. Sector.	No ext taken	Enrolled
55.	Raja Haamid Zamcer	Prof. Iqbal Ahmad Hakim	01-09-2020	22-02-2023	Vertical Integration System and Supply Chain Management: An Empirical Study of Horticulture Sector in J&K	Ext taken	Enrolled
56.	Mohd Altaf Wani	Prof. Iqbal Ahmad Hakim	17-01-2020	22-02-2023	Antecedents and Outcomes of Brand Experience: An Empirical Analysis	Ext taken	Enrolled
57.	Bilal Ahmad Kumar	Prof. S. Mufeed Ahmad	17-01-2020	22-02-2023	Impact of Employee Engagement On Organizational performance in the Banking Sector.	Employed on 16/12/21 Abeyanca upto 15/12/24 No ext taken	Enrolled
58.	Nowshiba	Prof. S. Mufeed Ahmad	24-12-2019	22-02-2023	Human Resource Practices And Employee Retention in Telecommunication Sector: An Empirical Study	1 <sup>st</sup> ext upto 23/12/23	Enrolled
59.	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.	1 <sup>st</sup> ext upto 16/12/23	Enrolled
60.	Ratiba Riyaz /ICSSR Doctoral fellowship	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.	1 <sup>st</sup> ext upto 16/12/23	Enrolled
61.	Naveeda	Prof. Mushtaq Ahmad Darzi	10-12-2019	22-02-2023	Scenario of E-Marketing in Rural Kashmir.	1 <sup>st</sup> ext upto 09/12/23	Enrolled
62.	Itrah Mehraj	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 Economies	Extension taken	Enrolled
63.	Aadil Shaban Lone	Prof. Mushtaq Ahmad Siddiqi	18-12-2019	22-02-2023	Customer Engagement: An Empirical Analysis of Antecedents and Consequences.	Ext. applied	Enrolled
64.	Insha Fayaz Khan	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	Ext taken	Enrolled
65.	Ishret Fayaz /U/GC JRF	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.	1 <sup>st</sup> ext upto 16/12/23	Enrolled
66.	Faika Amin Mir	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	Extension Taken	Enrolled

67.	Salman Farooq	Dr. Tariq Ahmad Lone	10-12-2019	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.	Ext taken	Enrolled
68.	Aijaz Ahmad Bhat	Dr. Aijaz Akbar Mir	31-03-2021	22-02-2023	Correlates of Green Banking Practices and Customer Satisfaction: A Study of Select Banks.	1 <sup>st</sup> ext upto 30/03/24	Submitted on 18/01/2024
69.	Iqra Riyaz	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.	Extension Taken	Enrolled
70.	Baziga Farooq	Prof. Iqbal Ahmad Hakim	31-03-2021	13/11/2023	Impact of Employer Branding on Organizational Citizenship Behaviour in IT Sector: Exploring the Mediating Role of Job Satisfaction.	Extension Taken	Enrolled
71.	Ayash Manzoor	Prof. Iqbal Ahmad Hakim	15-06-2021	13/11/2023	Impact of Social Media Influencer Marketing on Purchase Intention Among GEN Y and Gen Z: Exploring the Mediating Effect of Brand Awareness.	Extension Taken	Enrolled
72.	Bilal Farooq	Prof. Iqbal Ahmad Hakim	03-12-2020	13/11/2023	Relationship Between Total Quality Management Practices and Organizational Performance: A Comparative Study of Select Hospitals.	Extension Taken	Enrolled
73.	Peerzada Munaqib Naseer	Prof. Mushtaq Ahmad Darzi	15-06-2021	13/11/2023	Consumer Perception and Purchase Intension towards Organic Foods for Sustainability: An Empirical Study.	Extension Taken	Enrolled
74.	Mehwish Mohiuddin	Prof. Mushtaq Ahmad Darzi	16-06-2021	13/11/2023	Cash Holding and Trade Credit in Indian Firms: The Role of Corporate Social Responsibility.	Extension Taken	Enrolled
75.	Asif Maqbool Dandoo	Prof. Bashir Ahmad Joo	01-03-2020	13/11/2023	Impact of Social Media Marketing on Purchase Intention of Skincare Products among Indian Youth.	Ext taken	Enrolled
76.	Tazien Rouf	Prof. Mushtaq Ahmad Siddiqi	10-12-2019	13/11/2023	Determinants of Financing and Financial Risk of Hydro-Power Projects in J&K: An Empirical Study.	Extension Taken	Enrolled
77.	Nablia Mushtaq	Dr. Farzana Gulzar	22-06-2021	13/11/2023	Impact of Skill-Based Education's Employability: An Empirical Evidence from education to Employment and Beyond	Extension Taken	Enrolled
78.	Shah Hussain	Dr. Farzana Gulzar	17-06-2021	13/11/2023	Impact of Emotional and Spiritual Intelligence on Job Performance: Exploring the Mediating Role of Leadership Styles.	Extension Taken	Enrolled
79.	Nadiya Nazeer	Dr. Farzana Gulzar	17-06-2021	13/11/2023	Reflections on Gender, Development and Empowerment: An Empirical Evidence from Education to Employment and Beyond.	Extension Taken	Enrolled
80.	Tabasum Nabi	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.	Extension Taken	Enrolled

81.	<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.		<i>Enrolled</i>
82.	<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		<i>Enrolled</i>
83.	<b>Rohi 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.	No ext taken	<i>Enrolled</i>
84.	<b>Uzma Siddiq</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.		<i>Enrolled</i>
85.	<b>Umer Aziz</b>	Dr. Tariq Ahmad Lone	15-09-2022	Not held	Course work examination going to be held soon.		<i>Enrolled</i>
86.	<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		<i>Enrolled</i>
87.	<b>Secrat 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.		<i>Enrolled</i>
88.	<b>Misbah Maqbool</b>	Dr. Ishtiaq Hussain Qureshi	18/01/2024	Not Held	Course work examination going to be held soon.		<i>Enrolled</i>
89.	<b>Fayaz Ahmad Rather</b>	Dr. Tariq Ahmed Lone	05/01/2024	Not Held	Course work examination going to be held soon.		<i>Enrolled</i>
90.	<b>Shakeela Nazir</b>	Dr. Tariq Ahmed Lone	07/02/2024	Not Held	Course work examination going to be held soon.		<i>Enrolled</i>