

Uce-16851
6-9-18

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
MAHARSHI DAYANAND UNIVERSITY ROHTAK

PROCEEDINGS OF MEETING OF INSTITUTIONAL RESEARCH COMMITTEE HELD
ON 13.08.2018 AT 10.00 A.M. IN THE OFFICE OF DIRECTOR, IMSAR, M.D. UNIVERSITY,
ROHTAK.

The following members were present:

1. Prof. A.S. Boora, Director
2. Prof. Neelam Jain
3. Prof. Raj Kumar
4. Prof. Rishi Chaudhry
5. Prof. Satyawan Baroda
6. Prof. Pardeep Ahlawat
7. Dr. Garima Dalal
8. Prof. Sudesh (External Expert)

Item No. 1: The Institutional Research Committee considered the synopsis of the following candidates and after detailed discussion, recommended to refer the same to the P.G. Board of Studies in the Faculty of Management Sciences for consideration:

S. No.	Name of the Candidates	Name of the Supervisor	Tentative Topic of Research
1.	REENA KUMARI	DR. PRATIBHA BHARDWAJ	A STUDY ON INTEGRATED MARKETING COMMUNICATION PRACTICES IN FMCG SECTOR
2.	SUSHIL KUMAR	PROF. SATYAWAN BARODA	NON-PERFORMING ASSETS IN BANKING SECTOR: CAUSES AND MANAGEMENT
3.	DEEPA AHUJA	DR. SEEMA SINGH	INFLUENCE OF ADVERTISING APPEALS AND CELEBRITY ENDORSEMENTS ON CONSUMER ATTITUDE AND PURCHASE INTENTIONS
4.	KIRAN	PROF. RISHI CHAUDHRY	SOCIAL MEDIA MARKETING PRACTICES & SMALL ENTERPRISES
5.	JYOTI	DR. ISHWAR MITTAL	IMPACT OF CAUSE RELATED MARKETING CAMPAIGNS ON BRAND EQUITY
6.	SAVITA	DR. ISHWAR MITTAL	IMPACT OF SOCIAL MEDIA INFLUENCERS ON BUYING BEHAVIOUR
7.	SAKSHI SHARMA	DR. RAVI KUMAR HANDA	IMPACT OF PATIENT RELATIONSHIP MANAGEMENT PRACTICES ON PATIENT SATISFACTION IN CORPORATE HOSPITALS
8.	PRIYADEEP	DR. NARESH KUMAR	RECONFIGURING MARKET COMPETENCE OF MANAGEMENT EDUCATION USING TECHNOLOGY ENABLED LEARNING

9.	VINAY NANDAL	DR. JAGDEEP SINGLA	PERCEIVED RISKS AND MOTIVATIONS IN ONLINE SHOPPING
10.	KARAMVEER	DR. GARIMA DALAL	PERCEPTION AND ACCEPTANCE TOWARDS ADOPTION OF HOUSEHOLD PHOTOVOLTAIC SYSTEM: AN EXPLORATORY STUDY
11.	JYOTI	DR. KULDEEP CHAUDHARY	SOCIAL MEDIA ADVERTISING AND ITS IMPACT ON CONSUMER BEHAVIOUR
12.	JOGINDER SINGH	PROF. MUKESH DHUNNA	ICT INTEGRATION IN HOSPITAL ADMINISTRATION AND CLINICAL PRACTICES IN CORPORATE HOSPITALS
13.	VIKAS YADAV	DR. SUNITA BISHNOI	ROLE OF BRAND EQUITY IN CONSUMER BUYING BEHAVIOUR: A STUDY OF FMCG COMPANIES

Further, the committee resolved that the Ph.D registration case of Mr. Sube Singh under the supervision of Dr. Ravi Kumar Handa on the topic "ROLE OF LEADERSHIP STYLES IN GROWTH OF HIGHER EDUCATION INSTITUTIONS IN HARYANA" be referred back to Institutional Committee.

Meeting ended with a vote of thanks to the chair.


CHAIRPERSON
Institutional Research Committee

Endst. No. IMSAR/2018/ 1463-78 Dated: 06/09/2018

Copy of the overleaf is forwarded to the following for information and further necessary action:

1. All the members of Institutional Research Committee, IMSAR, M.D. University, Rohtak.
2. All the supervisors of the candidate(s).
3. OSD (R&S), M.D. University, Rohtak.
4. ✓ Director, UCC, M.D. University, Rohtak. He is requested to upload the same on the University website.


CHAIRPERSON
Institutional Research Committee


07/9/18

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