

Ucc-17561  
21-11-18

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH  
MAHARSHI DAYANAND UNIVERSITY ROHTAK

PROCEEDINGS OF MEETING OF POST GRADUATE BOARD OF STUDIES IN MANAGEMENT STUDIES  
HELD ON 27.10.2018 AT 11.00 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. Mukesh Dhunna
3. Prof. Neelam Jain
4. Prof. Raj Kumar
5. Prof. Pardeep Ahlawat
6. Dr. Divya Malhan
7. Dr. Ashok Kumar
8. Prof. Narender Singh (outside expert)

Confirmed the proceedings of P G Board of Studies in Management Studies held on 10.08.2018

**Item No. 1:** The Board considered the recommendations of the meeting of Institutional Research Committee held on 13.08.2018 and the synopsis of the following candidates be referred to the Academic Council for its consideration:-

S. No.	Name of the Candidates	Name of the Supervisor	Tentative Topic of Research
1.	REENA KUMARI	DR. PRATIBHA BHARDWAJ	MODELLING LINKAGE IN CUSTOMER VALUE DRIVERS AND BUYING INTENTION IN ONLINE GROCERY SHOPPING MARKET
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	CAUSE-RELATED MARKETING AND CONSUMER BUYING DECISIONS
6.	SAVITA	DR. ISHWAR MITTAL	IMPACT OF INFLUENCERS MARKETING ON CONSUMER BUYING BEHAVIOR
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 ATTITUDE 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 BEHAVIOR: A STUDY OF FMCGs

**Any other item:**

**Item No. 1:** The Board considered and resolved that the panel of examiners for evaluation of Ph.D thesis, if any, the Chairman be authorized to send the same at his own level.

**Item No. 2:** The Board considered the request of Dr. Jeannie, Asstt. Professor, DAVIM, Faridabad to change the supervisor of Ms Seema Chawla and recommended to allot Dr. Jagdeep Singla, Asstt. Professor, IMSAR by creating one additional seat as supervisor as Dr. Jeannie, Asstt. Professor, DAVIM has resigned her services from DAVIM, Faridabad.

**Item No. 3:** The Board considered and recommended to create one additional seat to the following faculty members:

1. Prof. Mukesh Dhunna to accommodate Mr. Joginder Singh
2. Dr. Kuldeep Chaudhary to accommodate Ms Jyoti

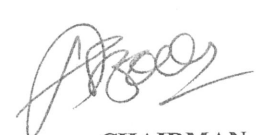
The meeting ended with a vote of thanks to the Chair.


  
**CHAIRMAN**  
P.G. Board of Studies in Management

Endst.No. IMSAR/2018/355-366 Dated: 20/11/18

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

1. All the members of PGBOS
2. Controller of Examinations, M.D. University, Rohtak.
3. ✓ Director, UCC, M.D. University, Rohtak. He is requested to upload the proceedings on the University website.
4. Asstt. Registrar (R&S), M.D. University, Rohtak.
5. Asstt. Registrar (Academic), M.D. University, Rohtak.

  
**CHAIRMAN**  
P.G. Board of Studies in Management

  
21/11

