

**INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
MAHARSHI DAYANAND UNIVERSITY ROHTAK**

**PROCEEDINGS OF MEETING OF INSTITUTIONAL RESEARCH
COMMITTEE HELD ON 14.08.2021 AT 11.00 A.M. IN THE OFFICE OF
DIRECTOR, IMSAR, M.D. UNIVERSITY, ROHTAK.**

The following members were present:

1. Prof. Raj Kumar, Director
2. Prof. Rishi Chaudhry
3. Prof. Pardeep Ahlawat
4. Dr. Karamvir Sheokand
5. Prof. Ramesh Dalal (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 and Commerce for consideration.

S.No.	Student's Name	Supervisor Name	Topic of Research
1	Kapil Ahuja	Dr. Ekta Rani	ESG Indices and Conventional Stock Market indices: A Comparative Analysis
2	Aakansha Dahiya	Dr. Saurabh Kant	Economic Literacy and Public Perception towards Government Spending on Health and Education: An Empirical Study
3	Sunita Yadav	Prof. Raj Kumar	Influence of Digital Advertisement on Consumer Buying Behaviour: A Study of Branded Jewellery
4	Jyoti	Dr. Payush	Impact Assessment of Bhavantar Bharpayee Yojana of Vegetables Growers: A Study of Haryana State
5	Rectu Raj	Dr. Vijay Rathce	Cognitive Marketing and Consumer Buying Behaviour: An Analytical Study
6	Harsh	Dr. Divya Malhan	Impact of Social Media Vlogs on Consumer Behaviour: A Study of Tech Vlogs

Meeting ended with a vote of thanks to the chair.


CHAIRPERSON
Institutional Research Committee

Endst. No. IMSAR/2021/ 1498-1502 Dated: 18.08.2021

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. Asstt. Registrar (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

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18.08.2021

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