

Dyno- UCC/16068
18/6/18

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH
MAHARSHI DAYANAND UNIVERSITY ROHTAK

Proceedings of the meeting of the Institutional Committee held on 08.05.2018 at 10.00 a.m.
in the office of Director, IMSAR, M.D. University, Rohtak

The following members were present:

1. Prof. Mukesh Dhunna
2. Prof. Neelam Jain
3. Prof. Rishi Chaudhry
4. Prof. Satyawan Baroda
5. Prof. Pardeep Ahlawat
6. Dr. Naresh Kumar
7. Dr. Seema Singh
8. Dr. Karamvir Sheokand
9. Dr. Garima Dalal
10. Dr. Ashok Kumar
11. Dr. Sanjay Nandal
12. Dr. Ramphul
13. Dr. Priyanka Yadav
14. Dr. Saurabh Kant
15. Dr. Sapna
16. Dr Aarti
17. Dr. Ishwar Mittal
18. Dr. Pooja Yadav, UILMS
19. Dr. Pratibha Bhardwaj, UILMS
20. Dr. Ashutosh Nigam, VEC
21. Dr. Sunita Bishnoi, DAV, Faridabad
22. Dr. Ravi Kumar Handa

Item No.1: The Committee considered the proposals of the applicants for the Ph.D registration under the Faculty of Management Sciences and resolved to recommend the cases of the following candidates after deailed deliberations on their preliminary/broad area of research to the Institutional Research Committee. The Committee also approved the supervisors of the candidates. The tentative topics are as under:-

S. No.	Name of the Candidates	Name of the Supervisor	Tentative Topic of Research
1.	REENA KUMARI	DR. PRATIBHA BHARDWAJ	EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATION IN FMCG SECTOR
2.	SUSHIL KUMAR	PROF. SATYAWAN BARODA	NON-PERFORMING ASSETS IN BANKING : CAUSES AND MANAGEMENT
3.	DEEPA AHUJA	DR. SEEMA SINGH	ADVERTISING APPEALS AND CELEBRITY ENDORSEMENTS ON CONSUMER ATTITUDE AND PURCHASE INTENTIONS
4.	SUBE SINGH	DR. RAVI KUMAR HANDA	ROLE OF LEADERSHIP STYLES IN GROWTH OF HIGHER EDUCATION INSTITUTIONS IN HARYANA

5.	KIRAN	PROF. RISHI CHAUDHRY	INFLUENCE OF SOCIAL MEDIA PLATFORMS IN DIGITAL ERA: POTENTIAL AND CHALLENGES
6.	JYOTI	DR. ISHWAR MITTAL	INFLUENCE OF CAUSE RELATED MARKETING CAMPAIGNS ON BRAND EQUITY
7.	SAVITA	DR. ISHWAR MITTAL	IMPACT OF SOCIAL MEDIA INFLUENCERS ON BUYING BEHAVIOUR
8.	SAKSHI SHARMA	DR. RAVI KUMAR HANDA	IMPACT OF PATIENT RELATIONSHIP MANAGEMENT PRACTICES ON PATIENT SATISFACTION IN CORPORATE HOSPITALS
9.	PRIYADEEP	DR. NARESH KUMAR	RECONFIGURING MARKET COMPETENCE OF MANAGEMENT EDUCATION USING TECHNOLOGY ENABLED LEARNING
10.	VINAY NANDAL	DR. JAGDEEP SINGLA	PERCEIVED RISK AND MOTIVATION IN ONLINE SHOPPING
11.	TUSHAR BAGRI	DR. POOJA YADAV	STOCK MARKET REACTION TO CORPORATE ANNOUNCEMENTS: AN ANALYTICAL STUDY OF LISTED COMPANIES
12.	KARAMVEER	DR. GARIMA DALAL	CONSUMER BEHAVIOUR TOWARDS SOLAR ENERGY
13.	JYOTI	DR. KULDEEP CHAUDHARY	SOCIAL MEDIA ADVERTISEMENT AND ITS EFFECT ON CONSUMER BEHAVIOUR
14.	JOGINDER SINGH	PROF. MUKESH DHUNNA	ICT INTEGRATION IN HOSPITAL ADMINISTRATION AND CLINICAL PRACTICES IN CORPORATE HOSPITALS
15.	VIKAS YADAV	DR. SUNITA BISHNOI	BRAND EQUITY AND ITS IMPACT ON FINANCIAL PERFORMANCE-A STUDY OF SELECTED FMCG COMPANIES

Meeting ended with a vote of thanks to the Chair.


**CHAIRPERSON
INSTITUTIONAL COMMITTEE**


Endst. No. IMSAR/2018/ 1135-62

Dated: 18/6/18

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

1. All the members of Institutional Committee, IMSAR, M.D. University, Rohtak.
2. Director, UCC, M.D. University, Rohtak with the request to upload the proceedings on the University website


**CHAIRPERSON
INSTITUTIONAL COMMITTEE**


18.6.18

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