

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

**REVISED PROCEEDINGS OF THE MEETING OF POST GRADUATE BOARD OF STUDIES IN MANAGEMENT STUDIES HELD ON 17.02.2020 AT 10.00 A.M. IN THE OFFICE OF DIRECTOR, IMSAR, M.D. UNIVERSITY, ROHTAK.**

The following members were present:

1. Prof. Raj Kumar, Director
2. Prof. Neelam Jain
3. Prof. Satyawan Baroda
4. Prof. Pardeep Ahlawat
5. Dr. Saurabh Kant
6. Dr. Sanjay Nandal
7. Prof. Balwinder Singh (outside expert)

Confirmed the proceedings of P G Board of Studies in Management Studies held on 27.07.2019

**Item No. 1:** The Board considered the recommendations of the meeting of Institutional Research Committee held on 04.11.2019 and 01.02.2020 and the synopsis of the following candidates be referred to the Academic Council for its consideration:-

| SR. No. | STUDENT'S NAME   | SUPERVISOR'S NAME     | TENTATIVE TOPIC OF RESEARCH   |
|---------|------------------|-----------------------|---|
| 1       | Sachin           | Dr Nitu Nimbrain      | FINANCIAL LITERACY LEVEL AND INVESTMENT PATTERN AMONG TEACHERS OF HIGHER EDUCATION IN HARYANA             |
| 2       | SaritaKumari     | Dr Vijay Rathee       | MULTISENSORY MARKETING MEANS IN E-TAILING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR                     |
| 3       | Nikita           | Dr Nitu Nimbrain      | CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN HARYANA                                |
| 4       | Rosy Dhall       | Dr Aarti              | ANTECEDENTS AND CONSEQUENCES OF WORKPLACE BULLYING: A STUDY OF IT SECTOR                                  |
| 5       | Shachie          | Dr Sapna              | IMPACT OF PSYCHOLOGICAL CONTRACT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR IN INSURANCE SECTOR              |
| 6       | PriyankaYadav    | Dr Meera Arora        | INFLUENCE OF EMPLOYEE BRANDING ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR IN RETAIL SECTOR                   |
| 7       | Sharmila         | Dr Ishwar Mittal      | IMPACT OF FINANCIAL LITERACY ON FINANCIAL BEHAVIOUR   |
| 8       | Pancham Goel     | Prof Neelam Jain      | IMPACT OF SELECT FINANCIAL INCLUSION SCHEMES ON SOCIO-ECONOMIC STATUS OF RURAL PEOPLE                     |
| 9       | Ayush Kush       | Prof. Pardeep Ahlawat | CONSUMER ENGAGEMENT ANALYSIS: A STUDY OF SOCIAL MEDIA INTERACTION ON BRAND EQUITY AND PURCHASE INTENTIONS |
| 10      | Sakshi Budhiraja | Dr Saurabh Kant       | WORK-LIFE BALANCE AND COPING STRATEGIES OF WOMEN EMPLOYEES IN BANKING SECTOR                              |

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|----|---------------|-----------------------|---|
| 11 | Renu Beniwal  | Dr Saurabh Kant       | MERGER IN INDIAN BANKING SECTOR: A STUDY OF WORK ATTITUDE, MORALE AND IMPACT ON JOB PERFORMANCE                             |
| 12 | Ankit Kumar   | Dr Saurabh Kant       | CHALLENGES AND PROSPECTS OF GREEN HUMAN RESOURCE MANAGEMENT PRACTICES IN IT SECTOR  |
| 13 | Sapna Ahlawat | Dr Sapna              | INFLUENCE OF JOB EMBEDDEDNESS ON TURNOVER INTENTIONS IN IT SECTOR   |
| 14 | Neha Dhankar  | Prof. Satyawan Baroda | ATTITUDE OF MILLENNIALS TOWARD ONLINE SHOPPING OF APPARELS  |
| 15 | Gunjan        | Prof. Raj Kumar       | CHALLENGES AND PROSPECTS OF NEW PENSION SCHEME: A STUDY OF GOVERNMENT EMPLOYEES   |
| 16 | Sarita        | Dr. Priyanka Yadav    | THE INFLUENCE OF MINDFULNESS AND EMOTIONAL INTELLIGENCE ON JOB SATISFACTION: A STUDY OF IT SECTOR                           |
| 17 | Tamanna       | Dr. Aarti             | FACTORS AFFECTING SERVICE QUALITY OF FITNESS CENTRE FROM WOMEN PERSPECTIVE  |
| 18 | Garima        | Prof. Pardeep Ahlawat | GUERRILLA MARKETING AND PRODUCT ACCEPTABILITY: A STUDY OF RETAIL CONSUMERS' PURCHASE DECISIONS                              |
| 19 | Preety        | Prof. Pardeep Ahlawat | IMPACT OF WEBSITE QUALITY, PERCEIVED BENEFITS, RISK, TRUST AND BRAND COMMUNICATIONS ON CONSUMERS' ONLINE SHOPPING INTENTION |

Further, the Board resolved that the Ph.d registration cases of the following candidates be referred back to the PGBOS and concerned students will be asked to submit the revised synopsis after incorporating the necessary correction/amendments as per the remarks given by the Board. The revised/amended synopsis will be placed before the next meeting of PGBOS.

| Sr. No | Student's Name       | Supervisor's Name    | Topic of Research  | Remarks   |
|--------|----------------------|----------------------|--|---|
| 1      | Pinky Saini          | Dr Ishwar Mittal     | Awareness and Perception of Micro Insurance Schemes  | Explanation of Topic, Need to reframe in term of perception and Experiences                                     |
| 2      | Mohan                | Dr DivyaMalhan       | Motivational Factors and Challenges of Start-ups in NCR  | 21 Year old review Objectives and Sample Size not Properly defined References not in format                     |
| 3      | Jyoti Bansal         | Dr Gurjeet Kaur      | Impact of Innovative HR Practices on Employee work Performance in Information Technology Sector                | Concept Modal need to developed methodology need to specified How to quantify the variables involved            |
| 4      | Laxmi Devi           | Dr Nidhi             | Impact of Information and Communication Technology (ICT) intervention in development of women entrepreneurship | Sample not defined Objectives are not defined Conceptual model missing  |
| 5      | Sapna Rani           | Dr Neetu Rani        | Impact of Workplace spirituality on Organizational Effectiveness: A study of MSMEs                             | Sample size not defined   |
| 6      | Garima Arora         | Dr Ashok             | Service Quality and Customer Satisfaction: A Study of Cab Aggregators in National Capital Region               | Methodology not defined Reframe objectives  |
| 7      | Jyoti Bhatnagar      | Dr Karamvir Sheokand | Industry Perception of employability skills of Management Graduates: A gap Analysis                            | No relationship between Objectives and sample   |
| 8      | Suman Bala           | Dr Neetu Rani        | Knowledge Challenges and Prospects of Vocational Institutes  | Sample and methodology need to be strengthen and specific to achieve objectives                                 |
| 9      | Priyanka Arya        | Prof Neelam Jain     | Influence of Stress Management Strategies on Employees Performance in Banking Sector                           | Justification in the light of new mergers & IT adoption & risk management Performance need to be quantified     |
| 10     | Neha Kumari Sirdhana | Dr Ritu Gandhi Arora | Adoption and Acceptance of Artificial Intelligence in HRM  | Reframe Objectives How to achieve objectives Need to outlined How to achieve                                    |
| 11     | Chetna               | Dr Ruchi Arora       | Customer Delight in Hospitality Industry: A Study of Social Media Perspective                                  | Rework on Review of literature Objectives name no relationship with introduction Mismatch objectives with title |

|    |                     |                    |  |  |
|----|---------------------|--------------------|--|--|
| 12 | Sunita              | Dr Ruchi Arora     | Emerging issues in sustainable development of Textile Industry in Haryana                                  | Sample and objectives disconnected<br>Objectives need to be specific and quantifiable<br>How to achieve them. need to be outlined  |
| 13 | Manju               | Dr Sunita Bishnoi  | Information Technology Initiatives in Management Education Institutes: its influence on Students Behaviour | Title and objectives not matched<br>Either title reframed or objectives need to be outlined in terms of title  |
| 14 | Srishti             | Dr Sunita Bhartwal | Factors and Hurdles of Green Buying Behaviour among Rural Consumers  | Another study<br>Poor draft  |
| 15 | Rinki               | Dr Sunita Bhartwal | Employee Empowerment on Organizational Performance in Telecommunication Industry                           | Review does not find mentioned in references<br>Objectives too large<br>Sample size too short<br>Poorly drafted<br>Cannot be accepted in present form<br>Title & objectives not matched  |
| 16 | Ritu Kumari Sangwan | Dr Samridhi        | Work Life Balance and Happiness Index of Women Employees in Haryana Police                                 | Sample and objectives mismatched<br>Conceptual model need to be explained<br>Too many dimensions<br>Sample has two dimensions  |
| 17 | Nisha Mittal        | Prof Neelam Jain   | Assessment of Factors influencing Individual Investment Behaviour  | Why another study when already plethora of studies taken place<br>Use of IT in investments can be added which may change behaviour of persons due to access and convenience<br>Financial literacy, gender and investment behaviour can be source of adding colour to study |
| 18 | Pooja               | Dr Neetu Rani      | Challenges of rural women entrepreneurship in Haryana  | Title & objectives are not connected<br>Sample size not mentioned  |
| 19 | Hassim Khan         | Dr Neelam Gulati   | Role of Regional Rural Banks in Socio-Economic Development:- A Study of Mewat Region                       | Poor draft of synopsis<br>Period of study not mentioned<br>Statement of problem not mentioned  |

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|    |                |                       |  |  |
|----|----------------|-----------------------|--|--|
|    |                |                       |  | CG, IT, Risk, Social inclusion, RRB are not included   |
| 20 | Nidhi          | Dr Aarti              | Role of Psychological Capital on Employees Turnover in Health Care   | Sample size not mentioned  |
| 21 | Jyotika        | Dr.Aarti              | Influence of Media Type on Consumer Attitude Towards Mobile Advertising  | Sample size not given<br>Title and objectives need to be converged<br>Objectives reframed  |
| 22 | Annu           | Dr. Ritu Gandhi Arora | Impact of Job Enlargement and Job Enrichment on Academic Performance: A Study of Higher Education In Field of Management Education | Sample to be defined<br>Title reframed   |
| 23 | Mansi Makkar   | Dr.Neetu Rani         | Impact of The Determinants of Workforce Agility on Organisational Performance  | Respondents<br>Sample size<br>Where is conceptual model be tested  |
| 24 | Pooja Rani     | Dr.Gurjeet Kaur       | Assessing The Impact of Government Schemes on Agricultural Growth And Economic Well-Being of Small and Marginal Farmers in Haryana | Perceived impact will be checked<br>What is new in topic<br>How to judge impact  |
| 25 | Tapender       | Dr. V. K. Kaushik     | An Evaluation of Ease of Doing Business in Haryana   | Poor Review of Literature<br>No single study related to topic<br>1 <sup>st</sup> & 3 <sup>rd</sup> objectives not understandable |
| 26 | Kulvinder Kaur | Dr Sapna              | E-Human Resource Management Practices and its influence on Employees' Behaviour In Automobile Sector                               | Starting the title with ' <b>Impact of</b><br>' <b>And its influence</b> ' Cut into the title                                    |

**Item No. 2:** The Board considered and approved the syllabus and Scheme of Examination of Post Graduate Diploma in Business Process Outsourcing to be run at MDU Centre for Professional & Allied Studies, Gurugram w.e.f. the session 2020-2021.

**Item No. 3:-** The Board considered and approved the eligibility of Dr. Daljit Singh Sangwan to act as Co-supervisor of Ms Sarika D/o Sh. Brij Raj

UCC-5049  
26/2/20

Any other item:-

Item No. 1: The Board considered and approved the panel of examiners for evaluation of Ph.D thesis in respect of the following research scholars:-

| Name of the Scholar | Name of the Supervisor |
|---------------------|------------------------|
| Ms Pallvi           | Prof. Neelam Jain      |
| Sh. Mahipal Raperia | Dr. Jagdeep Singla     |
| Ms Nisha            | Dr. Vijay Rathee       |
| Ms Rashmi           | Dr. Pratibha Bhardwaj  |
| Ms Priyanka Gaur    | Dr. Anjali             |

Further, the Board resolved that the panel of examiners, if any, the Chairman be authorized to send the same at his own level.

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



CHAIRMAN  
P.G. Board of Studies in Management

Endst.No. IMSAR/2020/ 108-119 Dated: 20.02.2020

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

  
26/02/2020

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