



MAHARSHI DAYANAND UNIVERSITY, ROHTAK
(A STATE UNIVERSITY UNDER HARYANA ACT NO. XXV OF 1975)
'A' Grade University Accredited by NAAC
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

**PROCEEDINGS OF THE MEETING OF THE DEPARTMENTAL RESEARCH COMMITTEE HELD ON 03rd & 04th OCTOBER, 2025
AT 10.00 A.M. ONWARDS IN THE CONFERENCE ROOM OF I.M.S.A.R., M.D. UNIVERSITY, ROHTAK.**

The following members were present:

1. Prof. Pardeep K. Ahlawat
2. Prof. Rishi Chaudhry
3. Prof. Divya Malhan
4. Prof. Ramphul Ohlan
5. Prof. Sanjay Nandal
6. Prof. Seema Singh
7. Prof. Garima Dalal
8. Prof. Karamvir Singh Sheokand
9. Dr. Naresh Kumar
10. Dr. Saurabh Kant
11. Prof. Gurcharan Singh (External Expert)
12. Prof. Pankaj Kumar Gupta (External Expert)

Proceedings:

The meeting commenced under the Chairpersonship of Prof. Pardeep K. Ahlawat, who welcomed all members. The minutes of the previous Departmental Research Committee (DRC) meeting held on 19.08.2025, already circulated among members, were confirmed unanimously.

Item No. 1: To consider the Synopses of 16 scholars for the registration of Ph. D. Programme.

The Committee deliberated upon the synopses submitted by the research scholars for registration in the Ph.D. programme. After detailed discussions and assessment of the proposed research problems, objectives, and methodological frameworks, the Committee recommended as follows:

- (i) Synopses of following scholars are approved and resolved to place before the meeting of the P.G. Board of Studies (PGBOS) in the Faculty of Management Sciences and Commerce for further consideration:

Sr No	Roll No	Name	Supervisor Name	Tentative Research Topic
1.	202402	Ms. Annu	Prof. Rishi Chaudhry	Impact of Short Video Advertisements on Purchase Intention of Personal Care Products
2.	202313	Ms. Sheetal	Prof. Sanjay Nandal	Impact of Financial Literacy on Saving and retirement Planning: A Study of Salaried Individuals
3.	202401	Ms. Rachna Dudi	Dr. Sapna	Influence of Brand Personality and Perceived Value on Consumer Engagement and Re-purchase intention in Quick Commerce Industry
4.	202402	Ms. Chhavi	Dr. Nitu Nimbrain	The influence of Fear of Missing Out on impulsive buying behavior: A Study of Apparel Sector
5.	202406	Mr. Ashish	Prof. Sanjay Nandal	Impact of Omnichannel Personalization on Customer Loyalty and Customer Retention: A Study on FMCG Sector
6.	202408	Ms. Sanchita	Dr Aarti	Real Estate Purchase Decisions and Post-Purchase Experience: The Influence of Hedging and Generational Affiliation
7.	202409	Ms. Kiran	Prof. Divya Malhan	Role of Minimalist Tourism in Shaping Tourist Behaviour



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8.	202410	Ms. Anu	Prof. Divya Malhan	Impact of Social Media Female Influencers on The Perception and Purchase Intent of Cosmetic Products Among Female Consumers in Haryana
9.	202412	Ms. Anupriya	Dr. Vijay Rathee	An Empirical investigation of Users Adoption and Satisfaction of Online Grocery Applications
10.	202415	Ms. Pratima	Prof. KaramvirSheokand	Impact of Workplace Spirituality on Job Satisfaction and Employee Engagement: A Study of IT Sector
11.	2024	Ms. Kushali	Prof. Pardeep K. Ahlawat	Consumer Behaviour in E-Pharmacies: Trust, Risk, and Adoption Related Factors

Note: The Supervisors concerned are requested to convene meetings of their respective Research Advisory Committees (RAC) within five days so that the cases can be placed before the forthcoming meeting of the PGBOS.

- (ii) Synopses of following scholars are recommended to refer back to the respective Research Advisory Committees (RACs) for necessary revisions and incorporation of suggestions as discussed during the DRC meeting held on 03rd & 04th October, 2025. The scholars are advised to appear before the DRC again after incorporating the recommendations.

Sr No	Roll	Name of The Scholars	Name of The Supervisor	Tentative Topic
1.	202312	Ms. Ritu	Dr Pooja Yadav	Perceived Organizational Support and Work-Family Outcomes among Women: A Study of IT Sector
2.	202307	Mr. Amit Kumar	Dr. Sandeep Aggarwal	Impact of Financial Influencers on Decision Making of Individual Investors: A Study of Delhi NCR
3.	202413	Mr. Jeetu	Prof. Ramphul Ohlan	Sustainability-Focused Advertising and Consumer Perceived Value: An Exploratory Study of Purchase Behavior in NCR of India
4.	202416	Ms. Asha	Dr. Ishwar Mittal	Financial Literacy Level and Investment Pattern Among Teachers of Higher Education in Haryana
5.	202417	Ms. Tamnna	Prof. Divya Malhan	Impact of Robotic Process Automation and AI on Operational Efficiency in IT Firms

Meeting end with the vote of Thanks

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CHAIRPERSON

Departmental Research Committee

Endst. No. IMSAR/ 2025/1373 - 1398

Dated: 04.10.2025

Copy of the above is forwarded to the following for information and further necessary action: 10.10.2025

1. All the members of Departmental Research Committee, IMSAR, M.D. University, Rohtak.
2. All the supervisors of the candidate(s).
3. Dy. Registrar (R&S), M.D. University, Rohtak.
4. Director, UCC, M.D. University, Rohtak with the request to upload the same on the University website.

CHAIRPERSON

Departmental Research Committee