

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

**PROCEEDINGS OF THE MEETING OF DEPARTMENTAL RESEARCH  
COMMITTEE HELD ON 30.11.2024 AT 11.00 A.M. IN THE CONFERENCE ROOM,  
IMSAR, M.D. UNIVERSITY, ROHTAK.**

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The following members were present:

1. Prof. Satyawan Baroda, Director
2. Prof. Neelam Jain
3. Dr. Seema Singh
4. Dr. Karamvir Sheokand
5. Dr. Garima Dalal
6. Dr. Sonia
7. Dr. Sanjay Nandal
8. Dr. Ramphul
9. Dr. Saurabh Kant
10. Prof. Pankaj Kumar Gupta, External Expert (Online Mode)

Confirmed the minutes of the previous meeting of Departmental Research Committee held on 26.10.2023 (already circulated)

**Item No. 1:** The Departmental Research Committee considered the synopsis of the following scholar and after detailed discussion, the committee recommended the same to place the synopsis before the meeting of P.G. Board of Studies in the Faculty of Management Sciences and Commerce for consideration:-

S. No.	Roll No.	Name of the Scholar	Name of the Supervisor	Tentative Topic of Research
1.	202201	Ketan Dhankar	Dr. Sonia	Meme Marketing and Customer Purchase Intention: Exploring the Mediating Role of Customer Engagement

Meeting ended with a vote of thanks to the Chair.


  
**CHAIRPERSON**

Departmental Research Committee

Endst. No. IMSAR/ 1555-56 Dated: 30/11/24

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

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. He is requested to upload the same on the University website.

  
**CHAIRPERSON**  
Director  
Departmental Research Committee  
Instt. of Mgt. Studies & Research  
M.D. University, ROHTAK