

PROCEEDINGS OF THE MEETING OF THE DEPARTMENTAL RESEARCH COMMITTEE HELD ON 08.02.2025 AT 10.00 A.M. IN THE CONFERENCE ROOM OF IMSAR, M.D. UNIVERSITY, ROHTAK.

The following members were present:

1. Prof. Satyawan Baroda, Director
2. Prof. Neelam Jain
3. Prof. Rishi Chaudhry
4. Prof. Pardeep K. Ahlawat
5. Prof. Divya Malhan
6. Prof. Ramphul Ohlan
7. Prof. Sanjay Nandal
8. Dr. Karamvir Singh Sheokand
9. Dr. Kuldeep Chaudhary
10. Dr. Saurabh kant
11. Prof. Gurcharan Singh (External Expert)

Confirmed the minutes of the previous meeting of Departmental Research Committee held on 26.10.2024 and 30.11.2024 (already circulated)

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

The Departmental Research Committee considered the synopsis of the following scholars 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.	202318	Ms. Nutan	Prof. Rishi Chaudhry	Impact of Social Commerce on Purchase Intention in Personal Care Industry
2.	202315	Ms. Meenu	Prof. Rishi Chaudhry	Performance Evaluation of SME IPOs Listed in Bombay Stock Exchange
3.	202303	Mr. Vatan Duhan	Prof. Seema Singh	Adventure Sports Tourism: Exploring Awareness, Satisfaction and Revisit Intention
4.	202306	Ms. Manisha	Dr. Karamvir Sheokand	Adoption of Artificial Intelligence in Talent Acquisition: Role of Role of HR Readiness in Select ITes Organizations
5.	202309	Ms. Rashmi	Dr. Karamvir Sheokand	Impact of Green HRM Practices on Job Performance in Banks: The Mediating Role of Employee Engagement
6.	202311	Ms. Preeti Kumari	Prof. Pardeep K Ahlawat	Immersive and Personalize Technologies: Consumer Engagement and Purchase Intention in India.
7.	202316	Mr. Vishal Mehadiratta	Dr. Priyanka Yadav	The Role of Brand Authenticity and Brand Passion in Consumer Brand Engagement: A Study on Masstige Smartphone Brands
8.	202319	Ms. Suchika	Dr. Pardeep K Ahlawat	Virtual Influencer and Consumer Well-Being: Engagement Dynamics in the Age of AI
9.	202206	Ms. Priya	Dr. Saurabh Kant	Understanding Consumer Adoption of Quick Commerce in India: The Role of Trust, Perceived Risk, and Digital Transformation

Note: The Supervisors of the scholars may convene RAC Meeting within one week, so that it could be placed before PGBOS Meeting.



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Item No. 2: The Departmental Research Committee considered the synopsis of the following candidates and after detailed discussion, the committee resolved to refer back the synopsis to Research Advisory Committee and advised the scholars to appear again before the Departmental Research Committee after incorporating the suggestions suggested in the meeting of DRC held on 08.02.2025:-

1.	202301	Ms. Parula Bansal	Dr. Ishwar Mittal	A Study of Factors Influencing Users' Adoption and Continued Usage Intentions Toward OTT Platforms
2.	202308	Mr. Bhavik	Dr. Ishwar Mittal	Fintech and Financial Inclusion: The Influence of Digital Marketing and Digital Financial Literacy
3.	202302	Ms. Manisha	Dr. Naresh Kumar	Assessment of Labour Welfare in Formal and Informal Sectors in India since Globalisation
4.	202310	Mr. Tilak Garg	Dr. Saurabh Kant	Adoption of Electric Vehicles in India: Analysing Factors Affecting Consumer Purchase Intention Towards Electric Vehicles
5.	202312	Ms. Ritu	Dr. Pooja Yadav	Impact of Health Sector Schemes After Reforms: A Study of Patients Suffering with Cataclysmic Diseases in Rural India
6.	202314	Ms. Preeti	Dr. Sapna	Impact of Workplace Ostracism on Work Performance and Organizational Commitment in Higher Education Institutions in Haryana
7.	202317	Ms. Mousam	Dr. Kuldeep Chaudhary	Impact of Digital Integrated Marketing Communication on Student Engagement and University Branding in Select Universities in Haryana
8.		Mr. Amit Kumar	Dr. Sandeep Aggarwal	Consumer Intention and Adoption of Electric Two- Wheelers: A Behavioral and Market Prospective


CHAIRPERSON
Departmental Research Committee

Endst. No. IMSAR/ 207-217

Dated: 08-02-2025

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