

LIST OF SCHOLARS PURSUING PHD IN TBS

S. No.	Name of the scholar	Date of Regn.	Name of the Research Supervisor	Research Topic:	Status
1	Paramdeep Kour (Part-time)	01.06.2015	Dr. Komal Nagar	Brand Scandal Spillover: Examining Consumer Reactions toward Parent Company and Competing Brand	Viva conducted on 29/11/24
2	Nitin Gupta (Part-time)	01.10.2017	Komal Nagar	Exploring the Association among Fear of Missing out, Anxiety, Social Networking Site Engagement and Social Networking Site Addiction.	Thesis Submitted
3	Shiromani Gupta (Whole-time)	01.05.2018	Dr. Rachna Mahajan	Role of Micro-Influencers in Affecting Behavioural Intentions of Instagram Users	Viva conducted on 22/11/24
4	Juhi Gandral (Whole-time)	01.05.2018	Prof. Alka Sharma	Exploring the Role of chatbot technology in Brand relationship quality of the Banking Sector	Pursing
5	Goutam Saini (Part-time)	01.05.2018	Prof. Alka Sharma	Strategising Subsistent Environment for Developing Transformative Entrepreneurship: A case of Jammu Division	Thesis submitted
6	Sanjeev Kumar (Converted into Part-time)	01.05.2018	Dr. Rajendra Mishra	Socio-Economic Impact of Tourism: A Study of Tirumala Turipati and Vaishno Devi Pilgrimage	Pursuing
7	Asif Jawaid Batt (Whole-time)	14.03. 2019	Dr. Rajendra Mishra	A study of Skills and Social Support as Antecedents of Entrepreneurial intention	Regn. cancellation case in process
8	Divya Gupta (Whole-time)	14.03. 2019	Dr. Rachna Mahajan	Examining Post Adoption Behavioural Intentions in Smart Fitness Wearables	Pursuing
9	Priyanka Sharma (Whole-time)	14.03. 2019	Prof. Versha Mehta	Investigation on the Antecedents of Customer Engagement and its Impact Trust in Online Communities	Pursuing
10	Rohit Khajuria (Part-time)	14.03. 2019	Prof. Versha Mehta	Examining the Performance of Supply Chain Management Using Sustainability Metric: A Study of Food Processing Sector in Jammu.	Regn. cancellation case in process
11	Puneet Kour (Whole-time)	14.03. 2019	Prof. Versha Mehta	Role of Institutional Pressures in Organisational Learning for ICT Assimilation in Health Care Sector	Pursuing

12	Sunakshi Gupta (Whole-time)	03.07.2019	Dr. Aubid H Parrey	Psychological Factors Affecting Entrepreneurial Decision-Making: Effectuation and Causation Approach	Viva Conducted on 29/11/24
13	Shubam Amar (Whole-time)	01.08.2019	Dr. Vivek Sharma (DLL)	Role of Corporate Social Responsibility in Building Customer Loyalty: A study of FMCG Sector	Viva conducted on 22/11/24
14	Vriti Jain (Whole-time)	11.07.2020	Dr. Jyoti Sharma (Kathua Campus)	Investigating the relationship between employee wellbeing and intention to stay: A study in Banking sector.	Pursuing
15	Meena Gupta (Part-time)	11.07.2020	Dr. Komal Nagar	An understanding of consumers' attitude and intention to use Anthropomorphic self-service technologies	Abstract submitted
16	Shabir Hussain (Whole-time)	11.07.2020	Prof. Sameer Gupta	Financial Inclusion and Digital Financial Services: An Impact Assessment	Pursuing
17	Shumalini (Converted into Part-time))	11.07.2020	Dr. Amisha Gupta	An Empirical Study of the Framework of Disposition Effect in the Equity Investors In Jammu Region	Pursuing
18	Sunanjita Mahajan (Converted into Part-time)	11.07.2020	Prof. Vinay Chauhan	Impact of Service Quality, Destination Image and Cultural Contact on Behavioral Intentions: A Study of Pilgrimage Tourism in Kashmir Division	Pursuing
19	Mohmmad Rafiq Dar (Whole-time)	11.07.2020	Dr. Rajendra Mishra	Impact of Service Quality, Destination Image and Cultural Contact on Behavioral Intentions: A Study of Pilgrimage Tourism in Kashmir Division	Pursuing
20	Mohammed Avais (Part-time)	11.07.2020	Prof. Sameer Gupta	Equity investment decision by individual investors in cash segment of stock market	Pursuing
21	Ruqia Ayoub (Whole-time)	11.07.2020	Dr. Shelleka Gupta	Psychological Capital and Subjective Well-being Study of Entrepreneurs in North India	Thesis submitted
22	Jigmet Wangmo (Part-time)	01.09.2020	Dr. Jyoti Sharma (Kathua Campus)	Examining the role of value Co-Creation In home stay service: A Study of Union Territory of Ladakh	Pursuing
23	Shifali Karloopia (Converted into Part-time)	01.09.2020	Prof. Sameer Gupta	Price volatility and volatility transmission: an empirical investigation using seasonality and structural breaks in Indian Agriculture	Pursuing

				Commodity Markets.	
24	Kanika Juneja (Whole-time)	01.09.2020	Dr. Farah S Choudhary	Strategizing e-wom for purchase intentions: A case of e-Tailing	Pursuing
25	Bonia Sharma (Whole-time)	01.09.2020	Dr. Shelleka Gupta	Psychological ownership and behavioural consequences: A Study of online multiplayer games segment	Pursuing
26	Aakanksha Sangwan (Whole-time)	01.09.2020	Prof. Alka Sharma	Role of Permission-Based Social Media Marketing in generating Purchase Intentions towards Visual Indie artist Brands	Pursuing
27	Surbhi Langeh (Converted into-Part-time)	01.09.2020	Dr. Umesh Choudhary (Bhaderwah Campus)	Investigating the effect of Job Embeddedness on Employee Turnover Intention: Mediating role of Job-Hopping	Pursuing
28	Mohit Kumar	01.09.2020	Dr. Umesh CDhouthary	Problems and Prospects of Meeting Incentives Conferences and Exhibitions	
29	Najma Khatoon (Whole-time)	01.09.2020	Dr. Farah S Choudhary	Social Media Functionality for Green Destination Image and Loyalty	Pursuing
30	Surbhi Choudhary (Whole-time)	01.03.2021	Prof. Vinay Chauhan	Application of Phygital Marketing for Customer Experience Management in Hospitality Sector	Abstract Submitted
31	Aditi Chopra (Whole-time)	01.03.2021	Dr. Rajendra Mishra	Role of Incentives in the Growth & Development of Food Processing Industry in Jammu Division.	Pursuing
32	Ronnie Dutt (Whole-time)	11.08.2021	Dr. Shelleka Gupta	Assessing the Role of Digital Content Marketing for Customer Brand Engagement and Brand Loyalty of Select Beauty Brands.	Pursuing
33	Ajay Kumar (Part-time)	11.08.2021	Prof. Alka Sharma	Social Media Marketing Activities for Relationship Quality and Voter Citizenship Behavior: Moderating role of Demographics and Political Ideology.	Pursuing
34	Padma Angmo (Whole-time)	11.08.2021	Dr. Rachna Mahajan	Human and Virtual Influencers Affecting Attitudinal Outcomes: Mediating Role of Source Credibility and Online Experience	Pursuing
35	Antra Sharma (Whole-time)	11.08.2021	Dr. Shelleka Gupta	Investigating Augmented Reality for generating User Experience and User Satisfaction.	Pursuing

36	Monica Katoch (Converted into Part-time)	11.08.2021	Prof. Alka Sharma	Social Media Memes Marketing for the Promotion of OTT Platforms in India.	Abstract Submitted
37	Shiv Kumar (Part-time)	11.08.2021	Prof. Vinay Chauhan	Application of Unified Theory of Acceptance and Use of Technology for Electric Vehicle Adoption among Indian Consumers	Pursuing
38	Kaku Ram (Part-time)	11.08.2021	Dr. Rohit Bhagat	Environmentally Responsible Behavior and Digital Technology Adoption for Smart and Sustainable Rural Entrepreneurship in J&K (UT).	Pursuing
39	Prinka Dogra (Converted into Part-time)	11.08.2021	Dr. Aubid H Parrey	Impact of E-Work Self Efficacy on Innovative Work Behaviour: Mediating Role of Work-Related Flow and Employee Resilience	Abstract Submitted
40	Gurleen Kour (Whole-time)	01.04.2022	Dr. Aubid H Parrey	Career Wellbeing and Sustainability through Career Adaptability and Crafting in Indian IT Sector	Pursuing
41	Muskan Gupta (Whole-time)	06.06.2022	Dr. Amisha Gupta	Determinants and Impact of Environmental, social and Governance Disclosures on Stock Market Performance of Indian Companies.	Pursuing
42	Prince Verma (Converted into Part-time)	06.06.2022	Dr. Saloni Devi	Relationship between Environmental Transformational Leadership, Green Self-Efficacy and Green Mindfulness: A Study of Pro-Environmental Behaviour of Employees in SMEs	Pursuing
43	Sonali (Whole-time)	06.06.2022	Prof. Sameer Gupta	Impact of Personal Financial Management Behaviour on Financial Well-Being	Pursuing
44	Sumriti Choudhary (Whole-time)	06.06.2022	Dr. Amisha Gupta	Impact of Investors' Personality Traits on the Adoption and Usage of Online Trading Apps	Pursuing
45	Amit (Part-time)	06.06.2022	Dr. Sunil Bhardwaj (Bhaderwah Campus)	Investigating Market Linkages and Volatility Spillover across Equity and Commodity Markets of India	Pursuing
46	Shamshad Bibi (Part-time)	06.06.2022	Dr. Umesh Choudhary (Bhaderwah Campus)	Investigating Market Linkages and Volatility Spillover across Equity and Commodity Markets of India	Pursuing

47	Sonali Vaid (Whole-time)	1 st Nov. 2022	Dr. Saloni Devi and Prof. Vinay Chauhan	Emotional Intelligence and Innovation in Predicting Entrepreneurial Success: A Study of Startups in Jammu and Kashmir	Pursuing
48	Aishiya Gupta (Part-time)	1 st Nov. 2022	Dr. Sunil Bhardwaj (Bhaderwah Campus)	Impact of Macro-economic Factors of Future Prices of Select Commodities	Pursuing
49	Jyoti Ganjoo (Whole-time)	1 st Nov. 2022	Dr. Rajendra Mishra	Pilgrimage Tourism and Regional Development with special reference to Ayodhya and Varanasi	Pursuing
50	Stuti Mishra (Whole-time)	1 st Nov. 2022	Dr. Amisha Gupta	Role of inclusive finance in sustainable economic growth: A study of Jammu and Kashmir	Pursuing
51	Shivam Johar (Whole-time)	1 st Nov. 2022	Dr. Amisha Gupta	Determinants of Equity Investments and its Impact on Stock Market Volatility	Pursuing
52	Rohan Sharma (Whole-time)	1 st Nov. 2022	Dr. Rohit Bhagat (Bhaderwah Campus)	Investigating the Interplay of perceived Risks, Benefits and Trust in predicting AI Acceptance among Health Insurance Consumers in the UT of J&K	Pursuing
53	Reetika (Whole-time)	09.06.2023	Prof. Amisha Gupta	Algorithmic Trading in Investments: A Study of Continuance Usage Intention among Retail Investors in North India	Pursuing
54	Hardeep Singh (Whole-time)	09.06.2023	Prof. Neelu Rohmetra	Role of Automation as Co-worker in Healthcare Settings: A Study of Professional Behaviour of Nurses.	Pursuing
55	Tsewang Dolma (Whole-time)	09.06.2024	Prof. Neelu Rohmetra Prof. Amisha Gupta	Exploring Determinants of Entrepreneurial Behaviour Among Women: A Case Study of Select Self-Help Groups in Ladakh Region.	Pursuing
56	Aradhna Targotra (Whole-time)	09.06.2023	Prof. Neelu Rohmetra	Workplace Communication & Employee Behavior: A Comparative Study of Select Prominent Accredited Higher Education Institutions in UT of Jammu & Kashmir	Pursuing
57	Diwakar Dayal Whole-time	09.06.2023	Dr. Rachna Mahajan	Gaming Motivations and Continuous Intention to Play: Empirical Evidence from Metaverse Gaming Platforms	Pursuing

58	Rishu Mahajan (Part-time)	09.06.2023	Dr. Sunil Bhardwaj	Factors Influencing the Behavioural Intention to Use UPI Payment Systems: Evidences from Rural Residents of Jammu & Kashmir.	Pursuing
59	Osheen Dania (Whole-time)	17.10.2023	Prof. Versha Mehta	Environmental Stimuli in Live Streaming E-Commerce: A Study of Cognitive and Affective Perspectives on Consumer Value Co-Creation Behaviour	Pursuing
60	Seema Sehgal (Whole-time)	17.10.2023	Dr. Rachna Mahajan	Analyzing Attitude and Purchase Intention of Metaverse Users towards Digital Fashion Products	Pursuing
61	Vishakha (Whole-time)	17.10.2023	Prof. Vinay Chauhan	Consumer Behavior towards the Sustainable Disposal of Portable E-waste in the Union Territory of Jammu & Kashmir	Pursuing
62	Abhileen Kour (Whole-time)	20.04.2024	Prof. Neelu Rohmetra		Pursuing Course work
63	Supria Gupta (Whole-time)	20.04.2024	Prof. Alka Sharma		Pursuing Course work
64	Harish Sambyal (Whole-time)	20.04.2024	Prof. Sameer Gupta		Pursuing Course work
65	Shriya Gupta (Whole-time)	20.04.2024	Prof. Sameer Gupta		Enrolment cancellation case in process
66	Mrighanka Gupta (Whole-time)	20.04.2024	Prof. Versha Mehta		Pursuing Course work
67	Suranshee Gupta (Whole-time)	20.04.2024	Dr. Shelleka Gupta		Pursuing Course work
68	Malvika Khajuria (Whole-time)	26.11.2024	Prof. Komal Nagar		Fresh Enrolment
69	Heena Sharma (Whole-time)	26.11.2024	Dr. Aubid H. Parrey		Fresh Enrolment
70	Ananya Gupta (Whole-time)	26.11.2024	Dr. Farah S Choudhary		Fresh Enrolment
71	Amanpreet Kour (Whole-time)	26.11.2024	Prof. Komal Nagar		Fresh Enrolment

72	Rohini Choudhary (Whole-time)	26.11.2024	Prof. Neelu Rohmetra		Fresh Enrolment
73	Anjali Choudhary (Whole-time)	26.11.2024	Dr. Rachna Mahajan		Fresh Enrolment
74	Sawni Mahajan (Whole-time)	26.11.2024	Prof. Vinay Chauhan		Fresh Enrolment