



CENTRAL UNIVERSITY OF KASHMIR

DEPARTMENT OF MANAGEMENT STUDIES

Nowgam Campus, Srinagar-190 014

Details of Research Scholars (Batch, 2014)

Department of Management Studies

S.No.	Name of the Candidate	Enrl No.	Date of Joining	Research Phase	Supervisor	Topic of Research
1.	Sana Bala	14150cukmr006	16-02-2015	Direct Ph.D.	Prof. Farooq Ahmad Shah	IMPACT OF FINANCIAL LITERACY ON FINANCIAL WELL-BEING: A STUDY OF INDIVIDUAL INVESTORS IN INDIA
2.	Uzma Amin Mir	14150cukmr011	16-02-2015	Direct Ph.D.	Prof. Farooq Ahmed Shah	IMPACT OF CSR INITIATIVES ON FINANCIAL PERFORMANCE: A STUDY OF SELECT COMPANIES IN INDIA
3.	Sheikh Sana Shabir	14150cukmr007	16-02-2015	M.Phil.	Prof. Abdul Gani	IMPACT OF WORK LIFE BALANCE ON ORGANIZATIONAL COMMITMENT OF WOMEN WORKERS: A STUDY IN HEALTH CARE SECTOR OF JAMMU AND KASHMIR
4.	Ursil Majid Makhdoomi	14150cukmr010	16-02-2015	M.Phil.	Dr. Fayaz Ahmad Nika	MANAGING WORKFORCE DIVERSITY IN TELECOM COMPANIES IN INDIA: A COMPARATIVE STUDY OF MTNL AND BHARTI AIRTEL
5.	Barooj Bashir	14150cukmr002	16-02-2015	M.Phil.	Prof. Abdul Gani	IMPACT OF QUALITY OF WORK LIFE ON JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT OF UNIVERSITY TEACHERS IN J&K.
6.	Waseem Jahangir	14150cukmr012	16-02-2015	M.Phil.	Dr. Zia Ul Haq	STRATEGIC RESPONSE OF COMPANIES TO CLAUSE 135 OF THE COMPANIES ACT 2013.
7.	Nufazil Altaf Ahangar	14150cukmr005	16-02-2015	Direct Ph.D	Prof. Farooq Ahmad Shah	WORKING CAPITAL EFFICIENCY AND FIRM PROFITABILITY IN MANUFACTURING INDUSTRY IN INDIA
8.	Ulfat Nazir	14150cukmr009	16-02-2015	M.Phil.	Dr. Mushtaq A Lone	JOB AUTONOMY AND TURNOVER INTENTIONS AMONG BANK EMPLOYEES IN KASHMIR
9.	Salsabeel Nazir	14150cukmr013	16-02-2015	M.Phil.	Dr. Zia Ul Haq	PERCEPTION OF TOUR AND TRAVEL OPERATORS TOWARDS E-COMMERCE IN JAMMU AND KASHMIR



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1.	Mir Insha Farooq	15150cukmr003	01-03-2016	Direct/Part Time Ph.D	Prof. Farooq Ahmad Shah	IMPACT OF ENVIRONMENTALISM ON CONSUMER BEHAVIOR: A STUDY OF YOUTH IN NORTH INDIA.
2.	Ruqia Ayoub	15150cukmr005	01-03-2016	M.Phil.	Prof. Abdul Gani	GENDER AND LEADERSHIP STYLES: A STUDY OF EFFECTIVENESS OF WOMEN IN LEADERSHIP ROLES IN HIGHER EDUCATION INSTITUTIONS OF JAMMU AND KASHMIR.
3.	Saima Nazir	15150cukmr006	01-03-2016	M.Phil.	Dr. Mushtaq A Lone	ENTREPRENEURIAL INTENTIONS AMONG UNIVERSITY STUDENTS IN J&K: A STUDY OF PERSONAL AND SOCIAL FACTORS.
4.	Iqra Manzoor	15150cukmr002	01-03-2016	M.Phil.	Dr. Zia Ul Haq	DOWNLOADING AND USAGE INTENTION OF SMARTPHONE USERS TOWARDS SHOPPING APPLICATIONS.
5.	Arshi Farooq	15150cukmr001	17-03-2016	M.Phil.	Dr. Zia Ul Haq	CONSUMER SWITCHING BEHAVIOUR: A STUDY OF TELECOM SECTOR IN J&K.



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Details of Research Scholars (Batch, 2016) Department of Management Studies:

S.No.	Name of the Candidate	Enrl No.	Date of Joining	Research Phase	Supervisor	Topic of Research
1.	Arshid Ahmad Bhat	16150cukmr001	01-03-2017	Direct Ph.D	Dr. Fayaz Ahmed Nika	GLOBAL FINANCIAL SYSTEM AND ITS LATENT IMPACT ON GLOBAL SOCIETY, ECONOMY AND POLITY.
2.	Ishfaq Rahim Khanday	16150cukmr002	01-03-2017	M.Phil	Prof. Farooq Ahmed Shah	IMPACT OF CUSTOMER RATING AND REVIEWS IN BUYING BEHAVIOUR: A STUDY OF E-BUYERS IN KASHMIR
3.	Daanish Jeelani	16150cukmr003	20-03-2017	M.Phil.	Prof. Abdul Gani	LEVERAGING SOCIAL MEDIA FOR TALENT MANAGEMENT.
4.	Huzaiifa Hassan Sheikh	16150cukmr004	01-03-2017	M.Phil	Dr. Zia ul Haq	CUSTOMER LOYALTY OF RELIANCE JIO IN J&K: A STUDY OF PRE AND POST OFFER BEHAVIOUR
5.	Aliya Bashir	16150cukmr005	01-03-2017	M.Phil.	Prof. Abdul Gani	EXPLORING THE MEDIATING ROLE OF JOB SATISFACTION IN THE RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND INTENTION TO STAY AMONG NURSES IN HEALTHCARE SECTOR IN KASHMIR.
6.	Faseeh Amin	16150cukmr006	01-03-2017	M.Phil	Dr. Fayaz Ahmed Nika	IMPACT OF BRAND EXPERIENCE ON BRAND EQUITY.
7.	Syed Mafid Rashid Andrabi	16150cukmr007	01-03-2017	M.Phil.	Prof. Farooq Ahmed Shah	IMPACT OF PRODUCT PACKAGING ON IMPULSIVE BUYING BEHAVIOUR : A STUDY OF SELECT FMCG PRODUCTS IN J&K
8.	Aasia Yousf	16150cukmr008	01-03-2017	M.Phil	Dr. Fayaz Ahmed Nika	EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES IN BANKING INDUSTRY: A COMPARATIVE STUDY OF J&K BANK AND SBI.
9.	Nasir Yaseen Khanday	16150cukmr009	01-03-2017	M.Phil	Prof. Farooq Ahmed Shah	PRIORITY SECTOR LENDING PATTERN OF MAJOR BANKS IN JAMMU AND KASHMIR
10.	Syed Naiyer U Nisa	16150cukmr010	01-03-2017	M.Phil	Dr. Mushatq A Lone	EMOTIONAL LABOUR, BURNOUT AND TURNOVER INTENTION: A STUDY OF SELECT BANKS IN KASHMIR