

LIST OF THE CANDIDATES WHO ARE PURSUING PHD IN TBS

1	Shwetambri Sharma	01.04.2009	Prof. Keshav Sharma	An Impact Assessment of Brand Trust on Commitment and Loyalty to Brands in the Automobile	Pursuing PhD
2	Raouf Ahmed Rather (Whole-time)	01.09.2014	Dr. Jyoti Sharma	Customer Engagement as a Driver of Loyalty in Hospitality sector	Registration Cancelled
3	Pirzada Sajad Ahmed (Whole-time)	01.09.2014	Dr. Umesh Choudhary	Impact Analysis of Government Sponsored Microfinance Schemes in J & K	Pursuing PhD
4	Keshav Kumar Gupta	01.11.2014	Dr. Rajendra Mishra	Factors Affecting Website Selection Behavior for Apparels by Women in India	Thesis Submitted
5	Paramdeep Kour (Part-time)	01.06.2015	Dr. Komal Nagar	Brand Scandal Spillover: Examining Consumer Reactions toward Parent Company and Competing Brand	Pursuing PhD
6	Bharti Slathia (Part-time)	01.11.2015	Prof. Vinay Chauhan	Dimensional Analysis of Customer Based Brand Equity in Tourism: A Case of Jammu as a Tourist Destination	Thesis Submitted
7	Vibhu Johar (Whole-time)	01.10.2017	Prof. Alka Sharma	In-Store Retail Technology For Building Shoppers' Loyalty Through Enhanced Experience	Pursuing PhD
8	Avantika Bakshi (Whole-time)	01.10.2017	Prof. Vinay Chauhan	Business to Business Digital Marketing Strategies for Agribusiness in Jammu	Abstract Submitted
9	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.	Pursuing PhD
10	Shiromani Gupta (Whole-time)	01.05.2018	Dr. Rachna Mahajan	Role of Micro-Influencers in Affecting Behavioural Intentions of Instagram Users	Abstract Submitted
11	Juhi Gandral (Whole-time)	01.05.2018	Prof. Alka Sharma	Exploring the Role of chatbot technology in Brand relationship quality of the Banking Sector	Pursuing PhD
12	Arjun Hans (Whole-time)	01.05.2018	Dr. Farah S Choudhary	Impact of Behavioural Factors on Investment Decisions and Performance in Indian Equity Market	Abstract Submitted
13	Goutam Saini (Part-time)	01.05.2018	Prof. Alka Sharma	Strategising Subsistent Environment for Developing Transformative Entrepreneurship: A case of Jammu Division	Pursuing PhD

14	Sanjeev Kumar (Whole-time)	01.05.2018	Dr. Rajendra Mishra	Socio-Economic Impact of Tourism: A Study of Tirumala Turipati and Vaishno Devi Pilgrimage	Pursuing PhD
15	Asif Jawaid Batt (Whole-time)	14.03. 2019	Dr. Rajendra Mishra	A study of Skills and Social Support as Antecedents of Entrepreneurial intention	Under Process for cancellation
16	Divya Gupta (Whole-time)	14.03. 2019	Dr. Rachna Mahajan	Examining Post Adoption Behavioural Intentions in Smart Fitness Wearables	Pursuing PhD
17	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 PhD
18	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.	Pursuing PhD
19	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 PhD
20	Sunakshi Gupta (Whole-time)	03.07.2019	Dr. Aubid H Parrey	Psychological Factors Affecting Entrepreneurial Decision-Making: Effectuation and Causation Approach	Pursuing PhD
21	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	Pursuing PhD
22	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 PhD
23	Meena Gupta (Part-time)	11.07.2020	Dr. Komal Nagar	An understanding of consumers' attitude and intention to use Anthropomorphic self-service technologies	Pursuing PhD
24	Shabir Hussain (Whole-time)	11.07.2020	Prof. Sameer Gupta	Financial Inclusion and Digital Financial Services: An Impact Assessment	Pursuing PhD
25	Shumalini (Whole-time)	11.07.2020	Dr. Amisha Gupta	An Empirical Study of the Framework of Disposition Effect in the Equity Investors In Jammu Region	Pursuing PhD
26	Niharika Sharma (Whole-time)	11.07.2020	Prof. Versha Mehta	Left the Programme	Enrollment Cancelled
27	Sunanjita Mahajan (Whole-time/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 PhD

28	Mohammad 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 PhD
29	Mohammed Avais (Part-time)	11.07.2020	Prof. Sameer Gupta	Equity investment decision by individual investors in cash segment of stock market	Pursuing PhD
30	Ruqia Ayoub (Whole-time)	11.07.2020	Dr. Shelleka Gupta	Psychological Capital and Subjective Well-being: Study of Entrepreneurs in North India	Pursuing PhD
31	Jigmet Wangmo (Part-time)	01.09.2020	Dr. Jyoti Sharma (Kathua Campus)	Examining the role of value Co-Creation In homestay service: A Study of Union Territory of Ladakh	Pursuing PhD
	Raghav Vaid (Whole-time)	01.09.2020	Prof. Versha Mehta	Left the Programme	Enrolment cancelled
33	Arushi Salathia (Whole-time)	01.09.2020	Dr. Rachna	Left the Programme	Enrollment Cancelled
34	Shifali Karloopia (Whole-time)	01.09.2020	Prof. Sameer Gupta	Price volatility and volatility transmission: an empirical investigation using seasonality and structural breaks in Indian Agriculture Commodity Markets.	Pursuing PhD
35	Shubham Bharti (Whole-time)	01.09.2020	Prof. Sameer Gupta	Left the Programme	Enrolment cancelled
36	Kanika Juneja (Whole-time)	01.09.2020	Dr. Farah S Choudhary	Strategizing e-wom for purchase intentions: A case of e-Tailing	Pursuing PhD
37	Aradhana Sharma (Whole-time)	01.09.2020	Dr. Shelleka Gupta	Left the Programme	Enrollment Cancelled
38	Bonia Sharma (Whole-time)	01.09.2020	Dr. Shelleka Gupta	Psychological ownership and behavioural consequences: A Study of online multiplayer games segment	Pursuing PhD
39	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 PhD
40	Surbhi Langeh (Whole-time)	01.09.2020	Dr. Umesh Choudhary (Bhaderwah Campus)	Investigating the effect of Job Embeddedness on Employee Turnover Intention: Mediating role of Job-Hopping	Regn. Case to be placed in BORS
41	Mohit Kumar (Whole-time)	01.09.2020	Dr. Umesh Choudhary (Bhaderwah Campus)	-	Enrolment Cancelled
42	Imtiaz Ahmed	01.09.2020	Dr. Aubid H	Left the Programme	Enrolment

	(Whole-time)		Parrey		cancelled
43	Sunita (Whole-time)	01.09.2020	Prof. Sameer Gupta	Left the Course	Enrolment Cancelled
44	Najma Khatoon (Whole-time)	01.09.2020	Dr. Farah S Choudhary	Social Media Functionality for Green Destination Image and Loyalty	Pursuing PhD
45	Surbhi Choudhary (Whole-time)	01.03.2021	Prof. Vinay Chauhan	Application of Phygital Marketing for Customer Experience Management in Hospitality Sector	Pursuing PhD
46	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 PhD
47	Manisha Verma (Whole-time)	01.03.2021	Dr. Aubid H Parrey	Left the Programme	Enrolment cancelled
48	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 PhD
49	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 PhD
50	Bhanu Priya (Part-time)	11.08.2021	Dr. Rachna Mahajan	Left the Programme	Enrolment cancelled
51	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 PhD
52	Antra Sharma (Whole-time)	11.08.2021	Dr. Shelleka Gupta	Investigating Augmented Reality for generating User Experience and User Satisfaction.	Pursuing PhD
53	Neha Rani (Whole-time)	11.08.2021	Dr. Rajendra Mishra	Left the Programme	Enrolment cancelled
54	Shubam Sardhalia (Whole-time)	11.08.2021	Dr. Farah S Choudhary	Left the Programme	Enrolment cancelled
55	Monica Katoch (Whole-time)	11.08.2021	Prof. Alka Sharma	Social Medial Memes Marketing for the Promotion of OTT Platforms in India.	Pursuing PhD

56	Sumit Sharma (Part-time)	11.08.2021	Prof. Sameer Gupta	Left the Programme	Enrolment cancelled
57	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 PhD
58	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 PhD
59	Prinka Dogra (Whole-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	Pursuing PhD
60	Masarat Rashid (Whole-time)	11.08.2021	Dr. Jyoti Sharma	-	Enrolment cancelled
61	Divyangi Gupta (Whole-time)	11.08.2021	Dr. Amisha Gupta	-	Enrolment cancelled
62	Gurleen Kour (Whole-time)	01.04.2022	Dr. Aubid H Parrey		Pursuing PhD
63	Muskan Gupta (Whole-time)	06.06.2022	Dr. Amisha Gupta		Pursuing PhD
64	Prince Verma (Whole-time)	06.06.2022	Dr. Saloni Devi		Pursuing PhD
65	Mohit Sasan (Whole-time)	06.06.2022	Dr. Komal Nagar		Pursuing PhD
66	Faiza Frarat (Whole-time)	06.06.2022	Dr. Rachna Mahajan		Pursuing PhD
67	Sonali (Whole-time)	06.06.2022	Prof. Sameer Gupta		Pursuing PhD
68	Stenzin Dawa	06.06.2022	Prof. Versha Menta		Pursuing PhD

	(Whole-time)				
69	Manisha Verma (Whole-time)	06.06.2022	Prof. Neelu Rohmetra		Pursuing PhD
70	Sumriti Choudhary (Whole-time)	06.06.2022	Dr. Amisha Gupta		Pursuing PhD
71	Amit (Part-time)	06.06.2022	Dr. Sunil Bhardwaj (Bhaderwah Campus)		Pursuing PhD
72	Shamshad Bibi (Part-time)	06.06.2022	Dr. Umesh Choudhary (Bhaderwah Campus)		Pursuing PhD
73	Junaid Iqbal (Whole-time)	06.06.2022	Dr. Sunil Bhardwaj (Bhaderwah Campus)		Requested for cancelled of enrolment
74	Masarat Rashid (Whole-time)	06.06.2022	Dr. Sunil Bhardwaj (Bhaderwah Campus)		Absent in the Course Work
75	Sonali Vaid (Whole-time)	1 st Nov. 2022	Dr. Saloni Devi and Prof. Vinay Chauhan		Pursuing Course Work
76	Aishiya Gupta (Part-time)	1 st Nov. 2022	Dr. Sunil Bhardwaj (Bhaderwah Campus)		Pursuing Course Work
77	Jyoti Ganjoo (Whole-time)	1 st Nov. 2022	Dr. Rajendra Mishra		Pursuing Course Work
78	Stuti Mishra (Whole-time)	1 st Nov. 2022	Dr. Amisha Gupta		Pursuing Course Work
79	Shivam Johar (Whole-time)	1 st Nov. 2022	Dr. Amisha Gupta		Pursuing Course Work
80	Rohan Sharma (Whole-time)	1 st Nov. 2022	Dr. Rohit Bhagat (Bhaderwah Campus)		Pursuing Course Work

