

**List of the Scholars who are pursuing PhD in The Business School
University of Jammu, Jammu as on 31st January, 2023**

1	Pirzada Sajad Ahmed (Part-time)	01.09.2014	Dr. Umesh Choudhary (Bhaderwah Campus)	Impact Analysis of Government Sponsored Microfinance Schemes in J & K	Thesis submitted
2	Keshav Kumar Gupta Whole-time	01.11.2014	Dr. Rajendra Mishra	Factors Affecting Website Selection Behavior for Apparels by Women in India	Thesis Submitted
3	Paramdeep Kour (Part-time)	01.06.2015	Dr. Komal Nagar	Brand Scandal Spillover: Examining Consumer Reactions toward Parent Company and Competing Brand	Pursuing PhD
4	Bharti Slatia (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	Abstract Submitted
5	Vibhu Johar (Part-time)	01.10.2017	Prof. Alka Sharma	In-Store Retail Technology For Building Shoppers' Loyalty Through Enhanced Experience	Pursuing PhD
6	Avantika Bakshi (Whole-time)	01.10.2017	Prof. Vinay Chauhan	Business to Business Digital Marketing Strategies for Agribusiness in Jammu	Abstract submitted
7	Nitin Gupta (Part-time)	01.10.2017	Dr. Komal Nagar	Exploring the Association among Fear of Missing out, Anxiety, Social Networking Site Engagement and Social Networking Site Addiction.	Pursuing PhD
8	Shiromani Gupta (Whole-time)	01.05.2018	Dr. Rachna Mahajan	Role of Micro-Influencers in Affecting Behavioural Intentions of Instagram Users	Pursuing PhD
9	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
10	Ajgun Hans (Whole-time)	01.05.2018	Dr. Farah S Choudhary	Impact of Behavioural Factors on Investment Decisions and Performance in Indian Equity Market	Pursuing PhD
11	Goutam Saini (Part-time)	01.05.2018	Prof. Alka Sharma	Strategising Subsistent Environment for Developing Transformative Entrepreneurship: A case of Jammu Division	Pursuing PhD
12	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
13	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
14	Divya Gupta (Whole-time)	14.03.2019	Dr. Rachna Mahajan	Examining Post Adoption Behavioural Intentions in Smart Fitness Wearables	Pursuing PhD
15	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
16	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
17	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
18	Sunakshi Gupta (Whole-time)	03.07.2019	Dr. Aubid H Parrey	Psychological Factors Affecting Entrepreneurial Decision-Making: Effectuation and Causation Approach	Pursuing PhD

19	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
20	Vriti Jain (Whole-time)	11.07.2020	Dr. Jyoti Sharma (Department of Commerce)	Investigating the relationship between employee wellbeing and intention to stay: A study in Banking sector.	Pursuing PhD
21	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
22	Shabir Hussain (Whole-time)	11.07.2020	Prof. Sameer Gupta	Financial Inclusion and Digital Financial Services: An Impact Assessment	Pursuing PhD
23	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
25	Sunanjita Mahajan (Part-time)	11.07.2020	Prof. Vinay Chauhan	Sellers' perspective on E-Service quality, user satisfaction and continuance intention in E-Marketplace	Pursuing PhD
26	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
27	Mohammed Avais (Part-time)	11.07.2020	Prof. Sameer Gupta	Equity investment decision by individual investors in cash segment of stock market	Pursuing PhD
28	Ruqia Ayoub (Whole-time)	11.07.2020	Dr. Shelleka Gupta	Psychological Capital and Subjective Well-being: A Study of Entrepreneurs in North India	Pursuing PhD
29	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
30	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
31	Kanika Juneja (Whole-time)	01.09.2020	Dr. Farah S Choudhary	Strategizing e-wom for purchase intentions: A case of e-Tailing	Pursuing PhD
32	Bonia Sharma (Whole-time)	01.09.2020	Dr. Shelleka Gupta	Psychological ownership and behavioural consequences: A Study of online multiplayer games segment	Pursuing PhD
33	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
34	Najma Khatoon (Whole-time)	01.09.2020	Prof. Vinay Chauhan	Social Media Functionality for Green Destination Image and Loyalty	Pursuing PhD
35	Surbhi Choudhary (Whole-time)	01.03.2021	Prof. Vinay Chauhan	Application of Phygital Marketing for Customer Experience Management in Hospitality Sector	Pursuing PhD
36	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
37	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
38	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

39	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
40	Antra Sharma (Whole-time)	11.08.2021	Dr. Shelleka Gupta	Investigating Augmented Reality for generating User Experience and User Satisfaction.	Pursuing PhD
41	Monica Katoch (Whole-time)	11.08.2021	Prof. Alka Sharma	Social Media Memes Marketing for the Promotion of OTT Platforms in India.	Pursuing PhD
42	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
43	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
44	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

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 Director
 The Business School
 University of Jammu
 Jammu