



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

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OFFICE OF THE DIRECTOR (RESEARCH & CONSULTANCY)

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F.No. GGSIPU/ DRC/ Ph.D./ 2018/ 1376

Dated: 07.01.2019

ORDER

Sub: Final registration of Ph.D. research scholars 2016 & 2017 batch of USMS.

The Competent Authority of Guru Gobind Singh Indraprastha University has approved the final registration for Ph.D. Programme of the following scholar(s) w.e.f. 09.10.2018.

Sl. No.	Name of the Scholar	Enrollment No.	FT/PT	Name of the Supervisor	D.O.SRC	D.O.BOS	Title of Thesis/ Topic
1	Ms. Shradha Jain	01316690916	Part Time	Prof. R.K. Mittal	11.05.2018	09.10.2018	A Study of Asset Quality and its Impact on Financial Performance of Banks in India
2	Ms. Anamika Sangwan	02016690917	Full Time	Prof. Vijita S. Aggarwal	16.08.2018	09.10.2018	Impact of Relational Capital on Performance of International Joint Ventures: A Study of Select International Joint Ventures in India
3	Mr. Joy Patra	02116690917	Part Time	Prof. Meenakshi Handa	16.08.2018	09.10.2018	A Study of Consumer Participation and Gratification in Brand Communities
4	Ms. Parul Ahuja	02216690917	Full Time	Prof. Meenakshi Handa	16.08.2018	09.10.2018	Consumer Ethics: A Study of Consumer Ethical Beliefs and Ethical Intentions
5	Ms. Anshita Yadav	02316690917	Full Time	Dr. Sanchita Bansal	16.08.2018	09.10.2018	Role of Entrepreneurial Marketing in Influencing Business Performance: A Study of Select Startups in India
6	Ms. Isha Garg	02416690917	Full Time	Dr. Sanchita Bansal	16.08.2018	09.10.2018	A Study on Role of Social Enterprises in Attaining Sustainable Development
7	Ms. Manali Gupta	02716690917	Full Time	Prof. Neena Sinha	16.08.2018	09.10.2018	A Study of Consumer Intention to use Wearable Device in India
8	Ms. Pratibha Singh	02816690917	Full Time	Prof. Neena Sinha	16.08.2018	09.10.2018	"Response Effectiveness of Social Networking Site Advertising: A Study of Indian Millennials Using Facebook"


7/1/19

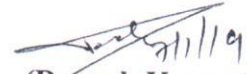
	Ms. Riya Manchanda	03216690917	Part Time	Prof. Sanjiv Mittal	16.08.2018	09.10.2018	A Study of Sensory Marketing and its Impact on Purchase Decision in Organized Retailing with Special Reference to Fashion Apparels
10	Ms. Mansi Jain	03316690917	Full Time	Dr. Gagandeep Sharma	16.08.2018	09.10.2018	A Study of Relationship between Economic Well-being and Human Happiness in India



(Dr. Udayan Ghose)
Associate Director (R&C)

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(Deepak Kumar)
Section Officer (R&C)