

Management

SL. No.	NAME	Enrollment No.	RESEARCH TOPIC	Date of RDC
1	RAJAT PUNDEER	120001015209	The Impact of Mergers and Acquisitions on the valuations of Acquirer Firms in India	10 Jan, 2020
2	GAYATRI BAHUGUNA	120001015210	Employee Retention Strategies in Software Industry: An Empirical Study	10 Jan, 2020
3	JUBILEE GOYAL	120001015211	Impact of Invironmental Awareness on Consumer Attitudes Towards Selected Green Products in Young Consumers of Dehradun	10 Jan, 2020
4	SHEELA BIJALWAN	120001015212	Impact of Training & Development on Performance in Rural Helth Sector of Uttarakhand	10 Jan, 2020
5	ANIL LAKHERA	120001015215	Job Satisfaction in Hotel Industry: A Case Study of National Capital Region (NCR)	10 Jan, 2020
6	KHALIQR REHMAN ANSARI	130001015227	A Relational Study of Team Effectiveness with Employee Motivation, Satisfaction and Retention with Reference to Service Sector	10 Jan, 2020
7	YOGESH CHANDRA VERMA	130001015229	Identification of Critical Success Factors of Transformational Change Management Programme-A Case of ONGC	10 Jan, 2020
8	MINI MEHTA	130001015232	Proformance Analyysis of Regional Rural Banks in Uttarakhand Region	10 Jan, 2020

9	CHARU KHURANA	130001015235	Emotional Intelligence as a Determinant of Professional Success: A Study of Selected Enterprises of Uttarakhand	10 Jan, 2020
10	DIVYA SHARMA	130001015237	Importance Performance Analysis An Emperial Study on Service of RRB in India	10 Jan, 2020
11	HEENA MANGAIN	130001015238	A Study of Work-Life Balance in the BPO Sector: A Case Study of Uttarakhand State	10 Jan, 2020
12	SHIV KUMAR DADAR	130001015245	e-CRM initiatives taken by private life insurance companies post 2008 economic slowdown	10 Jan, 2020
13	TILOTTAMA SINGH	130001015247	Impact of Emotional Spiritual Quotient (ESQ) on Managerial Effectiveness of Employees	10 Jan, 2020
14	SACHIN GARG	130001015248	Behavioural Marketing Investment Decisions in Uttarakhand State (Garhwal Region)	10 Jan, 2020
15	NEETI SEMWAL	130001015249	A Study of Factors Affecting Growth of Reverse Mortgage in India	10 Jan, 2020
16	MOHIT KUMAR SHARMA	130001015250	A COMPARATIVE STUDY OF THE LEAD BANK SCHEMES IN SCOCIO-ECONOMIC DEVELOPMENT OF WESTERN UTTAR PRADESH: WITH SPECIAL REFERENCE TO MEERUT AND MUZAFFARNAGAR	10 Jan, 2020
17	RICHA SHARMA	130001015251	A Study of Leadership styles Transformation in Leaders of Family Managed Business	10 Jan, 2020
18	LALIT KUMAR	130001015252	An Analysis of Working and Performance of Uttar Pradesh State Road Transport Corporation (UPSRTC) for last one decade	10 Jan, 2020

19	SHAILESH CHAMOLA	130001015260	Customer Relationship Management Practices and their impact on Customer Satisfaction and Hotel performance in Uttarakhand	10 Jan, 2020
20	PRIYANKA KAUSHIK	130001015270	Performance Measurement of Small Scale Industries in Sports goods in Meerut District	10 Jan, 2020
21	PARVI BHARTI	130001015271	Integrating In-Store and Online Shopping Practices: A Study of Retail Product Segment in National Capital Region	10 Jan, 2020
22	NANDITA	130001015273	Family Purchase Decision Making: An Exploratory Study of Children's Influence in Uttar Pradesh	10 Jan, 2020
23	MANORAMA YADAV	130001015276	Human resources as a Source of Competitive Advantage in it Sector of India: A Study of Software Industry	10 Jan, 2020
24	ARPANA KUMARI	130001015277	A Study on Role of Organizational Factors Process in Real Estate Industry	10 Jan, 2020
25	CHHAVI KRISHNA	130001015283	Impact of SHRM on Employee's Retention	10 Jan, 2020
26	ASHISH VISHNOI	140001015287	Impact of E-Banking on customer Satisfaction; A Study of Public and Private Banks in Uttarakhand	10 Jan, 2020
27	SATYAM PRAKASH SRIVASTAVA	140001015288	Impact of Microfinance on Poverty Alleviation & Employment Generation Programmes in Dehradun	10 Jan, 2020

28	Suchitra Gera	140001015289	Brand Loyalty of Cosmetic Products: A Study of Women's perception and preference towards cosmetics products with special reference to Garhwal Region of Uttarakhand	10 Jan, 2020
29	Ashutosh Sheel	150001015290	An Analytical Study of Supply Chain Management System in Retail Sector: A Case Study of Petroleum Outlets	10 Jan, 2020
30	Ashu Chanchal	150001015291	Impact of Employees Perception about Work Environment on Organizational Commitment with Reference to Public and Private Sector Banks	10 Jan, 2020
31	Ritu Tayal	150001015292	A Study on Factors Influencing Organisational Effectiveness in Indian Banks	10 Jan, 2020
32	Rinku Tiwari	150001015293	Management and Performance of Merchant Bankers in India in Post Liberalisation Era	10 Jan, 2020
33	Indu Patni	150001015294	Impact of Natural Disasters on Tourism Industry of Uttarakhand	10 Jan, 2020
34	Abhishek Chauhan	150001015295	Customer Relationship Management Practices in Hospitality Industry in Uttarakhand State	10 Jan, 2020
35	Shraddha Agarwal	150001015296	Wellness Tourism in Uttarakhand: A Case Study of Patanjali Yogpeeth	10 Jan, 2020
36	Usha Patel	150001015297	Knowledge Management Practices in Higher Educational Institutional Institutions: A Comparative Study of Government and Private Universities	10 Jan, 2020

37	Ravindra Sharma	150001015298	The Impact of Employer Branding on Organizational Attractiveness, Job Engagement and Organizational Commitment: A Study of Indian IT Firms	10 Jan, 2020
38	Jai Prakash Chaubey	150001015300	Correlates of Customer Loyalty to their bank: A Case Study of CRM in Indian banking Sector	10 Jan, 2020
39	Chandan Singh	150001015301	A Study to Indicate "The Importance of brand Awareness in Brand Selection with Special Reference to Readymade Garments" in Uttarakhand	10 Jan, 2020
40	Sakshi Vohra	150001015302	Personality and Emotional Intelligence as a Determinants of Managerial Effectiveness- A Study of Middle and Senior Level Executive of Uttarakhand	10 Jan, 2020
41	Ajay Pal Singh	150001015303	Demographic and Socio-Economic factors influencing the demand of two wheelers: A Study in Saharanpur and Meerut Districts	10 Jan, 2020
42	Ashish Dhyani	160001015305	Role of Soft Skills in Improving Employees' Performance: A Study of Core Departments of Selected Hotels in Uttarakhand.	10 Jan, 2020
43	Amrish Rai	160001015306	Predicting Client adoption for online banking: A study on the selected banks in Dehradun.	10 Jan, 2020
44	Yashveer Singh Rawat	160001015307	An Approach Towards Inclusive Tourism and Sustainable Community Development in Uttarakhand.	10 Jan, 2020

45	Ravindra Singh Rawat	160001015308	Role of Digital Marketing Communication on Brand Promotion: A study of Apparel Industry select Brands in India.	10 Jan, 2020
46	Sanjay Singh Chauhan	160001015309	Developing Business Model for Microfinance Institutions :A Study of Garhwal region of Uttarakhand.	10 Jan, 2020
47	Ashutosh Kumar Anand	160001015310	Impact of Employee Performance Appraisal system on Employee Productivity : A Study of Selected Power PSUs.	10 Jan, 2020
48	Vikhyat Singhal	160001015311	Management Education and Employability: An Empirical Study of Management Institutes of National Capital Region.	10 Jan, 2020
49	Manish Dhingra	160001015312	Study of Content Mix used in Social Media Advertising and its Impact on Consumers' eWOM Behaviours & Buying Intentions.	10 Jan, 2020
50	Krishanveer Singh	160001015313	A Study of Psychographic Differences among Eco Friendly and Non-Eco Friendly Consumers with reference to Indian Market.	10 Jan, 2020
51	Lovelesh Joshi	160001015314	Health Insurance: Relationship Between Psychological Well being of Urban People in Uttarakhand	10 Jan, 2020
52	Shyam Sunder Chauhan	160001015315	To Study the impact of Promotional Strategies of Selected Insurance Companies on Consumer Perception in the rural areas of Meerut District.	10 Jan, 2020
53	Akash Deep Bamola	160001015316	Creating Entrepreneurial Culture in the area of Uttarakhand through Branding Floriculture.	10 Jan, 2020

54	Priyanka Singh	160001015317	A Study on Integration of Locus of Control with Emotional Intelligence for Sustainable Organizational Change with special Reference to Higher Education Institutions.	10 Jan, 2020
55	Rajiv Kumar	160001015318	Service Quality of District Central Cooperative Banks (DCCB) in Uttarakhand: A Study of Consumer Perception and Satisfaction.	10 Jan, 2020
56	Udit Kumar Pandey	160001015319	Identification of Training Needs in Unorganized Tourism Sector: A Study of Uttarakhand State	10 Jan, 2020
57	Divya Sharma	160001015320	A Comparative Study between Micro Finance Institutions and Rural Support Programs in Creating Self Employment in Uttarakhand.	10 Jan, 2020
58	Anupa Chaudhary	160001015321	To Study The Effect of Entrepreneurial Initiatives on Out Migration and Employment: With Special Reference to Kumaun Division of Uttarakhand	10 Jan, 2020
59	Abhishek Hatwal	160001015322	A Study on Adoption of Internet Marketing and its Impact on Tourism industry with specific refernce to hotel segment of Uttarakhand.	10 Jan, 2020
60	Parminder Kaur	160001015323	Impact of Micro Finance on Women Empowerment in Uttarakhand.	10 Jan, 2020
61	Sweta Gaur	160001015324	Resource Mobilisation & Portfolio Management Strateties: A Study on Selected Investment Companies.	10 Jan, 2020
62	Nidhi Bhatia	160001015325	A Study on CSR practices in small Hydro Power Projects in Uttarakhand.	10 Jan, 2020

63	Nishant Chaturvedi	160001015326	Effects of Workplace culture on Teachers' Satisfaction and Job Performance in Private Colleges of Western Uttar Pradesh.	10 Jan, 2020
64	SANTOSH KUMAR	160001015327	Determinants of Pricing Policy in Indian Telecommunication Industry for Sustainable Growth	10 Jan, 2020