

UNIVERSITY OF ALLAHABAD



Session: 2019/20

No. 628/INTIMATION/RES/2020

Date - 26/5/2020

OFFICE ORDER

The Research Degree Committee in its meeting held on 22.01.2020 has approved the following admissions for PhD. Degree in Allahabad University proposed by department /Institute/Centre concern. The name of Supervisor /Department and topic of the research scholar are mentioned in front of their name.

FACULTY OF COMMERCE					
DEPARTMENT OF COMMERCE					
S. N.	INTIMA. No. & SESSION	NAME OF STUDENT AND FATHER's NAME	ENROLLMENT & ADMISSION DATE	Supervisor & DEPARTMENT	TOPIC & SUBJECT
1.	1147/RES/2020	Ms. Deepali Yadav D/o Sri Uma Shankar Yadav	20/03/2020	Dr. Ashim Kumar Mukherjee Dept. of Commerce (AU)	ROLE OF THE INSOLVENCY AND BANKRUPTCY CODE (IBC) 2016 IN MANAGEMENT OF NON-PERFORMING ASSETS - WITH SPECIAL REFERENCE TO SELECT PUBLIC SECTOR BANKS.
2.	1148/RES/2020	Ms. Hargun Sahni D/o Sri Harinder Singh Sahni	20/03/2020	Dr. Ashim Kumar Mukherjee Dept. of Commerce (AU)	MERGERS AND ACQUISITIONS IN INDIAN BANKING SECTOR: STUDY OF FINANCIAL AND NON FINANCIAL IMPLICATIONS.
3.	1149/RES/2020	Mr. Shabir Hussain S/o Sri Akhon Hussain	20/03/2020	Prof. S.A. Ansari Dept. of Commerce (AU)	PROBLEMS AND PROSPECTS OF MICROFINANCE FOR WOMEN ENTREPRENEURS IN LADAKH.
4.	1050/RES/2020	Ms. Sana Parveen D/o Sri Jamshed Ahmad	20/03/2020	Prof. S.A. Ansari Dept. of Commerce (AU)	IMPACT OF OWNERSHIP STRUCTURE ON PERFORMANCE: AN EMPIRICAL STUDY ON INDIAN BANKING SECTOR.
5.	1151/RES/2020	Ms. Ayushi Agarwal D/o Sri Rakesh Agrawal	20/03/2020	Prof. Ajai Kumar Singhal Dept. of Commerce (AU)	A STUDY OF IMPACT OF TALENT MANAGEMENT ON EMPLOYEE RETENTION AND ENGAGEMENT WITH SPECIAL REFERENCE TO IT SECTOR.


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M. Prakash

6.	1152/RES/2020	Mr. Prakhar Ghosh S/o Sri Prashant Kumar Ghosh	20/03/2020	Prof. Ajai Kumar Singhal Dept. of Commerce (AU)	THE ROLE OF GREEN HUMAN RESOURCE MANAGEMENT IN ENVIRONMENTAL SUSTANABILITY IN INDIA - WITH SPECIAL REFERENCE TO ENERGY SECTOR.
7.	1153/RES/2020	Ms. Neha Yadav D/o Sri Satyapal Yadav	20/03/2020	Prof. S.M.Z. Khursheed Dept. of Commerce (AU)	SALES PROMOTION STRATEGIES: A COMPARATIVE STUDY OF SELECT TWO WHEELER COMPANIES IN INDIA.
8.	1154/RES/2020	Ms. Aqsa Khan D/o Sri Naseem Ahmad Khan	20/03/2020	Prof. S.M.Z. Khursheed Dept. of Commerce (AU)	WORK LIFE BALANCE AND EMPLOYEE RETENTION WITH SPECIAL REFERENCE TO FEMALE EMPLOYEES IN PRIVATE SECTOR ORGANISATIONS IN INDIA.
9.	1155/RES/2020	Ms. Mahevash Mashooq D/o Sri Mohd. Mashooq	20/03/2020	Prof. Arun Kumar Dept. of Commerce (AU)	ROLE OF SOCIAL MEDIA MARKETING IN PROMOTING INDIA AS A WEDDING DESTINATION: A CASE STUDY OF SELECT LOCATIONS.
10.	1156/RES/2020	Mr. Tirthraj Singh S/o Sri Anand Prakash Singh	20/03/2020	Prof. R.S. Singh Dept. of Commerce (AU)	गैर-सरकारी संगठनों में कर्मचारी अभिप्रेरण व संगठनात्मक विकास का समीक्षात्मक अध्ययन (पूर्वी उत्तर प्रदेश के कुछ चयनित जिलों के विशेष संदर्भ में).
11.	1157/RES/2020	Mr. Shubham Kushwaha S/o Sugreev Kushwaha	20/03/2020	Prof. R.S. Singh Dept. of Commerce (AU)	भारतीय बैंकों में मानव संसाधन संबंधी नीतियों एवं रणनीतियों का आलोचनात्मक अध्ययन: (चयनित वाणिज्यिक बैंकों के विशेष संदर्भ में).
12.	1158/RES/2020	Ms. Bushra Siddiqui D/o Sri Mohd. Arshad	20/03/2020	Dr. Ekta Verma Dept. of Commerce (AU)	EFFICACY OF ARTIFICIAL INTELLIGENCE IN DESIGNING MARKETING STRATEGIES FOR ELECTRONIC GOODS.
13.	1159/RES/2020	Ms. Soumya Chowdhury S/o Sri Partha Pratim Chowdhury	20/03/2020	Dr. J.K. Singh Dept. of Commerce (AU)	ROLE OF CONTENT MARKETING IN BUILDING BRAND HEALTH: A STUDY OF SELECT APPAREL RETAILERS OF INDIA.
14.	1160/RES/2020	Mr. Shivam Upadhyay S/o Sri Damodar Upadhyay	20/03/2020	Dr. Akhilesh Chandra Pandey Dept. of Commerce (AU)	STUDY OF UTAUT 2 INFLUENCING CONSUMER'S INTENTION TO USE E-WALLET IN PURCHASE OF CONSUMER DURABLES
15.	1161/RES/2020	Ms. Sameeksha Madan D/o Sri Arvind Madan	20/03/2020	Dr. Shefali Nandan Dept. of Commerce (AU)	ROLE OF EMPLOYER BRANDING IN TALENT ACQUISITION AND RETENTION IN SERVICE SECTOR ORGANIZATIONS IN INDIA.
16.	1162/RES/2020	Mr. Puneet Kumar S/o Sri Jairam	20/03/2020	Dr. R.K. Singh Dept. of Commerce (AU)	EVALUATION OF MICROFINANCE SCHEMES FOR ALLEVIATION OF POVERTY IN EASTERN U.P.

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17.	1163/RES/2020	Mr. Satyam Kumar S/o Sri Avadhesh Chandra	20/03/2020	Prof. Arun Kumar Dept. of Commerce (AU)	INDUSTRY 4.0 ADOPTION IN INDIAN AUTOMOBILE SECTOR: A MULTIPLE CASE STUDY APPROACH.
18.	1164/RES/2020	Mr. Sanandan Mishra S/o Sri Vedvyas Mishra	20/03/2020	Prof. A.K. Malviya Dept. of Commerce (AU)	STUDY ON IMPACT OF ECO-TOURISM IN SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO SELECT DISTRICTS OF UTTAR PRADESH.
19.	1165/RES/2020	Ms. Vaishali Singh D/o Sri Krishna Kumar Singh	20/03/2020	Prof. R.K. Singh Dept. of Commerce (AU)	FINANCIAL LITERACY AMONG WORKING WOMEN OF U.P.: A COMPARATIVE STUDY.
20.	1166/RES/2020	Ms. Shipra Agrawal D/o Sri Ashok Agrawal	20/03/2020	Dr. J.K. Singh Dept. of Commerce (AU)	ROLE OF SOCIAL MEDIA IN RECRUITMENT AND SELECTION: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE COMPANIES IN NORTHERN INDIA.
21.	1167/RES/2020	Mr. Shrikant Pandey S/o Sri Ram Swaroop	20/03/2020	Prof. Anjani Kumar Malviya Dept. of Commerce (AU)	उत्तर प्रदेश में सांस्कृतिक विरासत पर्यटन की समस्याएँ एवं सुझाव: चयनित जिलों के विशेष सन्दर्भ में.
22.	1168/RES/2020	Ms. Jyoti Chandel D/o Sri Ram Pratap Chandel	20/03/2020	Dr. Archana Singh Dept. of Commerce (AU)	AN ANALYTICAL STUDY OF FINANCIAL SUSTAINABILITY OF INDIAN COMMERCIAL BANKS.
23.	1169/RES/2020	Ms. Akansha Tandon D/o Sri Arun Tandon	20/03/2020	Dr. Himanshu Srivastava Dept. of Commerce (AU)	IMPLICATION OF MERGER OF PUBLIC SECTOR BANKS: WITH SPECIAL REFERENCE TO BANK OF BARODA.
24.	1170/RES/2020	Ms. Aparna Shukla D/o Sri Brij Kishore Shukla	20/03/2020	Dr. Archana Singh Dept. of Commerce (AU)	DISSEMINATION OF INFORMATION THROUGH INTERNET AND ITS IMPACT ON STOCK MARKET INVESTMENT DECISIONS.
25.	1171/RES/2020	Ms. Pragya Pandey D/o Sri Dinesh Kumar Pandey	20/03/2020	Dr. Pragya Singh Dept. of Commerce (SPM)	ROLE OF HUMAN RESOURCE INFORMATION SYSTEM PRACTICES IN MEDICAL HOSPITALS: WITH SPECIAL REFERENCE TO EASTERN UTTAR PRADESH.
26.	1172/RES/2020	Mr. Amit Kumar S/o Sri Ram Avadh	20/03/2020	Dr. Manju Singh Dept. of Commerce (SPM)	कर्मचारियों पर संगठनात्मक संस्कृति के प्रभाव का अध्ययन: टाटा मोटर्स के सन्दर्भ में.
27.	1173/RES/2020	Ms. Hanfia Rahman D/o Sri Shafiqur Rahman	20/03/2020	Dr. Manju Singh Dept. of Commerce (SPM)	A STUDY OF PERFORMANCE APPRAISAL PRACTICES IN ORGANIZED RETAIL SECTOR IN NORTH INDIA.
28.	1174/RES/2020	Mr. Mukesh Kushwaha S/o Shri Shardanand Kushwaha	20/03/2020	Dr. Sarvesh Singh Dept. of Commerce (SPM)	IMPACT OF TALENT MANAGEMENT ON EMPLOYEE PRODUCTIVITY IN CEMENT INDUSTRY

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29.	1175/RES/2020	Ms. Priyanka Soni D/o Shri Rajeev Soni	20/03/2020	Dr. Ruchi Gupta Dept. of Commerce (ISDC)	A STUDY OF ONLINE MARKETING EFFECTIVENESS ON INTEGRATED MARKETING COMMUNICATION - A CASE STUDY OF SELECTED MNCs.
30.	1176/RES/2020	Ms. Saumya Jaiswal D/o Shri Sanjay Kumar Jaiswal	20/03/2020	Dr. Pradeep Saxena Dept. of Commerce (ISDC)	A STUDY OF ORGANIZATIONAL DEVELOPMENT PRACTICES AND PATTERNS IN THE SERVICE INDUSTRY
31.	1177/RES/2020	Mr. Sanjay Kumar S/o Shri Subedar Singh	20/03/2020	Dr. Pradeep Saxena Dept. of Commerce (ISDC)	IMPACT OF WORKFORCE DIVERSITY ON EMPLOYEES MORALE AND PRODUCTIVITY - WITH SPECIAL REFERENCE TO INFORMATION TECHNOLOGY INDUSTRY
32.	1178/RES/2020	Ms. Anupma Shukla D/o Shri Rajesh Chandra Shukla	20/03/2020	Dr. Ruchi Gupta Dept. of Commerce (ISDC)	MARKETING OF SERVICES IN BANKING SECTOR A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN INDIA
33.	1179/RES/2020	Ms. Madhuri Yadav D/o Shri Matbar Singh Yadav	20/03/2020	Dr. Anjani Kumar Dept. of Commerce (CMP)	AN ANALYTICAL STUDY OF MARKETING STRATEGIES OF PATANJALI AYURVED LIMITED
34.	1180/RES/2020	Ms. Sriya Jaiswal D/o Shri Rajesh Kumar Jaiswal	20/03/2020	Dr. Sunil Kant Mishra Dept. of Commerce (CMP)	A STUDY ON RURAL WOMEN PARTICIPATION IN ECONOMIC ACTIVITIES IN EASTERN UTTAR PRADESH
35.	1181/RES/2020	Ms. Shalini Raj D/o Shri Raj Kumar Gupta	20/03/2020	Dr. Manish Kumar Sinha Dept. of Commerce (CMP)	IMPACT OF COMPENSATION AND REWARD SYSTEM ON EMPLOYEES MORALE AND PERFORMANCE - WITH SPECIAL REFERENCE TO CEMENT INDUSTRY IN UTTAR PRADESH
36.	1182/RES/2020	Mr. Ankur Tiwari S/o Shri Rakesh Tiwari	20/03/2020	Dr. Bireshwar Pandey Dept. of Commerce (CMP)	AN APPRAISAL OF SKILL DEVELOPMENT INITIATIVES FOR YOUTH EMPOWERMENT IN UTTAR PRADESH
37.	1183/RES/2020	Ms. Saloni Keshari D/o Shri Deepak Sarraf	20/03/2020	Dr. Sarika Sushil Dept. of Commerce (CMP)	IMPACT OF MANPOWER PLANNING AND DEVELOPMENT ON PRODUCTIVITY OF WORKFORCE: WITH SPECIAL REFERENCE TO ALUMINIUM INDUSTRY
38.	1184/RES/2020	Ms. Aditi Narain D/o Shri Pradeep Varma	20/03/2020	Dr. Brijesh Kumar Dept. of Commerce (CMP)	ROLE OF HOSPITALITY INDUSTRY IN THE PROMOTION OF TOURISM IN UTTAR PRADESH

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39.	1185/RES/2020	Ms. Nandini Singh D/o Shri R. P. Singh	20/03/2020	Dr. Brijesh Kumar Dept. of Commerce (CMP)	A CRITICAL EVALUATION OF AGRICLINICS AND AGRIBUSINESS CENTRE SCHEMES IN CENTRAL REGION OF UTTAR PRADESH
40.	1186/RES/2020	Ms. Yashi Jaiswal D/o Shri Amrish Kumar Jaiswal	20/03/2020	Dr. Manish Kumar Sinha Dept. of Commerce (CMP)	IMPACT OF ORGANISATIONAL CULTURE ON EMPLOYEE BEHAVIOR AND PRODUCTIVITY WITH SPECIAL REFERENCE TO INFORMATION TECHNOLOGY
41.	1187/RES/2020	Mr. Mohammad Rashid S/o Shri Munauwar Ali	20/03/2020	Dr. R. B. L. Srivastava Dept. of Commerce (CMP)	पूर्वी उत्तर प्रदेश में वस्त्र उद्योग की विपणन सम्बन्धी समस्याओं एवं संभावनाओं का अध्ययन
42.	1188/RES/2020	Ms. Pragati Singh D/o Shri Dharm Vir Singh	20/03/2020	Dr. Anjani Kumar Dept. of Commerce (CMP)	IMPACT OF GREEN MARKETING PRACTICES ON CONSUMER ATTITUDE AND BUYING BEHAVIOR (WITH REFERENCE TO FAST MOVING CONSUMER GOODS)
43.	1189/RES/2020	Ms. Priyanka Yadav D/o Shri Jitendra Prasad Yadav	20/03/2020	Dr. Sunil Kant Mishra Dept. of Commerce (CMP)	IMPACT OF CROSS -CULTURE COMPETENCIES IN START-UP UNITS IN UTTAR PRADESH
44.	1190/RES/2020	Ms. Prashasti Keshari D/o Shri Anil Kumar Keshari	20/03/2020	Dr. Awadhesh Kr. Tiwari Dept. of Commerce (CMP)	IMPACT OF FINANCIAL INCLUSION ON RURAL DEVELOPMENT IN EASTERN UTTAR PRADESH
45.	1191/RES/2020	Ms. Komal Rathi D/o Shri Chander Pal Rathi	20/03/2020	Dr. Awadhesh Kumar Tiwari Dept. of Commerce (CMP)	ROLE OF MICRO FINANCE IN WOMEN EMPOWERMENT AND GENDER EQUALITY THROUGH SELF HELP GROUPS IN NATIONAL CAPITAL REGION
46.	1192/RES/2020	Ms. Kriti Agrawal D/o Shri V. K. Agrawal	20/03/2020	Dr. Sarika Sushil Dept. of Commerce (CMP)	IMPACT OF HUMAN RIGHTS ON WORK ENVIRONMENT IN THE INFORMAL SECTOR
47.	1193/RES/2020	Mr. Shri Arun Kumar Jaiswal S/o Munnu Lal Jaiswal	20/03/2020	Dr. Raj Bihari Lal Srivastava Dept. of Commerce (CMP)	IMPACT OF MUDRA YOJANA ON THE PROMOTION OF ENTREPRENEURSHIP IN UTTAR PRADESH


It may be noted that the candidates are required to take admission within a month from the date of receipt of this intimation letter failing which admission may be cancelled. If any reason he/she is unable to join within the specified period he/she should inform in time with valid reason so that matter must be placed before competent body for decision.

Admission of the students in Ph.D. is subject to the submission of synopsis as approved by Research Degree Committee (*candidates who has not submitted synopsis, ** candidates whose submitted synopsis is not same as approved topic)


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 (Academic)
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The candidate is also required to submit his/her migration certificate immediately so that their Pre-Ph.D. Course work and training may be conducted as per U.G.C. Regulation 2016.

Sincerely,


Assistant Registrar
(Academic)
University of Allahabad
Assistant Registrar
(Academic)
Prayagrah
26/05/2024

Copy forwarded for information and necessary action:

1. Student concerned.
2. Supervisor concerned.
3. Dean of the Faculties, Director(Arts, Science, Commerce, Law, G.B.Pant Institute, Institute of interdisciplinary, Institute of Professional studies, A.U. Allahabad,
4. All Head of the Department/Coordinator, and Principal of the collage Concerned, A.U. Allahabad,
5. Secretary to the Vice-chancellor, A.U., Allahabad,
6. The Registrar, A.U., Allahabad,
7. Controller of Examination, A.U., Allahabad,
8. A.R. (Accounts), A.U. Allahabad,
9. Chairman, ICT cell, University of Allahabad,