



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राया - सूचानी (बागला), जिला सांबा - 181143, जम्मू (जम्मू एवं कश्मीर)
Rahya - Suchani (Bagla), District: Samba - 181143, Jammu (J&K)



संख्या: CUJ/Acad/04-XX/2023/678

18 दिसम्बर, 2023

Notification No. /अधिसूचना संख्या 197/2023

Sub: Registration of Research Scholar for Ph.D. (Marketing Management) Programme in the Department of Marketing and Supply Chain Management - Reg.

Ref: Notification No. 09/2023 dated 11.01.2023

In partial modification to the notification under reference above, it is hereby notified that on the recommendations of 9th Board of Studies (BoS) Meeting of the Department of Marketing and Supply Chain Management held on 30th November, 2023, the Competent Authority has approved the Research Co-Supervisor of the following Research Scholar:

Roll No.	Name of the Scholar	Date of Registration in Ph.D.	Supervisor	Co-Supervisor	Approved title for Ph.D.
0351520	Mrinal Kanti Mahato	20.02.2021	Dr. Salil Seth	Dr. Shahid Mushtaq	Eco-Centric Role of Green Advertising as a Precursor to Influence Purchase Intent: A Study on Generation Z in Selected Cities of India

प्रो० (डॉ) यशवंत सिंह
कुलसचिव (I/c)

ईमेल: registrar@cujammu.ac.in

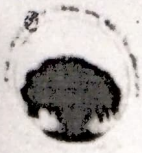
दूरभाष: 0191-249658

विभागाध्यक्ष / Head

विपणन एवं शृंखला आपूर्ति प्रबंधन विभाग / Department of Marketing and Supply Chain Management

प्रतिलिपि / Copy to:

- अधिष्ठाता, व्यवसाय अध्ययन विद्यालय /Dean, School of Business Studies
- सूचना और संचार प्रौद्योगिकी सेल (विश्वविद्यालय की वेबसाइट पर अपलोड करने हेतु) / ICT Cell (for uploading on University Website)



जम्मू केंद्रीय विश्वविद्यालय

Central University of Jammu

राज्य - जम्मू (विश्वविद्यालय), जिला सांबा - 181143, जम्मू (जम्मू एवं कश्मीर)
Rajya - Jammu (Bagla), District Samba - 181143, Jammu (J&K)



संख्या CUJ/Acad/11-14/2/2023/ 22


11 जनवरी 2023

Notification No. /अधिसूचना संख्या 09 /2023

Sub: Registration of Research Scholars for Ph.D. (Marketing Management) Programme in the Department of Marketing and Supply Chain Management - Reg.

It is hereby notified that on the recommendations of 7th Board of Studies (BoS) Meeting of Department of Marketing and Supply Chain Management held on 25th July, 2022 following Research Scholars have been registered in the Ph.D. (Marketing Management) Programme in the Department of Marketing and Supply Chain Management w.e.f. the date indicated against their name

Roll No.	Name of the Scholar	Date of Registration in Ph.D.	Supervisor	Approved title for Ph.D.
0151520	Aatam Parkash Sharma	12.02.2021	Dr. Naresh Kumar	Role of User-Generated Content in Brand Equity and Purchase Intention of Electric Vehicle
0251520	Kiran Bedi	13.02.2021	Dr. Naresh Kumar	Digital Marketing Strategies for Customer Engagement and Brand Loyalty in the Hospitality Sector of Uttarakhand
0351520	Mrinal Kanti Mahato	20.02.2021	Dr. Sali Seth	Eco-Centric Role of Green Advertising as a Precursor to Influence Purchase Intent: A Study on Generation Z in Selected Cities of India
0551520	Sahil Chouhan	10.02.2021	Dr. Anju Thapa	Digital Transformation in Agriculture Supply Chains: Empirical Evidences from Adarsh Grams
0651520	Souvik Roy Choudhury	15.02.2021	Dr. Anju Thapa	Impact of Ephemeral Social Media on Referral Buying Behaviour


11/01/23
(श्री राजेश मिश्रा)

कुलपति (Uc)

ईमेल: registrar@cuajammu.ac.in

दूरभाष 0191-249658

EX

विभागाध्यक्ष / Head

विपणन एवं श्रृंखला आपूर्ति प्रबंधन विभाग / Department of Marketing and Supply Chain Management

प्रतिलिपि / Copy to:

1. प्रिंसिपल, व्यवसाय अध्ययन विद्यालय / Dean, School of Business Studies
2. उपरोक्त सभी छात्रादी / All Scholars mentioned above
3. सूचना और संचार प्रौद्योगिकी सेल (विश्वविद्यालय की वेबसाइट पर अपलोड करने हेतु) / ICT Cell (for uploading on University Website)

