

MINUTES OF THE 10TH MEETING OF BOARD OF STUDIES OF DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT, SCHOOL OF BUSINESS STUDIES, CENTRAL UNIVERSITY OF JAMMU, RAHYA-SUCHANI (BAGLA), SAMBA, 30TH DECEMBER 2023

1. Following were present in the meeting:

1. **Prof. Ajai Pal Sharma**
Head, Department of Marketing & SCM
Central University of Jammu
2. **Dr. Anil Gupta**
Director, School of Hospitality & Tourism Management
University of Jammu
3. **Dr. Neelika Arora**
Assistant Professor
Department of HRM & OB
Central University of Jammu
4. **Dr. Anju Thapa**
Assistant Professor
Department of Marketing & SCM
Central University of Jammu

Introductory

2. The Head of Department warmly welcomed worthy members to the 10th meeting of the BoS conducted in online mode. The Head of Department expressed his gratitude to all the members for sparing their valuable time to attend the meeting of Board to enrich deliberations and look forward to their cooperation in times to come. He also expressed his sincere thanks to the members of the Board for their valuable contribution, support and guidance rendered by them for the betterment of the Department.
Thereafter, the Board resolved to take up the agenda items for discussion and following decisions taken in light of discussions held:

BOS-10th / Item No. 01

To consider confirmation of minutes of 8th & 9th BoS meeting(s) held on 13th April 2023 and 30th November 2023

3. Resolved that the Minutes of 8th & 9th BoS meeting(s) held on 13th April 2023 and 30th November 2023 be confirmed.

BOS-10th/Item No. 02

To consider minutes of 6th 7th and 8th Departmental Research Committee Meeting(s) held on 26th May 2023, 31st May 2023 and 19th December 2023

4. Resolved that the Minutes of 6th, 7th & 8th Departmental Research Committee meeting(s) held on 26th May 2023, 31st May 2023 and 19th December 2023 be confirmed as per **Annexure-I**

BOS-10th/Item No. 03

To consider minutes of 1st Research Advisory Committee Meeting of PhD (Marketing Management) Scholar(s) of Batch 2022-23 held on 22-12-2023

Roll No	Scholar Name	Date of Admission
22PMSM01	Mr. Mukesh Kumar	23-07-2022
22PMSM02	Mr. Parveen Yadav	19-07-2022

[Signature]

[Signature]

[Signature]

[Signature]

5. Resolved to consider minutes of 1st Research Advisory Committee Meeting of PhD (Marketing Management) Scholar(s) of Batch 2022-23 held on 22-12-2023

Roll No	Scholar Name	Date of Admission	Remarks
22PMSM01	Mr. Mukesh Kumar	23-07-2022	Title and Synopsis Approved
	ETHICAL PERCEPTION OF ONLINE RETAILING AND ITS IMPACT ON CONSUMER TRUST AND REPURCHASE INTENTION		
22PMSM02	Mr. Parveen Yadav	19-07-2022	Title and Synopsis Approved
	INFLUENCE OF SUSTAINABLE MARKETING DETERMINANTS ON PURCHASE BEHAVIOUR OF CONSUMERS		

BOS-10th/Item No. 04

To consider course structure and syllabi of PhD (Marketing Management) Programme for academic session 2023-24

6. Resolved to consider course structure and syllabi of PhD (Marketing Management) Programme for academic session 2023-24 as per **Annexure-II**

BOS-10th/Item No. 05

To consider revised course structure of MBA (Marketing Management) Programme for academic session 2023-24 applicable for Batches 2023-25.

7. Resolved to consider revised course structure of MBA (Marketing Management) Programme for academic session 2023-24 applicable for Batch 2023-25 as per **Annexure-III**

BOS-10th/Item No. 06

To consider Panel of external examiners for thesis evaluation of PhD (Marketing Management) Batch 2020-21

8. Resolved to consider Panel of external examiners for thesis evaluation of PhD (Marketing Management) Batch 2020-21 as recommended by Departmental Research Committee Meeting held on 19th December 2023. The details of sealed envelopes of Panel of external examiners are reflected against name of each scholar.

Roll No	Name of the Scholar	Remarks
0251520	Kiran Bedi	Panel of external examiners enclosed in sealed envelope -I
0551520	Sahil Chauhan	Panel of external examiners enclosed in sealed envelope -II
0351520	Mrinal Kanti Mahato	Panel of external examiners enclosed in sealed envelope -III

The meeting ended with a vote of thanks by the chair.

A AS per advice of Dean, SBS, panel of examiners (sealed envelopes) have been retained by the concerned supervisors and shall be submitted at the time of thesis submission.

Chunp
(Dr. Raj Sharma)

Arul
(Dr. Arul Gupta)

Dr. Raj Sharma
(Dr. Raj Sharma)

Mukherjee
(Dr. Mukherjee)



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/2024/349

07 May, 2024

Notification / अधिसूचना संख्या 56 / 2024

विषय: पी.एच.डी. (मार्केटिंग मैनेजमेंट) के लिए शैक्षणिक सत्र 2023-24 से पाठ्यक्रम योजना और पाठ्यक्रम अधिसूचना - के संबंध में

Sub: Course Scheme and Syllabus of Ph.D. (Marketing Management) w.e.f. Academic Session 2023-24-Reg.

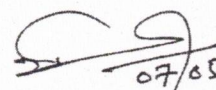
सभी संबंधितों की जानकारी के लिए यह अधिसूचित किया जाता है कि विपणन और श्रृंखला आपूर्ति प्रबंधन विभाग के 30.12.2023 को आयोजित 10^{वें} बोर्ड ऑफ स्टडीज (बी.ओ.एस.) की सिफारिशों पर, सक्षम प्राधिकारी ने शैक्षणिक सत्र 2023-24 में पी.एच.डी. (मार्केटिंग मैनेजमेंट) की पाठ्यक्रम योजना और पाठ्यक्रम को मंजूरी दे दी गई है, जोकि इस प्रकार है :-

It is hereby notified for the information of all concerned that on the recommendations of 10th Board of Studies (BoS) held on 30.12.2023 of Department of Marketing and Supply Chain Management, the Competent Authority has approved the Course Scheme and Syllabus of Ph.D. (Marketing Management) w.e.f. Academic Session 2023-24 as detailed below:

Course Code	Course Title	Credit	ESE	Max. Marks
COMPULSORY / CORE COURSES				
PHUNI1C001T	Research and Publication Ethics (RPE)	2	50	50
PHUNI1C002T	Research Methodology	4	100	100
OPTIONAL / OPEN ELECTIVE COURSE				
#	Open Elective Course-I	4	100	100
Total		10	-	250

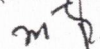
List of Optional / Open Elective Courses Offered by Department of Marketing and Supply Chain Management				
Course Code	Course Title	Credit	ESE	Max. Marks
OPTIONAL / OPEN ELECTIVE COURSES				
PMSM1O001T	Marketing Management	4	100	100
PMSM1O002T	Advanced Marketing and Supply Chain Management	4	100	100
PMSM1O003T	Seminar on Thrust Area	4	100	100

Note: MOOCS course(s) to be opted as per availability on SWAYAM platform and University policy.


07/05/24
कुलसचिव (I/c)

ईमेल: registrar@cujammu.ac.in

दूरभाष: 80821-97957



विभागाध्यक्ष / Head

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

प्रतिलिपि / Copy to:

परीक्षा नियंत्रक / Controller of Examinations

R-1744
07/05/24