

MINUTES OF THE 9TH 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 November 2023

(BY CIRCULATION)

1. Concurrence to the Agenda Item was sought from following by circulation:

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

BOS-9th / (C) Item No. 01

To consider minutes of Departmental meeting held on 29th November 2023

2. Resolved to consider the Minutes of Departmental meeting held on 29th November 2023

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 (Supervisor) Dr. Shahid Mushtaq (Co-Supervisor)	Eco-Centric Role of Green Advertising as a Precursor to Influence Purchase Intent: A Study on Generation Z in Selected Cities of India

Neelika
(Dr. Neelika Arora)

Aftap
Dr. Anju Thapa

Sharma