




दिनांक 26-06-2018 को सम्पन्न होने वाली वाणिज्य विषय में शोध समिति से सम्बन्धित आवश्यक सूचना


सभी सम्बन्धित को सूचित किया जाता है कि जिन छात्र एवं छात्राओं द्वारा वाणिज्य विभाग, म०गां० काशी विद्यापीठ, एवं यू०पी० कालेज, वाराणसी में वाणिज्य विषय में शोध में पंजीयन हेतु प्रस्ताव जमा किया गया है वे उसके प्रस्तुतीकरण हेतु शोध समिति की बैठक में दिनांक 26 जून, 2018 को वाणिज्य एवं प्रबन्धशास्त्र संकाय भवन के प्लेसमेंट हाल में पूर्वाह्न 10:30 बजे आहूत की गयी बैठक में उपस्थित होने का कष्ट करें। सूच्य है कि आप द्वारा जमा किये गये शोध प्रस्ताव का Power Point Presentation भी होना है, अतः आप अपने समस्त शैक्षणिक अंक पत्रों एवं प्रमाण पत्रों तथा अन्य आवश्यक सामग्री के साथ प्रस्तुतीकरण हेतु अपनी उपस्थिति सुनिश्चित करें। इस संदर्भ में प्रस्तुतीकरण से संबंधित नियम हेतु विश्वविद्यालय की Website पर Upload किये गये "शोध अध्यादेश" की अद्यतन नियमावली को ध्यान में रखना अनिवार्य है, अन्यथा की स्थिति में आप स्वयं उत्तरदायी होंगे। शोध प्रस्ताव के प्रस्तुतीकरण हेतु किसी भी प्रकार का यात्रा देयक एवं अन्य भुगतान देय नहीं होंगे। कृपया पूर्ण तैयारी के साथ आये, अभ्यर्थियों की संख्या अधिक होने के कारण विलम्ब भी हो सकता है। इस सम्बन्ध में स्पीड पोस्ट से आप के दिये गये पते पर विभाग द्वारा पत्र भेजा जा चुका है एवं टेलीफोनिक/मोबाइल के माध्यम से आपकी उपलब्धता के आधार पर भी सूचना उपलब्ध करायी जा रही है। कृपया अवगत होने का कष्ट करें।

भवदीय,


 प्रो०(कृष्ण कुमार अग्रवाल)

प्रतिलिपि सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित-

1. मा०कुलपति जी, म०गां० काशी विद्यापीठ, वाराणसी।
2. कुलसचिव जी(समिति अनुभाग), म०गां० काशी विद्यापीठ, वाराणसी।
3. वित्त अधिकारी जी, म०गां० काशी विद्यापीठ, वाराणसी।
- ✓ 4. प्रभारी, संगणक केन्द्र म०गां० काशी विद्यापीठ, वाराणसी को इस आशय से कि विश्वविद्यालय की वेबसाइट पर अपलोड करने का कष्ट करें।


 प्रो०(कृष्ण कुमार अग्रवाल)
 विभागाध्यक्ष

Department of Commerce
M.G. Kashi Vidyapithm, Varanasi
Details of Students applied for Ph.D. Programme.

Category - General

Sl. No.	Roll. No./ Form No.	Candidate's Name	Father's Name	Specialization	Topic
1	1313070	Durgesh Mani Tiwari	Late. Ram Barai Tiwari	H.R.M.	Changing Dimensions of Corporate Social Responsibility in India
2	1313040	Astha Tripathi	Atul Kumar Tiwari	Human Resource Management	Employees Welfare in Public Enterprises-A case Study of BHEL(HERP) Varanasi Unit
3	1313296	Ritika Agrahari	Ashok Agrahari		A Study on Consumer Awareness on Green Marketing & its impact on Environment Safety with Special reference to city of Varanasi.
4	1313083	Ishika Singh	Rakesh Singh	Green Marketing	Green Marketing Consumer Value Positioning Calibration of consumer knowledge, Credibility of Product Claim.
5	1313200	Smriti Tripathi	Kaushalendra Nath Tripathi	Human Resource Management	'The Importance of Human Resource Management in Health Sector' A Case Study of Banaras Hindu University, Varanasi
6	1313075	Hena Parvez	Parvez Khan	Finance	Microfinance and women Empowerment –A case study of Muslim Community of Varanasi District.
7	1313027	Ankita	Narmdeshwar Prasad Singh	Accounting	Segment Reporting Practices (A Case Study of Disclosure Practices of Top 10 Indian Companies.)
8	1313113	Mukesh Chandra Sharma	Krishan Swaroop Sharma		Scope and growth of microfinance in India
9	1313005	Abhishek Kumar Singh	Tahasildar Singh	Marketing	Influence of Emerging Organised Retail on Consumer Behaviour in India-with Special reference to FMCG Sector
10	1313025	Anjaneer Kumar Rai	Rma Kewal Rai	Finance	Value creation through Merger & Acquisition (A case study of Banking Industry)
11	1313191	Shefali Shukla	Kuldeep Shukla	Marketing & Human resource	Consumer Relationship Management : A Comparative Study of Private & Public Sector Banks
12	1313058	Deepti Pahadi	Hari Pado Pahadi	Finance	Finance Management in Small Scale Industries in India
13	1313160	Ranjeet Kumar Pandey	Luxmi Narayan Pandey	Finance	An Analysis of Indian Public Sector Bank. Using Camel Approach after Demonetization :A Case Study
14	1313111	Monu Mishra	Mahendra Mishra	Accounting & Finance	भारतीय अर्थव्यवस्था में कात्तिकारी बदलाव, जनधन योजना, विमुद्रीकरण और वस्तु एवं सेवाकर के विशेष सन्दर्भ में।

15	1313031	Anugya Singh	Yogendra Singh	Finance	Micro Credit and Poverty Alleviation- A case study of Ghazipur District
16	1313063	Diksha Mishra	Sadanand Mishra	Finance	Non Performing Assets : A Analytical Study on Indian Banking Industries
17	1313280	Vishal Kumar	Subhash Chandra Gupta	Finance	LIFE INSURANCE BUSINESS IN INDIA- AN EVALUATION OF ITS GROWTH AND PROFITABILITY
18	1313090	Jyoti Keshari	Bharat Prasad Keshari	Human Resource Management	The impact of CSR over the Profitability of BHEL Varanasi Unit
19	1313057	Deenath Ram Tripathi	Subhash Chandra Tripathi	Finance	An Appraisal of Finance Performance and Customer Brand Perception of Patanjali Ayurved Limited
20	1671300731	Priya Mishra	Vijay Prakash Mishra	Marketing	Retail Banking Strategies of Public Sector banks after effect of SBI mergers
21	1671301034	Sumit Kumar Singh	Ram Karan Singh	Marketing	A comparative study of sales promotion strategy of organized retail special reference to big bazaar and Spencer
22	1313170	Ritanshu Srivastava	Satish Chandra Srivastava	Accounting & Finance	Management Working capital of MSMEs(with special reference to varanasi)
23	1671301268	Rishi Keshari	Ram Lal Keshari	Finance	Portfolio Management with special reference to equity
24	1313006	Abhishek Srivastava	Brijesh Srivastava	Finance	Performance of Mutual Funds in India : A Study on Selected Mutual Funds
25	1313028	Ankita Bahl	Deepak Bahl	Marketing	Marketing and Importance of 25 P'S in Human Life

Category - OBC

Sl. No.	Roll. No./ Form No.	Candidate's Name	Father's Name	Specialization	Topic
1	1313070	Ajay Kumar Mourya	Santosh Kumar Mourya	Finance	Consumer Satisfaction through
2	1313240	Anju Singh	JP Singh	Finance	GST- An Analytical Study (A Comparison with previous Indirect Taxes)
3	1313042	Atul Kumar	Pradip Kumar Gupta	Accounting/Marketing/Finance	Performance Evaluation of Public and Private Sector Bank in India: A Comparative Study
4	1671300868	Sunil Kumar Patel	Rma Jatan Singh		भारतीय उद्योगों का कामगारों के आर्थिक जीवन पर प्रभाव (रामनगर औद्योगिक क्षेत्र के सम्बन्ध में)
5	1671300560	Satyam Kumar	Avadhesh Chandra	Finance	A study of Impact of GST on Brass Industry with Special Reference to Mirzapur District
6	1313185	Sarswati Giri	Raghuvir Giri		भारत के आर्थिक विकास में उद्यमिता की भूमिका
7	1313033	Anurag Kumar Gupta	Shiv Prasad Gupta	Human Resources Management	A Study of Innovative Approach to Environmental Sustainability through Green HRM with Reference to SBI

8	1671300661	Ghanshyam Chand Yadav	Chhote Lal Yadav		An Analysis of Stock Market Volatility in Developing Countries Since 2000
9	1671300317	Ziwakar Haidar	Kausar Ali	Accounting & Finance	Financial Performance of SBI and ICICI Bank- A comparative Study
10	1671300330	Pankaj Kumar Singh	Jitendra Singh	Finance	Performance Evaluation of Mutual Fund Companies in India.- A Comparative Study of LIC Mutual Fund and SBI Mutual Fund.
11	1313147	Priya Yadav	Ramdarash Yadav	Human Resource Management	Role of Teacher's Organisational Citizenship behavior on Student academic Success.
12	1671300362	Ritu Vishwakarma	Mohan Prasad Vishwakarma	Finance	Effect of Non-Performing Assets on Profitability of Regional Rural Bank in India
13	1671300016	Phate Bahadur Gupta	Yogendra kumar Gupta	Accounting & Finance	लघु उद्योग की वित्तीय अवधारणाएं एवं उसकी समस्याएं बनारस जिला के सन्दर्भ में
14	1313072	Gajendra Kumar Yadav	Nirmal Yadav	Accounting & Finance	International Capital Budgeting
15	1671301075	Prince Jaiswal	Hari Shankar Jaiswal	Finance	Financial Inclusion – An Analytical study (with reference to beneficiaries of Pradhan mantri Mudra Yojana)
16	1671300347	Pratibha Sharma	Narinder Kumar Sharma	Finance	Investors Perception towards mutual fund Investment: A study of BHU Employee
17	1671300019	Alok Kumar Gupta	Dilip Kumar Gupta	Human Resource	Human Resource Development in Petroleum Enterprises – A case study of GAIL
18	1671300017	Rajesh Kumar	Sohan Lal	Finance	Management and working of Stock Exchange in India: A comparative study of BSE and NSE
19	1671300540	Sunil Kumar Yadav	Bachche Lal Yadav	Finance	An Analytical Study of the role of Uttar Pradesh Financial Corporation in the Industrial Development of U.P.
20	1671300051	Abhinandan Yadav	Banarasi Yadav	Finance	Analysis of the effect of Corporate Social Responsibility Practices on the Profitability if Selected Companies

Category - SC

Sl. No.	Roll. No./ Form No.	Candidate's Name	Father's Name	Specialization	Topic
1	1313262	Pradeep Kumar Ambani	Khaderu Prasad	Finance	फर्मों के प्रदर्शन पर कार्यशील पूँजी प्रबन्धन का प्रभाव –बी0एस0एन0एल0 एक अध्ययन
2	1313243	Kumari Neelam	Satya Narayan Lal	Finance	Impact of Digitalization on Retail Sector : A case study of Varanasi District
3	1671300524	Atul Kumar Chaudhari	Chhedi Lal	Marketing	Consumer Buying Behaviour The impact of Brading
4	1313002	Aarti Kumari	R.R. Das	Finance & Marketing	Analysis of Financial Performance of Urban Co-operative Banks in Varanasi
5	1313203	Sonam Sonkar	Late Goverdhan Lal Sonkar	Accounting & Finance	Impact of Make in India Programme on Manufacturing Sector of Uttar Pradesh
6	1313303	Ratan Das	Rajkumar	Finance	An appraisal of the working of KGSG Bank

Department of Commerce
Udai Pratap Autonomous College, Varanasi.
Details of students applied for Ph.D. Programme

Sl. No.	Roll No.	Candidate's Name & Mob. No.	Father's Name	Cat.	Specialization	Topic
1	161845	Fati Shafat	Late Syed Shafaatullah	GEN	Finance	A Study on Customer Satisfaction towards E-Banking Services in India (With Special Reference to SBI and ICICI Banks Ghazipur)
2	161849	Singh Rinki Om Prakash	OmPrakash S. Singh	GEN	Finance	A Comparative Financial Performance Evaluation of ICICI & SBI Bank
3	161846	Pooja Singh	N.K. Singh	GEN	Human Resource	An Empirical Study of Employee's Quality of Work Life in DLW with Reference to Varanasi City
4	161848	Shiva Singh	S.K. Singh	GEN	Finance	Prospects and Challenges of Micro Finance Institutions in Eastern U.P.
5	161838	Rahul Anand Singh	Dr. M.P. Singh	GEN	Finance	Investment Practices of Foreign Institutional Investors in Indian Stock Markets
6	161841	Saurabh Kumar Srivastava	B. L. Srivastava	GEN	Marketing	Online Shopping in India: A Paradigm Shift in Buying Behavior Among Gen-Y and Z Consumers
7	161835	Giridhar Gopal	Late C.S. Singh Yadav	OBC	Marketing	An Impact of Advertising on Customers Perception Towards Online Social Networking with Special Reference to Facebook
8	161831	Anurag	Ashok Singh	GEN		Performance of Export Industry in U.P. with Special Reference to The Handicraft and Handloom Industry
9	161834	Gautam Vishwakarma	Vijay C. Vishwakarma	OBC	Finance	A Comparative Study on Financial Performance of Public & Private Sector Banks in India A Case Study of Selected Bank
10	161850	Sweta Pandey	Rajendra Pandey	GEN	Marketing	Customer Relationship Management in Banking Sector

11	161833	Atul Pandey	J.P. Pandey	GEN	Marketing	Consumption Pattern of Bottom of Pyramid : A Socio Economic Perspective
12	161842	Shashi B. Vishwakarma	S.N. Vishwakarma	OBC	Marketing	E-Commerce Online Marketing "A Growth & Impact on Indian Economy
13	161836	Manoj Kumar Upadhyay	Janardan Upadhyay	GEN	Marketing	Effect of Green Marketing Practices on Consumer Behavior with Special Reference to Consumer Durable Goods in India
14	161832	Arif Sultan	Late S. Ahmed	GEN	Marketing	A Study on Ethical Issues in Marketing Practices of Pharmaceutical Companies in India
15	161840	Rupesh Kumar Mohile	Sudhir Kumar Mohile	GEN	Finance	Working capital Management of Public Sector Interprises Analysis of Steel Authority of India Limited(SAIL)
16	161847	Preeti Nair	C.K. Nair	OBC		Impact of Celebrity Brand Endorsement on Customers of Varanasi City
17	161839	Raj Kumar	Ram Ji	OBC		A Study of Growth Small Scale Industries in Varanasi District
18	161837	Prashant Narayan Shukla	V.K. Shukla	GEN	Finance	Working Capital Management of Public Sector Interprises A Case Study of Bharat Heavy Electricals Limited(BHEL)
19	161843	Swadesh Deepak	Om Prakash	OBC	Marketing	A Comparative Study of Organised and Unorganised Retail Industry of Lucknow City
20	161844	Aarti Ranjan	Ghurhu Ram	SC	Marketing	An Empirical Study of Direct Marketing Mechanism of Varanasi City