

SVKM's
NarseeMonjee Institute of Management Studies
School of Business Management
Details of Ph.D.degree awarded students

Sr. No.	Name of the student	Batch	Topic / subject	Research Guide	Year of Degree Awarded	Group
1	Rangnekar Amit	2004-05	Longitudinal study of the strategic responsiveness of the survivors of Big Pharma in 1995 and 2004, under conditions of consolidation in the global pharmaceutical market	Dr. N. M. Kondap	2007	Marketing
2	Kamdar Rutu	2004-05	Brand Image Formation : An Emperical analysis of children	Dr. Vidya Naik (Guide) Dr. Mala Srivastava (Co guide)	2007	Marketing
3	Mirchandani Rahul	2004-05	Development of a demand forecasting model for specialty plant nutrition solutions applicable to India	Dr. S. R. Ganesh	2007	Strategy
4	Neha Purushottam	2004-05	Longitudinal study of the emergence and growth of Indian organized retail and performance of listed public companies (1991- 2007)	Dr. S. R. Ganesh	2008	Retail Marketing
5	Virani Farida	2004-05	A study of Performance Evaluation, Professional Development and Student Achievement	Dr. Vidya Naik (Guide) Dr. N. M. Kondap (Co guide)	2008	Education Mgt
6	AndeDyanendra	2004-05	Determining factors affecting performance of Indian Mutual Funds	Dr. K. Sunder Ram	2009	Finance
7	Chaturvedi Radha Mohan	2005-06	Business model for telecom industry in competitive environment	Dr. Bal Chansarkar (Guide) Dr. Bindi Mehta (Co guide)	2009	Strategy
8	Hardik Vachhrajani	2006-07	Role of Innovation in the Growth of SMEs of Rajkot from 1987 to 2007	Dr. S. R. Ganesh	2010	Strategy

9	Poonam Tandon	2006-07	Factors Influencing Price Discovery of The Government Securities in India in the Context of Primary Auctions for the period 2002-2008	Dr. Sunder Ram	2011	Finance
10	K. Ravi	2008-09	Communicative Identities and Brand Placement	Dr. Rajan Saxena	2011	Marketing
11	Sharon Pande	2004-05	Quarter Life Crisis - Effect of Career Self Efficacy and Career Anchors on Career Satisfaction	Dr. Vidya Naik	2011	HR
12	Shailesh Karnik	2004-05	Study of Effectiveness of various Merger Motives and Consolidation on the growth of the Electrical Equipment Industry	Dr. S. R. Ganesh	2011	Strategy
13	Veena Vohra	2006-07	Leadership in Indian Organizations : Emotional Intelligence and Appreciative Inquiry Behaviors	Dr. S. R. Ganesh	2012	HR
14	Jyotirmoy Banerjee	2004-05	Developing Framework for Competency for Workmen Category in Indian Construction Industry	Dr. M. C. Agarwal	2013	HR
15	Rakhi Thakur	2009-10	Factors Affecting Customer Acceptance of Mobile Payment Services : An Empirical Study	Dr. Mala Srivastava	2013	Marketing
16	Anjan Kumar Maiti	2006-07	Study of influence of Organizational Culture, Leadership style and Organizational Structure on Financial Performance of Indian Public Sector Banks”	Dr. M. C. Aggarwal	2013	HR
17	Nitin Vazirani	2005-06	An Exploratory study into the Integrative Role of HR in the Context of ‘Post’ Mergers and Acquisitions’.	Dr. M. C. Aggarwal	2013	HR
18	Hufrish Majra	2007-08	Antecedents of Customer Experience In India : A study of the Airline Industry	Dr. Rajan Saxena	2013	Marketing
19	Ankita Bakre	2007-08	Brand Experience and its Implications on Brand Equity: A Study on Luxury Brands.	Dr. Mala Srivastava	2014	Marketing
20	Ruta Vyas	2006-07	Antecedents to Empowering Leadership Behaviours.	Dr. Manjari Srivastava	2014	HR
21	Bijith Marakarkandy	2008-09	Internet Banking in India : A Model for User Acceptance	Dr. Nilay Yajnik	2014	IT
22	Vivekanand Pawar	2008-09	Employee Engagement: An Empirical Study of Teacher’s Engagement in Higher Education”	Dr. Manjari Srivastava	2014	HR
23	Dimple Kaul	2008-09	The Antecedents of Customer Experience in Lifestyle Stores	Dr. Mala Srivastava	2015	Marketing

24	Swati Vispute	2007-08	Study of Recruitment Strategy with Reference to Employee Retention in Indian Banking and Insurance Sector	Dr. M. N. Welling	2015	
25	Sreeram Sivaramakrishnan	2011-12	An Empirical Analysis of Stock market participation amongst Indian Urban middle class retail investors	Dr. Mala Srivastava	2016	Marketing
26	Sharad Tombri	2010-11	Consumer Behaviour of Seafood Retail Buyers	Dr. Vidya Naik	2016	Marketing
27	Gayathri Sampath	2011-12	Impact of Strategic Agility on reputation and sustainable competitive advantage-A study of retail banks in India	Dr. Bala Krishnamoorthy	2016	Strategy
28	Mahesh Luthia	2008-09	Perceived Competencies and its impact on Sales performance: A study of banking and financial services	Dr. Mala Srivastava	2017	Marketing
29	Christine D'Lima	2012-13	Brand Evangelism and consumer characteristics: An empirical study	Dr. Mala Srivastava	2017	Marketing
30	Rajendra Ganatra	2009-10	Study of Asset Overstatement in Project Finance in India	Dr. Anupam Rastogi	2017	Finance
31	Shibani Belwalkar	2009-10	Relationship between workplace spirituality and organizational citizenship behaviors	Dr. Veena Vohra	2017	HR
32	Tanesh Bhattacharya	2010-11	An Empirical study of determinants of performance of privately managed pension funds in India	Dr. Anupam Rastogi	2017	Finance
33	Smita Mazumdar	2010-11	Impact of CDR on Indian Firms	Dr. Anupam Rastogi	2017	Finance
34	Siddhartha Rajagopal	2006-07	Logistics performance, competitive capability and organizational performance: A study of the home textile sector in India	Dr. Bala Krishnamoorthy	2017	Strategy
35	Ashish Daptardar	2008-09	A study of reverse mortgage products as a financial inclusion for senior homemakers – Exploration of issues for Indian market	Dr. Chandan Dasgupta	2017	Finance
36	Dhruv Desai	2010-11	The impact of leadership styles, emotional intelligence of leaders and organizational culture on Performance	Dr. Manjari Srivastava	2017	HR
37	Shweta Maheshwari	2011-12	Role of Internal Communication and Training and Development practices In Implementing change	Dr. Veena Vohra	2018	HR
38	Sachin Mathur	2011-12	Equity Analyst Recommendation : Usefulness , Determinants and Biases	Dr. Anupam Rastogi	2018	FIN
39	Girish Bagale	2009-10	Study of E-commerce in Medium Enterprises particular reference to	Dr. Bala Krishnamoorthy	2018	Strategy

			Indian Manufacturing Sector			
40	Saloni Gandhi	2012-13	Measuring the Effectiveness of Archetypal Advertising	Dr. Mala Srivastava	2018	MKTG
41	Aditya Bali	2011-12	Relationship of Indian Philosophical Thought on Business Decisions	Dr. T Kachwala	2019	OPS
42	Ms. Anjni Anand	2013-14	Antecedents and Consequences of Work-Family Conflict : Team Level outcomes	Dr. Veena Vohra	2019	HR
43	Mr. Arijit Bhattacharya	2013-14	Antecedents and Consequences of Customer Experience in E-Retail	Dr. Manjari Srivastava	2019	HR
44	Ms. Aditi Gosain	2011-12	Impact of service failure attributions on post-purchase behaviour	Dr. Rajan Saxena	2019	MKTG
45	Ms. Mukta Srivastava	2015-16	Influence of Electronic Word-of-Mouth (eWOM) on Consumer Engagement”	Dr. Sreeram Sivaramakrishnan	2020	MKTG
46	Ms. Sampat Brinda	2014-15	Mobile Healthcare apps: A study on their adoption in India	Dr. Bala Prabhakar	2020	INS
47	Mr. Mulik Shrikant	2013-14	Study of Factors influencing Adoption of Massive Open Online Courses (MOOCs)	Dr. Manjari Srivastava	2020	INS
48	Mr. Dinesh Panchal	2014-15	“Analysis of Business Model Types - Study of Indian Firms”	Dr. Bala Krishnamoorthy	2021	BES
49	Mr. Kalicharan Sabat	2013-14	Strategies adopted for Green Supply Chain management with reference to Pharmaceutical companies in India.	Dr. Bala Krishnamoorthy	2021	BES
50	Ms. Kiran Desai	2012-13	Consumer Identity and Fashion Adaption	Dr. Rajan Saxena	2021	MKTG
51	Mr. Manoj Kumar Panda	2012-13	Essays on Merger and Acquisitions in India	Dr. Mayank Joshipura	2021	FIN
52	Ms. Shilpa Peswani	2015-16	Evidence and Attributes of Low Risk Investment Strategy	Dr. Mayank Joshipura	2021	FIN
53	Mr. Bishwajit Nayak	2015-16	Managerial Perceptions of Factors contributing to Competitive Advantage in the Indian Health Insurance Industry	Dr. Bala Krishnamoorthy	2021	BES