

## List of Major/Minor Projects

S.No.	Principal Investigator	Co-Investigator	Title of Project	Name of the Funding Agency	Major/Minor/University/Student project	Date of Sanction	Month	Year	Amount Sanctioned(RS)
1	Neetu Agarwal	Seema Singh Rathore	A Study of Participation of Co-Curricular Activities & Academic Performance	IISU	Student Project	25	August	2015-16	3000
2	Ms Pratishtha Bhardwaj	Mahima Rai	Employer's Perception towards Recruiting Women as Employees (A Study of Selected Industries of Jaipur City)	IISU	Student Project	25	August	2015-16	4000
3	Abha Samariya	Mahima Rai	E-waste management-A study of select organization of Jaipur	IISU	Student project	25	August	2015-16	5000
4	Rekha Sukhani	Ankita Jain	Work Life Balance among working women(with special reference to public and private sector banks of Jaipur)	IISU	Student Project	25	August	2015-16	3000
5	Ms. Vaishali Mareja	Purnima Sharma	A Study on Relationship Between Total Quality Management and Work-Related Attitude (With Special Reference to KFC, Jaipur)	IISU	Student Project	25	August	2015-16	3500
6	Ms. Khushboo Kumari	Seema Singh Rathore	Impact of Demographic Factor on Quality of Work Life : A Study on Employees of Selected National Banks in Jaipur	IISU	Student Project	25	August	2015-16	3500
7	Ms. Priya Mulani	Ms. Nivedita Singh	A Study of factors affecting Online Buying Behaviour of Consumers in Jaipur City	IISU	Student Project	25	August	2015-16	3500
8	Ms. Saloni Garg	Ms. Nivedita Singh	Impact of Promotional Activities on Consumer Buying Behaviour (Cosmetics)	IISU	Student Project	25	August	2015-16	4500

9	Rajasi Manarai	Roopam Kothari	Impact of Monetary Policy Announcements on Banking Stock Returns	IISU	Student Project	20	August	2015-16	5000
10	Ms. Shivanshi Khandelwal	Roopam Kothari	Gold-Return Volatility during the Festive Season in India	IISU	Student Project	25	August	2015-16	5000
11	Ms Himani Sharma	Mahima Rai	A study on Export Marketing Strategies (With Specific Reference to Handicrafts & Furniture Export Houses of Jaipur	IISU	Student Project	22	September	2016-17	5000
12	Tanvi Sharma	Dr. Seema Singh Rathore	A study on blogging as a career option among students of The IIS University	IISU	Student Project	21	September	2016-17	5000
13	Ms Karishma Sharma	Purnima Sharma	Impact of Social networking sites on Youth of Jaipur	IISU	Student Project	7	October	2016-17	3500
14	Ms Lakshita Goel	Dr. Ankita Jain	A Comparative Analysis on Online and Offline Behaviour of Jewellery among Females	IISU	Student Project	22	September	2016-17	4500
15	Ms Neha Dubey	Dr. Ankita Jain	A Study on Brand Loyalty and switching Behaviour of Females regarding Mobile Phone Usage	IISU	Student Project	22	September	2016-17	4500
16	Ms. Meha Saxena	—	Improvement in the Efficiency of Technical Analysis of the Indian Stock Market- A Study of Calibration of Bollinger Band Parameters	IISU	Faculty Project			2016-17	<b>22000</b>
17	Pratibha Natani	Seema Singh Rathore	A study on Employee Engagement Practices: With Special Reference to Reliance Jio	IISU	Student Project			2017-18	4,500
18	Dr. Purnima Sharma		"New Paradigms of Green HRM Practices: A Boon or Bane for Private Sector Banks"	IISU	Faculty Project	5th	October	2017-18	15000
19	Dr. Nivedita Singh		Impact of cashless payment system on consumer buying behaviour in the era of Demonitisation in India New paradigms of Green HRM: A Boon	IISU	Faculty Project	9th	September	2017-18	15000

			or Bane for the Private Sector Banks.						
20	Pragati Sharma	Seema Singh Rathore	A study on perception of employees regarding Mergers and Acquisition in telecom sector: With Special Reference to MTS	IISU	Student Project	—	—	2017-18	5000
21	Ms. Arushi Bhatia	Dr Ankita Jain	An Emperical Study on Customer Preference and Satisfaction towards Cars ( with special reference to Maruti Suzuki Ltd.)	IISU	Student Project	23-Sep-17	September	2017-18	3000
22	Ms. Nidhi Somani	Dr Ankita Jain	Consumer Preference in Fast Food Industry ( A Comparative analysis of Selected Food Chain)	IISU	Student Project	23-Sep-17	September	2017-18	5000
23	Ms. Chahat Banka	Dr. Purnima Sharma	A Study on Work Life Balance among Working Women with Special Reference to The IIS University, Jaipur	IISU	Student Project	23-Sep-17	September	2017-18	3000
24	Ms. Akanksha Nag	Dr. Nivedita Singh	A Study on Customer Satisfaction with regard to Net Banking (With Special reference to Public and Private Bank of Jaipur)	IISU	Student Project	23.09.2017	September	2017-18	5000
25	Ms. Simran Phutela	Dr. Nivedita Singh	Impact of Celebrity Endorsement on Consumer Buying Behaviour (With special reference to Beverage Industry in Jaipur)	IISU	Student Project	23.09.2017	September	2017-18	5000
26	Ms. Dolly Jain	Roopam Kothari	Exchange Rate Fluctuations & Value at Risk: A Case Study on Export Firms in Jaipur	IISU	Student Project	23.09.2017	September	2017-18	5000
27	Ms. Aditi Pareek	Dr. Ankita Jain	Training & Development : An Effective Tool For Enhancing Employees Performance ( A Case Study of Fairmont Hotel, Jaipur)	IISU	Student Project	3.10.2018	October	2018-19	2000
28	Ms. Nikita Mittal	Mahima Rai	EMPLOYEE RETENTION PRACTICES ( A Case Study of	IISU	Student Project	3-Oct-18	October	2018-19	3000

			Fairmont Hotel, Jaipur)						
29	Ms. Divya Gupta	Mahima Rai	IMPACT WORKFORCE DIVERSITY ON EMPLOYEE'S PERFORMANCE (A Case study of CK Birla Hospital, Jaipur)	IISU	Student Project	3-Oct-18	October	2018-19	2000
30	Ms. Riya Chawla	Mahima Rai	Buying Behaviour of Consumers towards Online Pharmacy Services among Consumers in Jaipur,Rajasthan	IISU	Student Project	3-Oct-18	October	2018-19	2500
31	Ms. Hemani Sharma	Dr. Roopam Kothari	Impact of Technology Upgradation on Dieing Arts-A CASE OF JEWELLERY ARTISANS IN JAIPUR	IISU	Student Project	3-Oct-18	October	2018-19	2000
32	Ms. Mahak Raswant	Dr. Seema Singh Rathore	IMPACT OF SOCIAL MARKETING CAMPAIGNS ON THE BUYING BEHAVIOR OF CONSUMERS	IISU	Student Project	3-Oct-18	October	2018-19	2500
33	Ms. Kriti Gupta	Dr. Seema Singh Rathore	A COMPARATIVE ANALYSIS OF MALE AND FEMALE CONSUMERS BEHAVIOR (With reference to Usage of Smart phones)	IISU	Student Project			2018-19	2000
34	Ms. Khushboo Jain	Dr. Seema Singh Rathore	A Study on Employee Engagement in Tata Consultancy Services	IISU	Student Project	3-Oct-18	October	2018-19	2500
35	Ms. Surbhi Jain	Dr. Nivedita Singh	Employee Engagement and Job Satisfaction (With special reference to JW, Marriott, Pune)	IISU	Student Project	3-Oct-18	October	2018-19	2500
36	Ms. Ridhi Dhariwal	Dr. Nivedita Singh	CORPORATE SOCIAL RESPONSIBILITY- A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SETOR BANKS	IISU	Student Project	3-Oct-18	October	2018-19	2500
37	Ms. Tanisha Sharma	Dr. Nivedita Singh	Building Marketing Strategies to enter a Global Market in context to BIKAJI	IISU	Student Project	3-Oct-18	October	2018-19	2500

38	Ms. Shivani Agrawal	Dr. Roopam Kothari	Impact of Ethnocentric Culture on the Consumer buying behaviour towards Innovative Kitchenware : A Comparative study of Working and Non-working women	IISU	Student Project	3-Oct-18	October	2018-19	2500
39	Ms. Shreya Middha	Dr. Purnima Sharma	A Study on Customer's Satisfaction with Food ordering Portals	IISU	Student Project	3-Oct-18	October	2018-19	2500
40	Ms. Seema Modi	Dr. Purnima Sharma	Impact of Visual Merchandising on Consumer Buying Behavior (With special reference to Lifestyle, Jaipur)	IISU	Student Project	3-Oct-18	October	2018-19	2500
41	Prachi Kothari	Seema Singh Rathore	A Study of Factors Affecting the Buying Behavior of Generation Z and its impact on Purchase Decision towards Chinese Mobile Phones in Jaipur	IISU	Student Project	28 Sep 2019	September	2019-20	1500
42	Urmil Jeswani	Seema Singh Rathore	Factors Affecting Consumer Perception towards Choice of Fast Food: A Case of International Franchise Outlets in Jaipur City	IISU	Student Project	28 Sep 2019	September	2019-20	1500
43	Varsha Chaudhary	-	A Study of Digital Transformation in Higher Education ( A Shift from Offline teaching to online teaching)	IISU	Faculty Project	26	September	2019-20	15000

S.No.	Year	Type of Financial Assistance (Freeships/ Fellowship/ Scholarship)	Name of Postgraduate Student/Research Scholar	Category of Beneficiary (Postgraduate student/Research Scholar)	Enrollment No.	Name of granting agency	Amount (in Rs.)	Category (University/ State/ Central)	Duration (in year)
5	2017-18	UGC (JRF/SRF)	Ms. Chandni Singh	Research Scholar	ICG/2015/20514	UGC	through DBT	University	
6	2018-19	UGC (JRF/SRF)	Ms. Chandni Singh	Research Scholar	ICG/2015/20514	UGC	through DBT	University	
7	2018-19	ICSSR Short term Fellowship	Ms. Alita Beniwal	Research Scholar	ICG/2015/20535	ICSSR	51276	University	6 months
8	2018-19	IISU Fellowship	Rekha Sukhani	Research Scholar	ICG/2016/22589	IISU	24200	University	From 1/02/2019 To 1/09/2019
9	2019-20	UGC (JRF/SRF)	Ms. Chandni Singh	Research Scholar	ICG/2015/20514	UGC	through DBT	University	5 Year
10	2019-20	IISU Fellowship	Rekha Sukhani	Research Scholar	ICG/2016/22589	IISU	18200	University	from 01.02.2019-1/09/2019
40	2017-18	Scholarship	Muskan Nachrani	UnderGraduate	ICG/2015/18792	IISU	13893	University	1 year
41	2017-18	Scholarship	Natasha Sharma	UnderGraduate	ICG/2016/22623	IISU	7294	University	1 year
42	2017-18	Scholarship	Priyanka Nathani	UnderGraduate	ICG/2017/23880	IISU	21618	University	1 year
43	2017-18	Scholarship	Simran Phutela	Postgraduate	ICG/2016/22350	IISU	17393	University	1 year
44	2017-18	Scholarship	Priyanshi Jain	Postgraduate	ICG/2016/22730	IISU	17393	University	1 year
45	2017-18	Scholarship	Asmita Choudhary	Postgraduate	ICG/2017/24175	IISU	15090	University	1 year
46	2017-18	Scholarship	Divya Chauhan	Postgraduate	ICG/2016/21823	IISU	17628	University	1 year
47	2017-18	Scholarship	Anisha Jain	Postgraduate	ICG/2016/22736	IISU	7051	University	1 year
48	2018-19	Scholarship	Khushboo Sharma	UnderGraduate	ICG/2018/25484	IISU	40641	University	1 year
49	2018-19	Scholarship	Priyanka Nathani	UnderGraduate	ICG/2017/23880	IISU	15617	University	1 year
50	2018-19	Scholarship	Kavita Pal	UnderGraduate	ICG/2016/21913	IISU	14587	University	1 year

51	2018-19	Scholarship	Khushi Bumb	UnderGraduate	ICG/2016/21411	IISU	7294	University	1 year
52	2018-19	Scholarship	Natasha Sharma	UnderGraduate	ICG/2016/22623	IISU	7294	University	1 year
53	2018-19	Scholarship	Shivam Mehta	Postgraduate	FMSIIS/2018/26443	IISU	27500	University	1 year
54	2018-19	Scholarship	Ravina Khatri	Postgraduate	FMSIIS/2017/22803	IISU	36121	University	1 year
55	2018-19	Scholarship	Shika Kanwar	Postgraduate	FMSIIS/2017/23085	IISU	99405	University	1 year
56	2018-19	Scholarship	Antra Mathur	Postgraduate	ICG/2018/26069	IISU	10091	University	1 year
57	2018-19	Scholarship	Asmita Chaudhary	Postgraduate	ICG/2017/24175	IISU	15090	University	1 year
58	2018-19	Scholarship	Priyanka Sharma	Postgraduate	ICG/2017/24678	IISU	18598	University	1 year
59	2019-20	Scholarship	Khushboo Sharma	UnderGraduate	ICG/2018/25484	IISU	34142	University	1 year
60	2019-20	Scholarship	Priyanka Nathani	UnderGraduate	ICG/2017/23880	IISU	15618	University	1 year
61	2019-20	Scholarship	Raveena Shekhawat	UnderGraduate	IISU/2019/ADM/30017	IISU	3577	University	1 year
62	2019-20	Scholarship	Mumal Rajawat	UnderGraduate	IISU/2019/ADM/30549	IISU	8941	University	1 year
63	2019-20	Scholarship	Sapna Takhar	UnderGraduate	IISU/2019/ADM/30977	IISU	5808	University	1 year
64	2019-20	Scholarship	Garima Chhabra	Postgraduate	IISU/2019/ADM/30977	IISU	8518	University	1 year
65	2019-20	Scholarship	Garvita Jain	Postgraduate	IISU/2019/ADM/31192	IISU	10798	University	1 year
66	2019-20	Scholarship	Antra Mathur total 8	Postgraduate	ICG/2018/26069	IISU	10091	University	1 year
91	<b>2017-18</b>	IISU Merit	Ishita Bassi	UnderGraduate	ICG/2016/20707	IISU	2100	University	1 Year
92	2017-18	IISU Merit	Rakshita Gupta	UnderGraduate	ICG/2016/20940	IISU	1500	University	1 Year
93	2017-18	IISU Merit	Sonal Rathi	UnderGraduate	ICG/2015/20064	IISU	2100	University	1 Year
94	2017-18	IISU Merit	Shreya Partani	UnderGraduate	ICG/2015/19346	IISU	1500	University	1 Year
95	2017-18	IISU Merit	Harshita Rathi	Postgraduate	FMSIIS/2016/21785	IISU	2100	University	1 Year

96	2017-18	IISU Merit	Shivani Jain	Postgraduate	FMSIIS/2016/22014	IISU	1500	University	1 Year
97	2017-18	IISU Merit	Shubhra Sharma	Postgraduate	FMSIIS/2016/22144	IISU	2100	University	1 Year
98	2017-18	IISU Merit	Shilpa Goyal	Postgraduate	FMSIIS/2016/21962	IISU	1500	University	1 Year
99	2017-18	IISU Merit	Arushi Bhatia	Postgraduate	ICG/2016/21633	IISU	2100	University	1 Year
100	2017-18	IISU Merit	Dolly Jain	Postgraduate	ICG/2016/21649	IISU	1500	University	1 Year
101	2017-18	Teaching Assistanceship	Osheen Modi	Research Scholar	—	IISU	Revised UG(350)/Revised PG/350	University	1 Year
102	2017-18	Teaching Assistanceship	Priyanka Rathore	Research Scholar	—	IISU	UG- 400/ PG-400	University	1 Year
103	<b>2018-19</b>	IISU Merit	Soumya Agarwal	UnderGraduate	ICG/2017/22966	IISU	2100	University	1 Year
104	2018-19	IISU Merit	Priyanka Nathwani	UnderGraduate	ICG/2017/23880	IISU	1500	University	1 Year
105	2018-19	IISU Merit	Ishita Bassi	UnderGraduate	ICG/2016/20707	IISU	2100	University	1 Year
106	2018-19	IISU Merit	Rupal Maloo	UnderGraduate	ICG/2016/22013	IISU	1500	University	1 Year
107	2018-19	IISU Merit	Surbhi Jain	Postgraduate	ICG/2017/24012	IISU	2100	University	1 Year
108	2018-19	IISU Merit	Mahak Raswant	Postgraduate	ICG/2017/23951	IISU	1500	University	1 Year
109	2018-19	IISU Merit	Shivani agrawal	Postgraduate	ICG/2017/24051	IISU	2100	University	1 Year
110	2018-19	IISU Merit	Hemani Sharma	Postgraduate	ICG/2017/24136	IISU	1500	University	1 Year
111	2018-19	IISU Merit	Richa Mutha	Postgraduate	ICG/2017/24385	IISU	2100	University	1 Year
112	2018-19	IISU Merit	Saavi Sonkhiya	Postgraduate	ICG/2017/24271	IISU	1500	University	1 Year
113	2018-19	Teaching Assistanceship	Priyanka Rathore	Research Scholar	—	IISU	UG- 450/ PG-500	University	1 Year
114	<b>2019-20</b>	IISU Merit	Vidisha Khaitan	UnderGraduate	ICG/2017/23389	IISU	2100	University	1 Year
115	2019-20	IISU Merit	Priyanka Nathani	UnderGraduate	ICG/2017/23880	IISU	1500	University	1 Year
116	2019-20	IISU Merit	Kritika Gupta	UnderGraduate	ICG/2018/25277	IISU	2100	University	1 Year
117	2019-20	IISU Merit	Akshita Maheshwari	UnderGraduate	lcm/2018/25108	IISU	1500	University	1 Year
118	2019-20	IISU Merit	Sonal Rathi	Postgraduate	FMSIIS/2018/248	IISU	2100	University	1 Year



119	2019-20	IISU Merit	Ayushi Gupta	Postgraduate	IIS/2018/24845	IISU	1500	University	1 Year
120	2019-20	IISU Merit	Preksha	Postgraduate	ICG/2018/25884	IISU	2100	University	1 Year
121	2019-20	IISU Merit	Karishma Mangtani	Postgraduate	ICG/2018/25915	IISU	1500	University	1 Year
122	2019-20	IISU Merit	Urmil Jeswani	Postgraduate	ICG/2018/25705	IISU	2100	University	1 Year
123	2019-20	IISU Merit	Prachi Kothari	Postgraduate	ICG/2018/25576	IISU	1500	University	1 Year
124	2019-20	IISU Merit	Riya Goyal	Postgraduate	ICG/2018/256/06	IISU	2100	University	1 Year
125	2019-20	IISU Merit	Karnika Jhunjunuwala	Postgraduate	ICG/2018/26214	IISU	1500	University	1 Year
126	2019-20	IISU Merit	Bhawna Sharma	Postgraduate	ICG/2018/26295	IISU	2100	University	1 Year
127	2019-20	IISU Merit	Shruti Ray	Postgraduate	ICG/2018/26375	IISU	1500	University	1 Year
143	2017-18	Student Project	Pratibha Natani	Postgraduate		IISU	4,500	University	1 Year
144	2017-18	Student Project	Pragati Sharma	Postgraduate		IISU	5000	University	1 Year
145	2017-18	Student Project	Ms. Arushi Bhatia	Postgraduate		IISU	3000	University	1 Year
146	2017-18	Student Project	Ms. Nidhi Somani	Postgraduate		IISU	5000	University	1 Year
147	2017-18	Student Project	Ms. Chahat Banka	Postgraduate		IISU	3000	University	1 Year
148	2017-18	Student Project	Ms. Akanksha Nag	Postgraduate		IISU	5000	University	1 Year
149	2017-18	Student Project	Ms. Simran Phutela	Postgraduate		IISU	5000	University	1 Year
150	2017-18	Student Project	Ms. Dolly Jain	Postgraduate		IISU	5000	University	1 Year
151	2018-19	Student Project	Ms. Aditi Pareek	Postgraduate		IISU	2000	University	1 Year
152	2018-19	Student Project	Ms. Nikita Mittal	Postgraduate		IISU	3000	University	1 Year
153	2018-19	Student Project	Ms. Divya Gupta	Postgraduate		IISU	2000	University	1 Year
154	2018-19	Student Project	Ms. Riya Chawla	Postgraduate		IISU	2500	University	1 Year
155	2018-19	Student Project	Ms. Hemani Sharma	Postgraduate		IISU	2000	University	1 Year
156	2018-19	Student Project	Ms. Mahak Raswant	Postgraduate		IISU	2500	University	1 Year
157	2018-19	Student Project	Ms. Kriti Gupta	Postgraduate		IISU	2000	University	1 Year
158	2018-19	Student Project	Ms. Khushboo Jain	Postgraduate		IISU	2500	University	1 Year

159	2018-19	Student Project	Ms. Surbhi Jain	Postgraduate		IISU	2500	University	1 Year
160	2018-19	Student Project	Ms. Ridhi Dhariwal	Postgraduate		IISU	2500	University	1 Year
161	2018-19	Student Project	Ms. Tanisha Sharma	Postgraduate		IISU	2500	University	1 Year
162	2018-19	Student Project	Ms. Shivani Agrawal	Postgraduate		IISU	2500	University	1 Year
163	2018-19	Student Project	Ms. Shreya Middha	Postgraduate		IISU	2500	University	1 Year
164	2018-19	Student Project	Ms. Seema Modi	Postgraduate		IISU	2500	University	1 Year
165	2019-20	Student Project	Prachi Kothari	Postgraduate		IISU	1500	University	1 Year
166	2019-20	Student Project	Urmil Jeswani	Postgraduate		IISU	1500	University	1 Year