

Institute Name : G. L. Bajaj Institute of Management and Research  
 India Rankings 2016 : IR17-MGMT-1-14631  
 Discipline : MANAGEMENT

**Sponsored Research Projects**

| S.No. | Financial Year | Name of Faculty (Principal Investigator) | Name of the Funding agency                                      | Title of the Project                                                                                                    | Sanctioned order no. | Sanctioned date | Amount Received (In Rupees) | Amount received (in words)                    |
|-------|----------------|------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------|-----------------|-----------------------------|-----------------------------------------------|
| 1     | 2015-16        | 1. DR. URVASHI MAKKAR                    | Pragati Solutions                                               | Market Research for Distribution Network in Punjab                                                                      | PS/2016/Sp.-4        | 22-Apr-16       | 85000                       | Rupees Eighty Five Thousand only              |
|       |                |                                          | CMC Limited                                                     | Assessment of Need of Fashion Designing and Critical Appraisal of the Computer Education Centre                         | CMC/sponsor/15/7     | 7-Dec-15        | 65500                       | Rupees Sixty Five Thousand Five Hundred only  |
|       |                |                                          | Apollo Tyres                                                    | Implementation of Sales Promotion Strategy and Designing Promotional Strategy for North India                           | AT/Rgrant/2015-3     | 21-Sep-15       | 110000                      | Rupees One Lakh Ten Thousand only             |
|       |                | 2. DR. KIRTI DUTTA                       | Reliance Retails Limited                                        | Comparative Study of organized Retailing in Competition with Kirana Shops                                               | Reliance/16/proj-9   | 24-Mar-16       | 87000                       | Rupees Eighty-Seven Thousand only             |
|       |                | 3. Ms. SONI SHARMA                       | Renault                                                         | Impact of Cross Cultural Communication in Organizational Behaviour                                                      | Ren/Spon/2015/2      | 14-Jun-15       | 45000                       | Rupees Fourty Five Thousand only              |
|       |                | 4. DR. VINOD SHARMA                      | Yale Global Institute of Sustainable Forestry (Yale University) | Impact Climate Change and Business Strategies: Special Reference to Pharaceutical Industry in Pithampur, Madhya Pradesh | YGI/grant/15-1       | 6-Apr-15        | 78000                       | Rupees Seventy Eight Thousand Only            |
| 2     | 2014-15        | 1. DR. URVASHI MAKKAR                    | BSNL                                                            | Assessment of Buying Behaviour in the case of Mobile Cash Card in Changing Scenario                                     | BSN/Feb.15/13        | 3-Feb-15        | 75600                       | Rupees Seventy-Five Thousand Six Hundred only |
|       |                | 2. DR. DEEPA GUPTA                       | L&T CAPITAL                                                     | Auto Ancillaries Preference for Seeking Credit - A Comparative Study of NBFCS in Repect of MSME Sector in NCR           | L&TC-sp/2015-6       | 9-Jun-15        | 65500                       | Rupees Sixty-Five Thousand Five Hundred only. |
|       |                | 3. DR. HEMLATA BHATT                     | Stellar Imperative Technology                                   | Prospects of Systematic Data Recovery Process                                                                           | SIT/2014/46          | 7-Oct-14        | 45000                       | Rupees Fourty Five Thousand only              |

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|          |                | 4. DR. VINOD SHARMA                      | Yale Global Institute of Sustainable Forestry (Yale University) | The Impact of the Tourism on the Livelihood of Solukhumbu Region (Sagarmatha National Park), Nepal                    | YGI/grant/14-5       | 10-Jul-14       | 66500                       | Rupees Sixty Six Thousand Five Hundred Only   |
|          |                | 5. DR. SUGANDHA AGARWAL                  | Thomson Press (India) Ltd.                                      | Study of the Scope of Personalized Requirement of Printing based on Digital Process in NCR                            | NIL                  | 18-Feb-14       | 55800                       | Rupees Fifty Five Thousand Eight Hundred only |
| <b>3</b> | <b>2013-14</b> | 1. DR. VINOD SHARMA                      | Yale Global Institute of Sustainable Forestry (Yale University) | Impact Climate Change and Business Strategies: Special Reference to Automobile and Associated Ancillary Sector in MP" | YGI/grant/14-1       | 6-Mar-14        | 50000                       | Rupees Fifty Thousand Only                    |
|          |                | 2. DR. MUKUL GUPTA                       | Maruti Udyog Ltd.                                               | Future of Newly Lunched Small Cars in the Indian Market and their comparison with Maruti Udyog Ltd.                   | Maruti/VP/FinR p/04  | 9-Jun-14        | 68000                       | Rupees Sixty Eight Thousand only              |