

INVERTIS UNIVERSITY, BAREILLY,
LUCKNOW NATIONAL HIGHWAY, NH-24, BAREILLY, UTTAR PRADESH 243123

REQUEST FOR FINANCIAL ASSISTANCE

DATE OF APPLICATION: 2.09.2022

(a) TO be Filled by Applicant

NAME	Shalini Anand
DESIGNATION	Assistant Professor
NAME OF INSTITUTION	Invertis University, Bareilly
DEPARTMENT	Management
TITLE OF RESEARCH (Attached Annexure for additional details)	"Perspective of Ethics in Business with Special reference to Marketing"
STUDY LEAVE/RESEARCH ASSISTANT)	Research Assistant
NAME OF THE COLLABORATED INSTITUTION	Invertis University, Bareilly
SUPERVISOR/GUIDE (INTERNAL)	Dr. Mobin Anwar
DATE OF JOINING PhD	28/09/21
REQUESTED AMOUNT IN INR	40,000 /-

I hereby declared that all the information given by the applicant is true and appropriate in my knowledge as per the guidelines stated in the Employee Manual.






Registrar
Invertis University
Bareilly


Signature

(b) To be Filled by Committee

STATUS(APPROVED/REJECTED)	Approved
AMOUNT GRANTED IN INR	40,000/-
COMMENT / REMARKS	This carries importance to ensure healthy marketing practices safeguarding interest & welfare of stakeholders in terms of credibility, trust & loyalty towards products & services.

SIGNATORIES

Supervisor	Research Coordinator/Head of Department	Dean (R&D)	Vice-Chancellor
	 Head Department of Commerce Faculty of Management Invertis University, Bareilly (UP)	 Dean Research and Development Invertis University, Bareilly	 VICE CHANCELLOR INVERTIS UNIVERSITY BAREILLY



Registrar
Invertis University
Bareilly

ANNEXURE

• PROJECT TITLE "Perspective of Ethics in Business with Special reference to Marketing"

• AIM AND OBJECTIVE * To examine the role of ethical considerations in shaping marketing strategies & campaigns, with a focus on how businesses integrate ethical values into their marketing practices. * To Analyse the impact of ethical marketing on consumer trust, loyalty, and brand reputation, and to identify best practices for ethically responsible marketing in the modern business landscape.

• METHOD OF RESEARCH
The research is exploratory in nature and followed by Survey & data Analysis

• MATERIAL REQUIREMENT

• SPLIT EXPENDITURE

<u>S.No</u>	<u>Item Description</u>	<u>Amount in INR</u>
1	Paper presentation Expenses: Fees for publishing research papers in academic journals or presenting at conferences.	14,000/-
2	Travel Expenses and Fieldwork: Costs associated with travel to research sites, data collection locations, conferences, workshops, or seminars related to the research.	5000/-
3	Accommodation Expenses	5000/-
4	Research materials and Supplies (laboratory equipment, chemicals, reagents, software licenses, books, and any other materials necessary for data collection and analysis.)	—
5	Surveys and Questionnaires: Expenses related to designing, printing, and distributing surveys or questionnaires.	5000/-

6	Communication and Internet: Expenses for communication tools, internet connectivity, and web hosting for research-related activities.	2000/-
7	Intellectual Property Costs: Legal fees or patent application expenses for protecting intellectual property resulting from the research.	-
8	Printing and Photocopying: Expenses for printing research-related documents, posters, or handouts.	2000/-
9	Contingency Fund: A reserve amount set aside to cover unforeseen expenses or budget fluctuations during the research project.	3000/-
10	Other	

Total Amount	45,000/-
---------------------	----------



Signature of Applicant



Registrar
Invertis University
Bareilly