



Koneru Lakshmaiah Education Foundation

(Deemed to be University u/s. 3 of the UGC Act, 1956)

Campus: Green Fields, Vaddeswaram, Guntur District, Andhra Pradesh, India. PIN 522 302
Phone No. 08645 - 350200; www.kluniversity.in; www.klef.edu.in



K
L
E
F

Ref: KLEF/AR/Ph.D/Management/2022-23/618

Date: 22-05-2023

NOTIFICATION

It is hereby notified that the Vice Chancellor, on the recommendations of the examiners appointed to adjudicate the Ph.D. thesis entitled "**BUILDING BRAND EQUITY THROUGH SOCIAL MEDIA MARKETING : THE CONTEXT OF IT (INFORMATION TECHNOLOGY) START-UPS IN HYDERABAD, TELANGANA STATE**" submitted by **DILLIP KUMAR PARIDA**, Research Scholar Koneru Lakshmaiah Education Foundation (Deemed to be University) with **Registered Number 163510003**, Department of Management, under the supervision of **Dr. D.Prasanna Kumar**, Associate Professor, Department of Management, KLEF for the award of Ph.D. Degree, and on consideration of the report submitted by the Examiners of the VIVA-VOCE Board, has ordered that **DILLIP KUMAR PARIDA** be declared qualified for the award of the **Degree of Doctor of Philosophy (Ph.D)** in "**Management**" in the "**Faculty of Management**" of this University.

To
DILLIP KUMAR PARIDA,
Research Scholar,
Registered Number **163510003**
Department of Management,
Koneru Lakshmaiah Education Foundation (Deemed to be University).



(Handwritten signature)

(Dr.K.Subba Rao)
Registrar (I/C)
REGISTRAR (I/C)
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
Green Fields, VADDESWARAM-522 302.
Guntur District, Andhra Pradesh