

Ref: KLEF/AR/Ph.D/Management/2021-22/422

Date: 31-01-2022

NOTIFICATION

It is hereby notified that the Vice Chancellor, on the recommendations of the examiners appointed to adjudicate the Ph.D. thesis entitled “**INTERFACE OF EXPERIENTIAL MARKETING SHOPPERS BEHAVIOUR AND LOYALTY IN ORGANIZED RETAILING: STUDY ON SELECT RETAIL MALLS IN GREATER HYDERABAD**” submitted by **POGUL PRASHANT LAXMINARAYAN, Research Scholar**, Koneru Lakshmaiah Education Foundation (Deemed to be University) with **Registered Number 14351018, Department of Management**, under the supervision of Dr.A.Udaya Shankar, Assoc. 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 **POGUL PRASHANT LAXMINARAYAN** 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.



(Prof.Y.V.S.S.V. Prasada Rao)
Registrar

REGISTRAR

Koneru Lakshmaiah Education Foundation
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To
POGUL PRASHANT LAXMINARAYAN
Research Scholar,
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Handwritten signature and initials.