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Ref: KLEF/AR/Ph.D/Management/2022-23/704

Date: 30-06-2023

## NOTIFICATION

It is hereby notified that the Vice Chancellor, on the recommendations of the examiners appointed to adjudicate the Ph.D. thesis entitled “**An investigation of Consumer influencing factors with reference to store brand (SB) choice: A selective study in select supermarket chains in Hyderabad**” submitted by **SURESH B, Research Scholar**, Koneru Lakshmaiah Education Foundation (Deemed to be University) with **Registered Number 15351013, 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 **SURESH B** 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.



(Dr.K.Subba Rao)  
Registrar

**REGISTRAR**

Koneru Lakshmaiah Education Foundation  
(Deemed to be University)  
Green Fields, VADDESWAREM-522 302.  
Guntur District, Andhra Pradesh.

To  
**SURESH B,**  
Research Scholar,  
Registered Number **15351013,**  
Department of Management,  
Koneru Lakshmaiah Education Foundation (Deemed to be University).

