



ALAGAPPA UNIVERSITY

(A State University Established by the Government of Tamil Nadu in 1985, Accredited with 'A++' Grade by NAAC (CGPA : 3.59) in the Fourth Cycle under Dual Mode Category)

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Rc.R4/Ph.D-R20161924/2026

Date:28.09.2026

Prof.A.PADMAPRIYA

Dean-Research

NOTIFICATION

Ph.D. Public viva-voce Examination

I am to inform that the public viva-voce examination for Mr. Shaik Shakeel on his Ph.D. thesis entitled **"INFLUENCE OF BRAND NAME ON CUSTOMER BUYING DECISION TOWARDS AN EMERGING MOBILE PHONE MARKET IN HYDERABAD"** will be held on 08.10.2026 at 10.30 a.m. in the Alagappa Institute of Management, Alagappa University, Karaikudi.

Dr.M.Babu (Professor & Director i/c, Bharathidasan School of Management, Bharathidasan University, Trichy) will be the External Examiner for viva-voce examination and Dr.G.Nedumaran (Professor & Head, Department of Commerce, Alagappa University, Karaikudi) is the Guide.

The Research Supervisor, the members of the Departmental Research Advisory Committee, the Ph.D. candidate and all other participants including the faculty members interested in this topic will be allowed to attend the viva-voce examination. The Research Supervisor is requested to make all arrangements for smooth conduct of viva-voce examination.

Signature 28/9/26
Dean-Research
DEAN (RESEARCH)
ALAGAPPA UNIVERSITY
KARAIKUDI - 630 003

To:

1. Dr.G.Nedumaran (Supervisor)
Professor & Head,
Department of Commerce,
Alagappa University,
Karaikudi - 630 004.
2. Dr.M.Babu (Examiner)
Professor & Director i/c,
Bharathidasan School of Management,
Bharathidasan University, Trichy.
3. The Director, Alagappa Institute of Management, Alagappa University, Karaikudi.
4. Mr. Shaik Shakeel (Ph.D Scholar)
H.No. 6-23-1022, Goutham Nagar,
Near Area Hospital,
Nizamabad - 503 002.
Mobile No: 9948422786
5. All the Deans / Heads of the Departments / Directors / Principals of Constituent Colleges,
Alagappa University.

with a request to conduct the viva-voce examination

Directed to be present for the Ph.D. viva-voce examination

With a request to circulate among the staff, scholars and students

Copy To

1. The Controller of Examinations, Alagappa University
2. The Notice Board, Administrative Building, Alagappa University
3. The Notice Board, Central Library, Alagappa University
4. PA to Vice-Chancellor, Alagappa University
5. PA to Registrar, Alagappa University
6. The Director, Management Information System

- with a request to include this matter as an item in the website