



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-R20162491/2026

Date:06.07.2026

Prof.A.PADMAPRIYA
Dean-Research

NOTIFICATION

Ph.D. Public viva-voce Examination

I am to inform that the public viva-voce examination for Mr. Sathiya Prabhu A on his Ph.D. thesis entitled "Impact of Marketing Strategies on Purchasing Behaviour of Rural Consumers in Virudhunagar District" will be held on 16.07.2026 at 11.00 a.m. in the Alagappa Institute of Management, Alagappa University, Karaikudi.

Dr.S.Pragadeeswaran (Professor, Department of Business Administration, Annamalai University, Chidambaram) will be the External Examiner for viva-voce examination and Dr.R. Ganapathi (Professor in Commerce, Centre for Distance and Online Education (CDOE), 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.

To:

1. Dr. R. Ganapathi (Supervisor)
Professor in Commerce,
Centre for Distance & Online Education (CDOE),
Alagappa University, Karaikudi - 630 004.
2. Dr.S.Pragadeeswaran (Examiner)
Professor,
Department of Business Administration,
Annamalai University, Annamalai Nagar, Chidambaram - 608 002.
3. The Director, Alagappa Institute of Management, Alagappa University, Karaikudi.
4. Mr. Sathiya Prabhu A (Ph.D Scholar)
1/416 NGO Colony,
Satchiyapuram,
Sivakasi (West) - 626 124.
Mobile No: 7094591417
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

Dean-Research
DEAN (RESEARCH)
ALAGAPPA UNIVERSITY
KARAIKUDI - 630 003

Nandhini
T.T.26