



GURU GHASIDAS VISHWAVIDYALAYA, BILASPUR (C.G.) INDIA

(A Central University With "A++" Grade Accredited by NAAC)

Phone No. 260044, Website www.ggu.ac.in

No. 165 /Conf./Ph.D./2025

Bilaspur, Date

25 FEB 2025

NOTIFICATION

For the Award of the Degree of Doctor of Philosophy (Ph.D.)

On the recommendation of Dean of School of Study of **Commerce and Management** the Vice-Chancellor has appointed an external examiner for conducting Viva- Voce of **Kanchan Thakur** on date **10.02.2025** leading to the award of the Ph.D. Degree of Guru Ghasidas Vishwavidyalaya, Bilaspur (Chhattisgarh), in the subject **Management Studies** under School of Study of **Commerce and Management** and after a successful defence at the viva-voce, the Vice-Chancellor has accepted the thesis submitted by the candidate for declaring her eligible for the award of the Degree of **DOCTOR OF PHILOSOPHY** of Guru Ghasidas Vishwavidyalaya, Bilaspur, Chhattisgarh (India) from the date of the Viva-Voce with the following details :-

1. Name of the Candidate : **Kanchan Thakur**
2. Name of the Supervisor : Dr.(Smt.) Bobby B. Pandey
3. Subject/Department : Management Studies
4. School of Studies : Commerce and Management
5. Title of the Thesis : **A STUDY ON ROLE OF DIGITAL MARKETING IN SMALL SCALE INDUSTRIES OF CHHATTISGARH**
अ स्टडी ऑन रोल ऑफ डिजिटल मार्केटिंग इन स्मॉल स्केल इंडस्ट्रीज ऑफ छत्तीसगढ़
6. Enrollment No. : GGV/18/4187
7. Registration no./ Date : 185154602/29.01.2021

This notification is issued under various statutory provisions of Guru Ghasidas Vishwavidyalaya in compliance with the University Grants Commission Regulations (2009/2016) for admission, evaluation and the award of the degree of Doctor of Philosophy.

By Order

[Signature]
25-02-2025

Controller of Examinations

Endt.No. 166 /Conf./Ph.D./2025

Bilaspur, Date

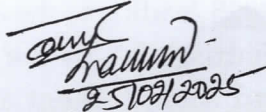
25 FEB 2025

Copy forwarded for information & necessary action to :-

1. P.A. To Kulpati/Registrar for Kulpati / Registrar's information.
2. Dy.Registrar, Exam./Dev./ Academic Section.
3. Dean, School of Studies of Commerce and Management GGV Bilaspur (C.G.)
4. H.O.D. Department of Management Studies GGV Bilaspur (C.G.).
5. Supervisor- Dr.(Smt.) Bobby B. Pandey, Associate Professor, Department of Management Studies GGV Bilaspur(C.G.)
6. **Kanchan Thakur** (Research Scholar) Department of Management Studies , GGV Bilaspur (C.G.)

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7. Media Cell incharge with request to send it to Press and Electronic media for wide publicity in the interest of students as press release.
8. Editor : University News Association of Indian Universities, 16, Kotla Road, New Delhi, 110002.
9. Librarian, Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.).
10. Registrar of all the statutory Universities in India.
11. Director, Infflibnet Gujarat University Campus, Post Box No. 4116, Navrangpura, Ahmedabad- 380009.
12. Incharge, IT Cell, for uploading on the Vishwavidyalaya website.
13. Office File.


25/07/2025
Controller of Examinations
