



श्री माता वैष्णो देवी विश्वविद्यालय
SHRI MATA VAISHNO DEVI UNIVERSITY

Kakryal, Katra – 182320 (J&K)

(A State University Recognized u/s 2(f) & 12(B) of UGC Act, 1956)

No. SMVDU/R&D/23/1649-1657

Dated: 24.04.2023

NOTIFICATION

It is hereby notified that the Ph.D. thesis of Ms. Shipra Misra (Entry No. 14DBU002), Ph.D. student, School of Business, Faculty of Management, entitled “**Effectiveness of Destination Advertising: An Empirical Study of Tourism in Jammu & Kashmir**” which was submitted under the supervision of Dr. Kakali Majumdar, Assistant Professor, School of Economics; for the award of Ph.D. degree, has been accepted on the recommendations of Ph.D. Thesis Defense Committee of the University on 18.04.2023, and she is declared eligible for the award of Ph.D. degree w.e.f. 19.04.2023.

The degree will be conferred on her in the next Convocation of the University.


24/04/23
Registrar
Ves

Copy to:

1. Dean FoM, for information.
2. Head SoB, for information.
3. Finance Officer, for information.
4. Dr. Kakali Majumdar, Associate Professor, Economics, for information.
5. Assistant Registrar, Vice Chancellor's Secretariat, for kind information of the Hon'ble Vice Chancellor.
6. Faculty I/c Central Library, for information & uploading the final version of thesis on Shodh Ganga website.
7. Faculty I/c Website, for uploading on University Website.
8. Concerned _____, Ph.D. student for submitting 03 hard bound copies of Ph.D. Thesis to R&D wing and 01 hard bound copy of Ph.D. thesis to Central Library alongwith a soft copy of the same within 01 month from the date of issuance of this notification. The student must ensure that Ph.D. thesis is printed as per the approved format of University and to note that the Degree shall be conferred subject to fulfillment of the above condition.
9. Concerned file/Notification file.