



## DEPARTMENT OF COMMERCE

Dr. Hari Singh Gour Vishwavidyalaya, Sagar (M.P.)  
(A\* Grade University Accredited by NAAC)  
(Central University)



N./Comm./ 2025 / 5867

Dated- 24.04.2025

### NOTICE

The Pre-Submission (Open) Seminar of **Mr. Guru Daaman Shrivastava** (Y21481006), Research scholar, Department of Commerce, working on his thesis entitled “**An Impact Assessment of Digital Content Marketing Strategies on Buying Behaviour of Consumers of Madhya Pradesh (With Special Reference to Consumer Electronics)**” under the supervision of **Dr. Shalini Choithrani**, Assistant Professor, Department of Commerce, will be held on-

**Date-** 05 May 2025

**Time-** 1:30 PM

**Mode-** Hybrid mode

**Venue-** Computer Lab, Department of Commerce,

*Nr*  
24.4.25

Head

Department of Commerce  
प्रोफेसर एवं अध्यक्ष/Professor and Head  
वाणिज्य विभाग/Department of Commerce  
डॉ. हरिसिंह गौर विश्वविद्यालय, सागर (म.प्र.)  
Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P.)

**Copy to: -**

1. Director, of Academic Affairs, Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P.).
2. Dean, School of Commerce and Management, Dr. Harisingh Gour Vishwavidyalaya, Sagar
3. P. S. to the Vice Chancellor, for Information to Hon'ble Vice Chancellor
4. Dr. Shalini Choithrani, Assistant Professor, Department of Commerce, Research Supervisor.
5. Dr. Veerandra Singh Matsaniya, Assistant Professor, Department of Economics, External Member (RAC)
6. Dr. Sushama Yadav, Assistant Professor, Department of Commerce, Internal Member (RAC)
7. Mr. Guru Daaman Shrivastava, Research Scholar, Department of Commerce
8. I/c Website Cell- For uploading the same on the Vishwavidyalaya website
9. All Faculty members, Department of Commerce
10. All research scholars, Department of Commerce
11. Office Copy

