



No./DoAA/Ph.D.Noti./Commerce/ 1183

10 December, 2025

### NOTIFICATION-CUM-CERTIFICATE

It is notified that in accordance with the provisions contained in Ordinance No. 23(A), Hon'ble Vice Chancellor, exercising the powers of the Executive Council under Section 11 (3) of the Central Universities Act, 2009, is pleased to approve the award of DOCTOR OF PHILOSOPHY to the candidate, mentioned in the table given below:-

| क्र. No | शोधार्थी का नाम एवं पता<br>Name & Address of the Research Scholar                                                                                                                                                                                                                                                                                                                      | विभाग /<br>अध्ययनशाला /<br>पंजीयन क्रमांक<br>व दिनांक<br>Dept./School/<br>Registration<br>No. & Date | शोध विषय<br>Title of the<br>Thesis<br>एवं<br>जमा करने की<br>तिथि<br>Date of<br>Submission                                                                                                                            | पर्यवेक्षक /<br>सह-पर्यवेक्षक का नाम<br>एवं पता<br>Name & Address of the<br>Supervisor/<br>Co-Supervisor                                                                                                                                               | कुलपति जी<br>के<br>अनुमोदन<br>की तिथि<br>Date of<br>Approval by<br>the Vice-<br>Chancellor |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| 622     | श्री गुरु दामन श्रीवास्तव<br>S/o श्री प्रेम स्वरूप श्रीवास्तव<br>माता का नाम: श्रीमती श्रीमाला श्रीवास्तव<br>DX E-20, ओल्ड मिनाल रेसिडेंसी<br>जे. के. रोड, भोपाल, पिनकोड-462023 (म.प्र.)<br>Shri Guru Daaman Shrivastava<br>S/o Shri Prem Swaroop Shrivastava<br>Mother's Name: Smt. Sreemala Shrivastava<br>DX E-20, Old Minal Residency<br>J. K. Road, Bhopal, Pincode-462023 (M.P.) | Commerce/<br>Commerce<br>and<br>Management<br>(SCM)/<br>Y21481006<br>and<br>19.01.2022               | "An Impact<br>Assessment of<br>Digital Content<br>Marketing<br>Strategies on<br>Buying<br>Behaviour of<br>Consumers of<br>Madhya Pradesh<br>(With Special<br>Reference to<br>Consumer<br>Electronics)"<br>10.07.2025 | डॉ. शालिनी चौधरानी<br>सहायक प्राध्यापक<br>वाणिज्य विभाग<br>डॉक्टर हरीसिंह गौर<br>विश्वविद्यालय सागर (म.प्र.)<br>Dr. Shalini Choithrani<br>Assistant Professor<br>Department of<br>Commerce<br>Doctor Harisingh Gour<br>Vishwavidyalaya<br>Sagar (M.P.) | 03.12.2025                                                                                 |

Further, it is certified that the Degree approved for the award of Doctor of Philosophy is in accordance with the University Grants Commission (Minimum Standards and Procedure for Award of M.Phil/Ph.D. Degree) Regulations, 2016.

By Order,

*[Signature]*  
10/12/2025  
I/c Controller of Examinations  
I/C CONTROLLER (Exa.ns.)  
Dr. H. S. Gour V. V. Sagar (M.P.)

#### Copy to:-

1. Concerned Candidate, Supervisor, Co-Supervisor, HoD & School Dean.
  2. I/c Librarian, I/c Website Cell, and Deputy Registrar (Exams.)
  3. Secretary to the Vice-Chancellor, PA to Registrar.
  4. Under Secretary (Research), University Grants Commission, Bahadur Shah Zafar Marg, New Delhi-110002
  5. Deputy Director, Research Division, Association of Indian Universities, 16 AIU House, Comrade Indrajit Gupta Marg (Kotla Marg), New Delhi-110002
  6. Principal Secretary, Department of Higher Education, Govt. of M.P., Vallabh Bhawan, Mantralaya, Bhopal-462004 (M.P.)
  7. Director, INFLIBNET Centre, Opp. TCS, Infocity, Gandhinagar-382007 (Gujarat)
  8. Nodal Officer (NAD Cell), Doctor Harisingh Gour Vishwavidyalaya, Sagar (M.P.)
  9. I/c Media Officer, Doctor Harisingh Gour Vishwavidyalaya, Sagar (M.P.)
  10. Editor, Hindustan Times, Times of India, Indian Express, NaiDuniya, Nav Bharat, Dainik Bhaskar, Dainik Acharan, Sagar (M.P.)
- with a request to please publish this notification as news item for general information.

Joint Registrar, Academic Affairs

*[Signature]*  
संयुक्त कुलपति  
औद्योगिक गतिविधियाँ  
डॉक्टर हरीसिंह गौर विश्वविद्यालय  
(केन्द्रीय विश्वविद्यालय)  
सागर - 470003 (म.प्र.)  
Joint Registrar  
Academic Affairs