



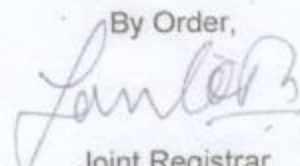
No./DoAA/Res./1143

14 November, 2025

NOTICE

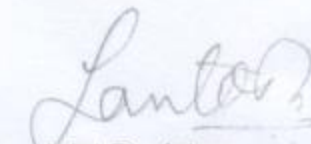
The Ph.D. Open Oral Examination of **Shri Guru Daaman Shrivastava**, Registration No.Y21481006, a Research Scholar of Department of **Commerce** on his thesis entitled "**An Impact Assessment of Digital Content Marketing Strategies on Buying Behaviour of Consumers of Madhya Pradesh (With Special Reference to Consumer Electronics)**" will be conducted on 28.11.2025 at 12:00 Noon in the Department of **Commerce**, Doctor Harisingh Gour Vishwavidyalaya, Sagar (M.P.), through Video Conferencing using Google, Skype, Microsoft Technologies or any other reliable and mutually convenient technology in compliance of Clause 9.6 to 9.9 of the UGC Regulations, 2016, through blended mode.

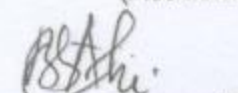
All concerned are requested to kindly make it convenient to attend it.

By Order,

Joint Registrar
(Academic Affairs)

Copy to:-

1. Chairperson, Oral Board.
2. Dean, School of Commerce & Management (SCM).
3. **Head, Department of Commerce:** with a request to kindly ensure that conduct of Viva-Voce Examination through Video Conferencing using electronic means will be open to be attended by members of RAC, all faculty members of the department, research scholars and other interested experts/researchers, beside the Research Supervisor and Expert(s)/Examiner(s), as applicable and also to maintain due record of the same, including the report signed by Expert(s)/Examiner(s) appointed for conducting the same.
4. Dr. Shalini Choithrani, Assistant Professor, Department of Commerce-Thesis Supervisor
5. I/c Examination Section (Accounts).
- ✓ 6. **I/c Website Cell** - for uploading the same on the Vishwavidyalaya Website.
7. Secretary to the Vice-Chancellor.
8. PA to Registrar.
9. I/c Guest House.
10. Guard File.


Joint Registrar
(Academic Affairs)


14/11/2025