NOTIFICATION

In accordance with the University of Madras Ph.D., Regulations, the Public Viva-Voce Examination of Mrs. E. Charumathy in connection with the thesis entitled, "Mediating Effect of Celebrity Endorsement on Brand Trust, Attitude Towards Brand and Advertisement that Influence The Behavioural Intension" - A Study, submitted for the award of Ph.D., Degree of University of Madras.

Date & Time : Thursday the 26th August 2021 at 10:30 a.m.
Venue : Norton Hall, Pachaiyappa's College, Chennai 600 030
Virtual platform : GoogleMeet
Meeting Link : https://meet.google.com/vex-sihr-bfp
Meeting Attendance Link : https://forms.gle/ULUpvMw9pygq9WeD7

External Examiner : DR. S. TAMEEN SHARIEF
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Chennai 600 030

REGULATIONS – PUBLIC VIVA-VOCE EXAMINATION:

The above thesis has been submitted by the candidate to the University of Madras in partial fulfilment of the requirement for the award of the Ph.D Degree. In accordance with the regulations 12(a) and 14(d) of the University of Madras, the public viva-voce examination will be held virtually through Google Meet mode. All those interested in the subject concerned from various Departments of the University, Research Institutions and Colleges as well as outside Specialists, if any, in the field are cordially invited to participate in the proceedings of the Public Viva-Voce Examination. A copy of thesis is available for the reference in the Department of Commerce Library, Pachaiyappa's College, Chennai – 600 030.

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