



UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
DEPARTMENT OF MANAGEMENT STUDIES

Ph.D PUBLIC VIVA-VOCE EXAMINATION

Its my pleasure and privilege to invite you for a Ph.D public viva-voce examination through video conferencing that will be held as detailed below

Title of the thesis : **Mr.J.Saravanan**
Title of the Thesis : **IMPACT OF BRAND EXPERIENCE AND BRAND PERSONALITY ON LOYALTY IN THE INDIAN PASSENGER CAR INDUSTRY**
Date and Day : **04th November, 2020**
Time : **11.00 A.M**
Venue : **IDE Conference Hall**
Zoom Meeting ID : **728 7790 0772**
Meeting Password : **Qy95BH**

As per the University Ph.D Regulations Revised (No.10.5) your participation in the viva and entailing discussion is solicited. A copy of the thesis is available in the department library.

All are requested to join through Zoom Meet

(Supervisor - Convener)
Dr.B.Devamaindhan
Associate Professor in Management Studies
Institute of Distance Education
University of Madras

Ph.D., Regulation 10.5:

10.5 (a) Not later than six months after the submission of the Synopsis and after the expiry of the period of research prescribed, every candidate shall submit with his/her application for the Ph.D., degree, five copies of the thesis embodying the results of the research carried out by him/her of which one copy be placed in the Department Library of the institution where he/she conducted research.

10.5 (b) The candidate whose thesis has been approved shall submit himself/herself to a Public Viva- Voce Examination by the Supervisor and an External Examiner appointed by the University. Members of the Department in the subject concerned where the candidate conducted research and outside specialists if any, may participate in the Public Viva-Voce Examination duly endorsed by the External Examiner. A candidate who is successful at the Public Viva-Voce Examination shall be declared to have qualified for the Ph.D., degree.