



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act No.: 20 of 2007)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Date: 20-03-2018

NOTICE

PUBLIC VIVA-VOCE

Invitation for all to attend the public viva-voce of Sheth Bhagyashree Haresh (En. No. 139997292009) on “A study on the effectiveness of celebrity endorsed and animated character endorsed advertisements on consumers' buying behavior” in Management on 13th April, 2018 at GTU, Chandkheda, Ahmedabad from 11:30 am onwards at A-211, Conference Hall

Name of the Supervisor : Prof. (Dr.) Solanki Sandip P.

Name of Co-Supervisor : -

Name of DPC Member 1 : Dr. K. J. Thankachan

Name of DPC Member 2 : Dr. Vijay Vyas

-sd/-

I/c Controller of Examination

Copy to :

- 1) Dean (PhD), GTU.
- 2) Chief Accounts Officer, GTU.
- 3) Section Head, Conference, GTU.
- 4) IT Section, GTU for uploading on website and making other necessary arrangements.

*Winners of : ICT Enabled University Award E-India - 2009 ❖ Manthan Award - 2009 ❖ GESIA Award - 2011
❖ Digital Learning WES - 2011 Award ❖ AIMS International Innovative University Award - 2013*