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10/11/19

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI - 620 024

(Re-accredited with "A" Grade by NAAC)

Phone No: 0431-2407106, Email: [ressec@bdu.ac.in](mailto:ressec@bdu.ac.in)

**Dr. S. MUTHUSAMY**

**Director (Research)**

Ref.No.11256/Ph.DK6/Commerce/Part- Time / 2019

Date: 8.01.2019

To

**Ms. S.Preethi**

Research Scholar

Accounts Officer

Rainbow

No 51 S.B.I Colony Road

Tambaram

West

Chennai- 600 045

Sir / Madam,

Ref: Ph. D Programme Registration application No:Nil, Dated: 11.04.2018

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I am to inform you that you have been provisionally registered for Ph.D. Degree under the **Part-Time** Category. As per the Ph. D Regulations of this University, you have to carryout Research Work under the Research Supervisor for a Minimum period of **THREE Years** and a **Maximum period of FIVE Years** from the date of registration i.e. **from 18.01.2019 to 17.01.2024**.

I am also to inform you that you will be governed by the regulations, rules and terms conditions for the Degree of Doctor of Philosophy of this University operative at the time of your registration. The regulations framed for the course work of the programme is enclosed along with this order.

The Subject/Discipline of Research chosen by you is **COMMERCE** and the broad topic of your Research is **"A STUDY ON CONSUMER PRODUCT SEARCH AND PURCHASING BEHAVIOUR IN SOCIAL SHOPPING COMMUNITIES IN CHENNAI"**.

You are requested to quote the reference number cited above in all correspondence with the University regarding your Ph.D Programme.

Yours sincerely,

*S. Muthusamy*  
8/1/19  
Director (Research)

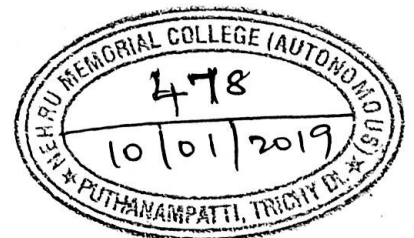
Encl: As above

**Note:** with instruction to remit the shortage fee Rs.1,000/- (Cost of application) along with one time lumpsum Research fee of Rs.6,000/- within fifteen days from the receipt of this letter (Total amount Rs.7,000/- a single DD is admissible)

Copy to

1. **Dr.T. Gayathri**  
Assistant Professor  
Department of Commerce  
Nehru Memorial College (Autonomous)  
Puthanampatti- 621 007  
Tiruchirappalli

Research Advisor



Please quote our reference in all your replies