



# CENTRAL UNIVERSITY OF KASHMIR EXAMINATIONS AND EVALUATION WING Green Campus Ganderbal-191201

Result Notification No. MP-150-836-2021

## MASTER OF PHILOSOPHY (M. Phil.) Phase-I (Integrated M.Phil-Ph.D)

Mr. Ishfaq Rahim Khanday S/o Mr. Abdul Rahim Khanday bearing University Enrolment No. 16150CUKmr002 pursuing Integrated M.Phil-Ph.D Programme on whole time basis has successfully completed Phase-I (M.Phil.) of the Research Degree Programme as detailed hereunder and is declared qualified for the award of "*Master of Philosophy (M. Phil.)*".



### DESCRIPTION

### PARTICULARS

Research Topic	: Impact of Electronic Word of Mouth Marketing on Customer Purchase Intention: A Study of e-Buyers in Kashmir.
Name of School	: School of Business Studies
Name of Department	: Department of Management Studies
Name of Supervisor	: Prof. Farooq Ahmad Shah
Date of Joining	: 1 <sup>st</sup> March, 2017
Date of Submission	: 27 <sup>th</sup> August, 2019
Date of Award	: 23 <sup>rd</sup> December, 2020
Grade Obtained	: "B"

*Musafir*  
08-07-2021

Controller of Examinations

No: F.No. CUK/EEW/RN-M.Phil./Mgt.Std./19/278/Vol-II/ 3898  
Dated: 08-07-2021

### Copy to the:

1. Director, Research and Development for information.
2. Dean, School of Business Studies for information.
3. Prof. Farooq Ahmad Shah, Supervisor concerned for information.
4. Assistant Librarian, for information and further necessary action..
5. Deputy Registrar, Academics for information & necessary action.
6. PS to VC, for kind information of the Hon'ble Vice Chancellor.
7. PS to Registrar, for information of the Registrar.
8. PS to FO, for information of the Finance Officer.
9. Mr. Ishfaq Rahim Khanday, Research Scholar, Department of Management Studies for information.
10. Relevant file (CUK/EEW/RN-M.Phil./Mgt.Std./19/278/Vol-II) for record and reference.