



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

RESULT NOTIFICATION No. MP-150-1028-2022

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

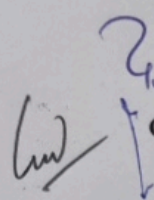
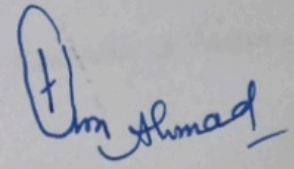
Ms. Saadiyeh Shakil, D/o Mir Shakil Ahmed bearing University Enrolment No. 19150CUKmr004 pursuing Integrated M.Phil-Ph.D Programme on whole time basis has successfully completed Phase-I (M.Phil.) of the Research Degree Programme as detailed hereunder and is declared qualified for the award of "*Master of Philosophy (M. Phil.)*".



DESCRIPTION

PARTICULARS

Research Topic	:	"Influence of Sensory Brand Experience on Brand Loyalty: A Study of Airline Travellers"
Name of School	:	School of Business Studies
Name of Department	:	Department of Management Studies
Name of Supervisor	:	Prof. Fayaz Ahmad Nika
Date of Joining	:	10 th December, 2019
Date of Submission	:	31 st March, 2021
Date of Award	:	22 nd December, 2021
Grade Obtained	:	" O "



Controller of Examinations

No: F.No. CUK/EEW/RN-M.Phil./Mgt.Std/19/278/4076

Dated: 07-03-2022

Copy to the:

1. Director, Research and Development, for information.
2. Dean, School of Business Studies.
3. Head, Department of Management Studies.
4. Prof. Fayaz Ahmad Nika, Supervisor concerned for information.
5. Assistant Librarian, for information and further necessary action.
6. Deputy Registrar/SO, Academics for information & necessary action.
7. PS to VC, for kind information of the Hon'ble Vice Chancellor.
8. PS to Registrar, for information of the Registrar.
9. PS to FO, for information of the Finance Officer.
10. Ms. Saadiyeh Shakil, Research Scholar, Department of Management Studies for information.
11. Relevant file (CUK/EEW/RN-M.Phil./Management/19/278) for record and reference.