



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

**Result Notification No. MP-150- 686-2021**

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

Ms. Aaleya Rasool D/o Mr. Gulam Rasool Dobi bearing University Enrolment No. 17150CUKmr004 pursuing Integrated M.Phil-Ph.D Programme on whole time basis has successfully completed Phase-I (M.Phil.) of the Integrated M.Phil-Ph.D Programme and is declared qualified for the award of Degree "*Master of Philosophy (M. Phil.)*".



**DESCRIPTION**

**PARTICULARS**

Research Topic	: Impact of Customer Engagement and Experience on Customer Loyalty: A Study on Banking Industry 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	: 6 <sup>th</sup> November, 2017
Date of Submission	: 14 <sup>th</sup> September, 2020
Date of Award	: 19 <sup>th</sup> November, 2020
Grade Obtained	: "A"

No: F.No. CUK/EEW/RN-M.Phil./Mgt.Std./19/278/ 3626  
Dated: 25-01-2021

  
Controller of Examinations  
25/1/21

**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. Assistant 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. Ms. Aaleya Rasool, Research Scholar, Department of Management Studies for information.
10. Relevant file (CUK/EEW/RN-M.Phil./Mgt.Std./19/278) for record and reference.