

**Savitribai Phule Pune University
(Formerly University of Pune)**



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Ref. No.: PGS/2373

Date : 19/05/2023

To,
The Principal / Director / Head
Anekant Education Society Tuljaram
Chaturchand College Addr: Baramati Ta:
Baramati Dist: Pune [CAAP010100]

Sir/Madam

The Ph.D. cases forwarded by your Institute/Centre were placed before the Research & Recognition Committee in Marketing (Commerce and Management) held on 09/05/2023. The decision/s of Research & Recognition Committee are as follows :

Sr.No.	Name of the candidate & Name of the Guide	Remarks
1.	Shweta Madhukar Borawake Guide : Dr. Shah Niranjan Ramesh 	Topic Approved and Admitted w.e.f. 05/04/2023 as follows :- "A Study of Social media marketing strategies adopted by selected clothing brands & its impact on consumer buying behaviour."

Please comply with the directions of Research & Recognition Committee and communicate to this office at the earliest.

Thanking You,

Yours faithfully,

**Deputy Registrar
(P.G.Admissions)**

Copy to :

1. Mr./Ms. Shweta Madhukar Borawake
Anekant Education Society Tuljaram Chaturchand College Addr: Baramati Ta: Baramati Dist: Pune
2. Dr. Shah Niranjan Ramesh
Anekant Education Society Tuljaram Chaturchand College Addr: Baramati Ta: Baramati Dist: Pune