


**AWARD NOTIFICATION****Ref: Ph.D./CoE/2023-24/10****Date:03/07/2024**

This is for information of all concerned that on the recommendations of the Board of Examiners, the Vice-Chancellor has been pleased to order that the candidate as detailed below is declared to have qualified for the award of the Degree of Doctor of Philosophy (Ph. D.) in Management.

It is also certified that the Ph.D. Degree has been awarded in accordance with the provisions of the UGC (Minimum Standards and Procedure for Award of M.Phil./Ph.D. degree) regulation 2016.

Name of the Candidate	Registration No	Subject	Name of the Supervisor (s)	Title of the Thesis
Priyadarsini Patnaik  Birla School Management	120DPM004	Management	Dr. Parameswar Nayak  Dr. Siddharth Mishra, Co-Supervisor	Impact of AI-driven Product Recommender System on Online Apparel Purchase Intentions

  
**Controller of Examinations  
Controller of Examinations  
Birla Global University  
Bhubaneswar, Odisha****Memo: Ph.D./CoE/2023-24/11****Copy to:**

1. Concerned candidate
2. Prof. (Dr.) Parameswar Nayak, Supervisor, Birla School of Management, BGU
3. Dr. Siddharth Mishra, Co-Supervisor, XIM University, Bhubaneswar
4. All DSC Members, BGU
5. Central Library, BGU
6. The Controller of Examinations/All Deans/All HODS/COF, BGU, for information.
7. Web administrator, BGU
8. PA to Registrar for kind information of the Registrar.
9. PS to VC for kind information of the Honourable Vice-Chancellor.
10. Personal file of PhD. Scholar.
11. Secretary, UGC, Bahadur Shah Zafar Marg, New Delhi
12. Secretary, Ministry of Education, New Delhi
13. Secretary, Association of Indian Universities

  
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