

Sambalpur University

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ସମ୍ବଲପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟ
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ସମ୍ବଲପୁର, ଓଡ଼ିଶା

(Accredited with Grade 'A' by NAAC)

PROVISIONAL

No. 4669/Ph.D.

Dated 23.09.2026

NOTIFICATION

It is notified for information of all concerned that the following candidate who had submitted thesis on the topic noted against her name has been found, after examination, qualified for the award of the degree of **Doctor of Philosophy** in the faculty as indicated in the table:

Name of the candidate	Title of the thesis	Name of the guide	Faculty	Subject	Date of Viva-voce
Valavadra Sahu Regd. No.- 57/2023/ Management	"A STUDY ON VARIETY SEEKING SHOPPING BEHAVIOUR IN THE CONTEXT OF CONTENT MARKETING, AFFILIATE MARKETING AND SHOPPING MOTIVES"	Dr. Saroj Kumar Sahoo, Asst. Professor, P.G. Dept. of Business Administration, Sambalpur University	Business Studies & Management	Management	11.09.2026

Effective date of Ph.D. award is Dt: **21.09.2026**, and the degree pursued is in conformity with the provision of UGC regulation, 2022.

By Order of Vice-Chancellor

Controller of Examinations

Memo No. 4670/Ph.D.

Dated 23.09.2026

Copy forwarded for information & necessary actions to: -

1. Dr. Saroj Kumar Sahoo, Asst. Professor, P.G. Dept. of Business Administration, Sambalpur University.
2. Valavadra Sahu, C/o: Dr. Saroj Kumar Sahoo, Asst. Professor, P.G. Dept. of Business Administration, Sambalpur University.
3. The Director, Higher Education, Orissa, Bhubaneswar.
4. Dean, Faculty of Business Studies & Management, Sambalpur University.
5. Director of Printing, Stationary and Publication, Orissa, Cuttack-10 for favour of publication in the next issue of the Orissa Gazette.
6. Secretary, Association of Indian Universities, AIU House, Comrade Indrajit Gupta Marg, New Delhi-110001.
7. Director, Information and Library Network Centre, Gujrat University Campus, Post Box No.4116, Navrangpura, Ahmedabad-380009.
8. Head, P. G. Department of Business Administration, Sambalpur University.
9. Section Officer, E.G- IV/Computer unit/Spl-Cell (ST&SC) /e-Gov. Nodal Centre, Sambalpur University.
10. All the members of Syndicate, Sambalpur University, Jyoti Vihar, Burla.
11. The Chairman, P. G. Council, Sambalpur University, Jyoti Vihar, Burla.
12. G.M.(M-LP) R.M., Central Marketing Organisation, Eastern Region, DAIL, 42C, J. N. Road, Calcutta-700071.

Controller of Examinations

