



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)

(Accredited with A+ Grade by NAAC)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

GTU/PhD/Thesis/Notification/2026/ 7868

Date: 12/10/2026

DOCTOR OF PHILOSOPHY

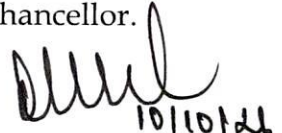
NOTIFICATION NO. 275/2026

It is hereby notified that the University, after considering the reports of the examiners concerned, has accepted the thesis submitted by the following research scholar:

Name of Research Scholar : Gevariya Rinkuben Jayantibhai
Enrollment No. : 219999903024
Branch Name : Management
Title of Thesis : IMPACT AND EFFECTIVENESS OF SOCIAL MEDIA
ADVERTISING ON WORKING CLASS BUYING
BEHAVIOUR
Name of Supervisor : Prof. (Dr.) Ajay Shah
Date of Viva - Voce : 03-10-26
Entered Register Page No. : 193, Sr. No. : 994

The University declares Gevariya Rinkuben Jayantibhai eligible for award of the degree of "Doctor of Philosophy" (Ph.D.) of Gujarat Technological University, Ahmedabad.

The above notification is issued in accordance with order of Hon'ble Vice Chancellor.


10/10/26
Registrar

Copy forwarded with complements to:

1. Gevariya Rinkuben Jayantibhai, C/O. Chintan P.Gusani, Divine-3, Flat no: 502, Nr.Shreeji Hall, Nr.Amusement Park, Jamnagar-361005



5 - Star Rating in GSIRF
(Gujarat State Institutional Rating Framework) - 2024



In Top 50 universities under the 'Innovation' category
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Computer Engineering (Cyber Security) Course
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2. The Registrars of Statutory Universities in Gujarat State.
3. Publication & Sales Division, Association of Indian University, AIU House, 10 Kotle Marge, New Delhi.
4. The Secretary, Council of Scientist & Industrial Research, Ministry of Education, Government of India, CSIR Complex, Library, Avenue Pusa, New Delhi - 110 012.
5. The Secretary, University Grants Commission, Bahadur Shah Zafar Marg, New Delhi.
6. The Secretary, Ministry of Education, Government of India, New Delhi.
7. The Under Secretary, Education Department, Government of Gujarat, Sachivalaya, Gandhinagar.
8. The Commissioner of Technical Education, 2nd Floor, Block No. 2, Dr. Jivraj Mehta Bhavan, Gandhinagar - 382 010.
9. The Commissioner of Higher Education, 2nd Floor, Block No. 12, Dr. Jivraj Mehta Bhavan, Gandhinagar- 382 010.
10. Senior Statistical Officer, University Grants Commission (Information & Statistical Bureau), 35, Feroz Shah Road, New Delhi - 110 001.
11. Indian Council of Social Science Research, 32, Feroz Shah Road, New Delhi - 110 001.
12. Joint Secretary (Library & Documentation), Association of Indian Universities, House No. 16, Kota Marg, New Delhi - 110 002.
13. The Director, Information and Library Network Center, Infocity, Gandhinagar - 382 007.
14. The Controller of Examination, Gujarat Technological University, Ahmedabad.
15. PA / PS to Vice Chancellor, Gujarat Technological University, Ahmedabad.
16. Concerned Supervisor.

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