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NOTICE

Date: 20-01-2022

This is for information of all concerned faculty members and research scholars that **Ms. Darshana Bhagowati**, a registered Ph.D. scholar in the Department of Business Administration of this University under the supervision of Prof. Dev Malya Dutta, will deliver her pre-submission seminar lecture on 01-02-2022 at 3.00 pm via online mode (google meet). The title of her Ph.D. thesis is "IMPACT OF DIGITAL MARKETING IN SELECTION OF UNIVERSITIES AND INSTITUTES IN KOLKATA OFFERING MANAGEMENT AND OTHER ALLIED COURSES: A STUDY OF PRE-PURCHASE BEHAVIOUR".

All interested persons are requested to make it convenient to attend this pre-submission seminar deliberation. The meeting link will be shared in due time before the presentation.

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