



Madurai Kamaraj University

University with Potential for Excellence

Re-accredited by NAAC with A++ Grade in the 4th Cycle



Prof. Dr. V. S. Vasantha. M.Sc., Ph.D.,
Director-Research & Development Cell

Ref. No. REGARTS/PT/Regn/Comm/230222153018
(Please quote this reference No.)

Date : 22.02.2023

To
Miss / Mrs. YOGALAKSHMI A,
Associate Professor,
Department of Commerce,
Lady Doak College,
Madurai,
Madurai - 625002, India,
Contact No.: 9600645283.

REGN NO.: MKU23PFOC10849

Sir / Madam,

Sub: MKU - Research - Registration for Ph.D. Degree under Full Time / Part Time - reg.

Ref: Your Online Application No.: MKU/PhD/22/0499.

I am, by direction, to inform that **Miss / Mrs. YOGALAKSHMI A** has been provisionally registered as a **Part-Time** Research Scholar in Ph.D. programme from **21.02.2023**. The **Subject Title** and the **Department / College / Institution** she proposes for doing Ph.D. research have been approved for the said purpose **as per the Ph.D. Regulations of Madurai Kamaraj University framed according to UGC Regulations 2016**.

She should complete the course work **within one year from the date of registration** as mentioned under provision 6 of the Ph.D. regulations in force and circular dt. 25.08.2020. The candidates with M.Phil., degree in the relevant fields of research are exempted from the Research Methodology paper provided they have secured 55% and above in Research Methodology of M.Phil. program. She should submit the thesis **not earlier than Three years** and **not later than Six years from the date of Registration**. She should pay the fee as per the details given below:

Research Fee for	Arts / Humanities		Science	
	Fee to University per year	Fee to Research Centres in Colleges per year	Fee to University per year	Fee to Research Centres in Colleges per year
College student	Rs.5,000/-	Rs.5,000/-	Rs.8,000/-	Rs.7,000/-
University student	Rs.10,000/-	Nil	Rs.15,000/-	Nil

A Research Advisory Committee should be formed for each candidate with an external subject expert nominated by the Vice-Chancellor from among the panel suggested by the Supervisor to monitor the progress as stipulated in the of Ph.D. regulations (Provision 6.4) of Madurai Kamaraj University. The candidate should publish atleast 2 (two) research papers relevant to the area of research as first author in National/ International journals as listed by the UGC for submission of the Ph.D. thesis, following the amendments implemented from 24.05.2019.

The fee should be paid on the given registration date of every year within 30 days. A grace period of one month may be availed by the candidate by paying a penal fee of Rs.500/-. If the fee is not paid even after this period, the registration shall stand cancelled automatically.

All fees shall be remitted through the link available in the portal (<http://rsm.mkuniversity.ac.in>).

Faculty: **Faculty of Commerce**

Subject: **Commerce**

Subject Title: **A STUDY ON THE IMPACT OF DIGITAL MARKETING ON THE BUYING BEHAVIOUR OF CONSUMERS IN TAMILNADU**

Supervisor: **Dr. VANITHA MALARVIZHI, Associate Professor, Lady Doak College.**

Research Centre: **DEPARTMENT OF COMMERCE, Madurai Kamaraj University, Madurai - 625021.**

-/Sd/-

Director-Research

Copy to: 1. The Guide, 2. The Co-guide, 3. The Candidate, 4. The HoD of the Department / Research Centre

All communications are to be addressed to the Director i/c - Research - Please quote our reference in all your communications.