

SATHYABAMA UNIVERSITY

(Established under section 3 of UGC Act, 1956)

சத்யபாமா பல்கலைக்கழகம்

(பல்கலைக்கழக மானியக் குழு பிரிவு 3, சட்டம் 1956ன் கீழ் நிறுவப்பட்டது)

FACULTY OF BUSINESS ADMINISTRATION



The Board of Management of Sathyabama University, hereby makes known

VELUMONI. D

has been conferred

the **DEGREE OF DOCTOR OF PHILOSOPHY**, having been certified by duly appointed examiners to be qualified to receive the same in **SEPTEMBER 2016** for the thesis entitled

A STUDY ON RATIONAL AND IRRATIONAL FACTORS INFLUENCING EQUITY INVESTMENT DECISION AND ITS IMPACT ON INVESTMENT PERFORMANCE AND SATISFACTION

given under the seal of the university, at Chennai this

SIXTEENTH

September 2016

Given under the seal of the University

[Signature]

Registrar

[Signature]

Director

[Signature]

Director

[Signature]

Vice-Chancellor



Jeppiaar Nagar, Chennai - 6
Tamil Nadu,

Date : September 16, 2016

