

SATHYABAMA UNIVERSITY

(Established under section 3 of UGC Act, 1956)

(A CHRISTIAN MINORITY INSTITUTION)

சத்யபாமா பல்கலைக்கழகம்

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

(கிறித்துவ சிறுபான்மையினர் கல்வி நிறுவனம்)

FACULTY OF BUSINESS ADMINISTRATION



The Board of Management of Sathyabama University, hereby makes known that

DHIVYA SATHISH

has been conferred

the **DEGREE OF DOCTOR OF PHILOSOPHY**, having been certified by duly appointed

examiners to be qualified to receive the same on **SEPTEMBER 28, 2013** for the thesis entitled

BUYER PREFERENCES IN THE SELECTION OF RETAIL OUTLETS-WITH REFERENCE TO CHENNAI CITY

Given under the seal of the university, at chennai this **TWENTY SIXTH** day of **April 2014**

Given under the seal of the University



Registrar

Director

Director

Vice-Chancellor



Date : April 26, 2014

Jeppiaar Nagar, Chennai - 600119,
Tamil Nadu, INDIA.