



No.1132/EX/Ph.D/BB/Com/2025/ 6060.

Date: 30 MAR 2026

NOTIFICATION

The Pro Vice-Chancellor is pleased to declare the result of **Ms. Bidisha Baruah** who has completed all mandatory requirements for the award of Doctor of Philosophy (Ph.D.) in **Commerce** at North-Eastern Hill University. The details relating to the thesis are given as under:-

Name of the Candidate	Department	Regn. No. & Date	Title of the Thesis	Supervisor(s)
Ms. Bidisha Baruah	Commerce	4236 of 27.01.2020	"Impact of Brand Equity on Purchase Intention : A Study on Home Appliances in Assam"	Dr. (Mrs) Shimti Kharmawphlang (Supervisor) Prof. N. M. Panda (Joint Supervisor)

Controller of Examinations
परीक्षा नियंत्रक
Controller of Examinations
पूर्वोत्तर पर्वतीय विश्वविद्यालय
North Eastern Hill University
शिलांग / Shillong - 793022

Copy to:-

1. The P.S. to the Pro Vice-Chancellor's kind information.
2. The Joint Registrar, NEHU, Tura Campus, Tura.
3. The P.S. to the Registrar, NEHU, Shillong.
4. All Deans of Schools, NEHU, Shillong 793 022.
5. The Dean, Student's Welfare, NEHU, Shillong.
6. The Head, Department of Commerce, NEHU, Shillong.
7. The Supervisor: **Dr. (Mrs) Shimti Kharmawphlang**, Department of Commerce, NEHU, Shillong.
8. Joint Supervisor: **Prof. N. M. Panda (Retd)**, Department of Commerce, NEHU, Shillong
9. The Candidate: **Ms. Bidisha Baruah**, Department of Commerce, NEHU, Shillong.
10. The Deputy Registrar (Academic), NEHU, Shillong.
11. The Librarian, NEHU, Shillong. A copy of the Thesis is forwarded for accession.
12. The Librarian, A.I.U, Rouse Avenue, New Delhi 110 002.
13. The Inflienet Centre Road, Infocity, Gandhinagar, Gujarat 382 007
14. The Statistical, Cell, NEHU, Shillong.
15. The Director, Research Division, Association of Indian Universities, AIU, House, 16 Comrades Indrajit Marg (Kotla Marg), New Delhi 110 002.
16. DEO, Examination Department, P. G. Section, NEHU, Shillong for uploading on the website.
17. Notice Board.

Controller of Examinations
परीक्षा नियंत्रक
Controller of Examinations
पूर्वोत्तर पर्वतीय विश्वविद्यालय
North Eastern Hill University
शिलांग / Shillong - 793022