



Ref.No.:EXAM:Ph.D./Offline Viva-voce/Comm. &amp; Mgmt./Mgmt. Stud./2025-26/344

Date : 13.01.2026

NOTICE

All the concerned are hereby informed that, the offline Viva-Voce Examination of **Ms. Swati Dattatray Patil** who has submitted the Ph.D. thesis titled "**Role of Consumer Engagement and eWOM on Social Media and its Impact on Purchase Intention: A Study of Youths From Western Region of India**" under the guidance of **Prof. (Dr.) Nitin Wani** has been scheduled as under:

<b>Date</b>	<b>:</b>	<b>20.01.2026</b>
<b>Time</b>	<b>:</b>	<b>12:00 noon</b>
<b>Subject</b>	<b>:</b>	<b>Management Studies</b>
<b>Name of the Institute</b>	<b>:</b>	<b>Jankidevi Bajaj Institute of Management Studies, SNDTWU, Mumbai - 49.</b>
<b>Faculty</b>	<b>:</b>	<b>Commerce and Management</b>
<b>Mode of conduct of Viva-Voce examination</b>	<b>:</b>	<b>Offline Viva-Voce Open Defence</b>
<b>Venue</b>	<b>:</b>	<b>Jankidevi Bajaj Institute of Management Studies, SNDT Women's University, Juhu Campus, Santacruz (w), Mumbai - 49.</b>

As per the directives of the U.G.C., the offline Viva-Voce shall be by way of open defence of the Ph.D. thesis by the concerned scholar.

The teachers, students and any other persons who are interested are requested to attend the aforesaid Ph.D. offline Viva-Voce.

Yours faithfully,



13/01/2026  
(Dr. Sanjay Nerkar)  
Director,  
Board of Examinations and Evaluation

To,  
All the concerned Teachers, Students & others.

C.C. : For information to:

1. The Director, Jankidevi Bajaj Institute of Management Studies, SNDTWU, Santacruz (w), Mumbai - 49,
2. Dr. Sujata Kullur, Dept. of Information Technology, UMIT, Mumbai with a request to upload this notice on the University Website.