



### 3.3.1 Number of Ph.Ds. registered per eligible teacher during the year

#### 3.3.1.1

Year	2020-21
Number	01

Ms. Poonam Jaywant Kadwe registered on 01/08/2020 under the guidance of Dr. Amod Dattatraya Markale, Marketing Management

#### 3.3.1.2

Year	2020-21
Number	02

Dr. Rajesh Kumar Kashyap, Computer Management, received recognised guide for the duration 28/08/2020 to 27/08/2028 from Savitribai Phule Pune University.

Dr. Pravin Narayan Mahamuni, Financial Management, received recognised guide for the duration 28/08/2020 to 27/08/2028 from Savitribai Phule Pune University.

Director  
Zeal Education Society's  
Zeal Institute of Business  
Administration Computer Application  
& Research, Pune- 411041.





Ref. No. : SEF/SGV/SIMMC /2020/08

Date 6/08/2020

**Provisional Admission/ Registration**

To,  
Ms. Poonam Jaywant Kadwe  
Pune

**Subject : Your Application for Registration for Ph.D dated: 1<sup>st</sup> August 2020**

Dear,

I am happy to inform you that you have been provisionally admitted to the Ph.D Programme in Marketing Management (Board of Studies) under the Faculty of Commerce and Management of the Savitribai Phule Pune University with effect from 6<sup>th</sup> August 2020. Your place of research will be Suryadatta Institute of Management & Mass Communication, Pune. Your proposal is being forwarded to the University office for approval of the research topic.

**“A Study of Influence of Cause related Marketing on Brand Affinity Amongst Millennial consumers”**

Your admission/ registration will be confirmed after the University authorities approve the research topic.

Your presentation is scheduled at 7.30 pm to 8.15 pm on Thursday, 6<sup>th</sup> August 2020.

Yours faithfully

Professor Dr. Shailesh Kasande  
Head - Research Centre  
Suryadatta Institute of Management & Mass Communication, Pune



Copy to:

1. The Dy. Registrar, (Ph.D. Unit), Savitribai Phule Pune University, Pune - 411007
2. The Guide: Dr. Amod Markale