DECLARATION BY THE CANDIDATE

I hereby declare that the Ph.D. Thesis entitled "An Empirical Study on Perceived Usefulness of Social Networks in Value Creation for Users in Selected Cities of the Gujarat State" to be submitted to The Maharaja Sayajirao University of Baroda, Vadodara, is an original research work and it is the results of the independent and original investigation carried out by me under the guidance & supervision of Professor Parimal H. Vyas, Research Guide, Vice-Chancellor, Joint/Dual Professor, Faculty of Management Studies & Faculty of Commerce, Department of Commerce & Business Management, The Maharaja Sayajirao University of Baroda, Vadodara,

I also declare that this original research work submitted in form of the Ph.D. Thesis has not formed the basis for the award of any other Degree, Diploma, Associateship or Fellowship of similar other titles. I further declare that this Doctoral research work has been carried out fulfilling the relevant O.Ph.D of The Maharaja Sayajirao University of Baroda.

I hereby declare that the information and secondary data that has been gathered and compiled from various secondary sources has been duly acknowledged in this Ph.D. Thesis and it does not contain any part or any work which has been submitted for the award of any other degree either in this University or in any other University / Deemed University. The plagiarism check and originality of work for each of the chapters of this Ph.D. Thesis have been undertaken using Software iThenticate as suggested by Smt. Hansa Mehta Library, The Maharaja Sayajirao University of Baroda, Vadodara.

Place: Vadodara
Date: 16, February, 2021

MS. Parinda Viral Doshi
(Research Scholar)