



THESIS ENTITLED

**“AN EMPIRICAL INVESTIGATION ON MEASURING, MANAGING AND
BUILDING CONSUMER BASED BRAND EQUITY OF SELECTED HIGHER
EDUCATION INSTITUTES IN GUJARAT STATE, INDIA”**

SUBMITTED

To

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, VADODARA

For the Award of

DEGREE OF DOCTOR OF PHILOSOPHY (Ph.D.)

in the Subject of

‘COMMERCE AND BUSINESS MANAGEMENT’

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Submitted By:

AMEY DEVLE

Research Guide

DR. VILAS CHAUHAN

(M.Com., PGDBM, NET, Ph.D.)

Assistant Professor

Department of Commerce and Business Management

Faculty of Commerce

The Maharaja Sayajirao University of Baroda, Vadodara – 390 002

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