

Certificate of Originality

This is to certify that the thesis entitled *An Empirical Investigation on Measuring, Managing and Building Consumer-Based Brand Equity of Selected Higher Education Institutes in Gujarat State, India submitted by, Mr. Amey Devle* Research Scholar to The Maharaja Sayajirao University, Baroda, Vadodara for the award of the Degree of Doctorate of Philosophy (Ph.D.) in Commerce and Business Management [Under the UGC (Minimum Standards and Procedure for Awards of M.Phil./Ph.D. Degree) Regulation, 2016] is, to the best of my knowledge, the bonafide work carried out by *Mr. Amey Devle* under my Supervision and Guidance. The matters presented in this thesis incorporates the result of independent investigation carried out by the Research Scholar herself.

Further certified that Mr. Amey Devle, Research Scholar, has fulfilled/observed the provisions/requirements, regarding attendance contained in O.Ph.D. 3 (i) of The Maharaja Sayajirao University of Baroda, Vadodara. He has also undertaken and completed course work of 12 credits under UGC (Minimum Standards and Procedure for Awards of M.Phil./Ph.D. Degree) Regulations, 2016.

Date: ____ / ____ / ____

Dr. Vilas Chauhan

Place: Vadodara

Research Guide