

## **Declaration**

I, *Mr. Amey Devle*, hereby declare that the entire work embodies in the thesis entitled *An Empirical Investigation on Measuring, Managing and Building Consumer-Based Brand Equity of Selected Higher Education Institutes in Gujarat State, India* has been carried out by me under the Supervision and Guidance of *Dr. Vilas Chauhan*, Assistant Professor, Department of Commerce and Business Management, Faculty of Commerce 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]. The matters presented in this thesis incorporates the result of independent investigation carried out by me. To the best part of my knowledge, no part of this thesis has been submitted for any Degree or Diploma to The Maharaja Sayajirao University of Baroda or to any other University/Institution in India or Abroad.

I also declare that I have fulfilled/observed the provisions/requirements, regarding attendance contained in O.Ph.D. 3 (i) of The Maharaja Sayajirao University of Baroda, Vadodara. I have 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:** \_\_\_\_/\_\_\_\_/\_\_\_\_

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