

Certificate

CERTIFICATE

This is to certify that the thesis, entitled “**INVESTIGATING CAREER CHOICE, CAREER ORIENTATION AND EMPLOYER ATTRACTIVENESS AND THEIR IMPACT ON JOB PURSUIT INTENTION AMONG GENERATION Y MANAGEMENT STUDENTS OF COIMBATORE DISTRICT**” submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the Degree of **DOCTOR OF PHILOSOPHY IN MANAGEMENT** is a record of original research work done by **Mrs VANDANA MADHAVKUMAR** during the period 2011 - 2015 of her study in the DEPARTMENT OF MANAGEMENT at PSGR KRISHNAMMAL COLLEGE FOR WOMEN (AUTONOMOUS) under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

Countersigned

Research Supervisor

Principal / Director

Head of the Department

Declaration

DECLARATION

I **VANDANA MADHAVKUMAR** hereby declare that the thesis entitled, **“INVESTIGATING CAREER CHOICE, CAREER ORIENTATION AND EMPLOYER ATTRACTIVENESS AND THEIR IMPACT ON JOB PURSUIT INTENTION AMONG GENERATION Y MANAGEMENT STUDENTS OF COIMBATORE DISTRICT”** submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the Degree of **DOCTOR OF PHILOSOPHY IN MANAGEMENT** is a record of original and independent work done by me during 2011 – 2015 under the guidance of **Dr. B. SRIPIRABAA, BE, MBA, PhD**, Associate Professor, Department of Management, PSGR Krishnammal College for Women (Autonomous) Coimbatore and it has not formed on the basis for the award of any Degree / Diploma / Associateship / Fellowship or other similar title to any candidate of any University.

Signature of the Candidate

*Certificate of Genuiness of the
Publication*

CERTIFICATE OF GENUINNESS OF THE PUBLICATION

This is to certify that Ph.D. candidate **Ms. VANDANA MADHAVKUMAR** working under my supervision has published a research article in the standard refereed/SCI journal named **Great Lakes Herald, ISSN No. 0973-9017** with Vol. No. **9(1)** Page Nos. **46–65** and year of publication 2015 published by **Great Lakes Centre for Management Research, Great Lakes Institute of Management, Chennai**. The contents of the publication incorporates part of the results presented in her thesis.

This is to certify that Ph.D. candidate **Ms. VANDANA MADHAVKUMAR** working under my supervision has published a research article in the standard refereed/SCI journal named **Gavesana Journal of Management, ISSN No.: 0975-4547** with Vol. No. **5(2)** Page Nos. **17–28** and year of publication 2013 published by **Vignana Jyothi Institute of Management, Hyderabad, Andhra Pradesh**. The contents of the publication incorporates part of the results presented in her thesis.

Countersigned

Research Supervisor

Principal

Head of the Department