

Certificate

CERTIFICATE

This is to certify that the thesis, entitled “**PERCEPTION OF CONSUMERS AND RETAILERS OF SELECT ECO-FRIENDLY PRODUCTS – AN ANALYTICAL STUDY**” submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the degree of **DOCTOR OF PHILOSOPHY IN COMMERCE** is a record of original research work done by **Mrs. B. NAVANEETHA** during the period **2013 – 2017** of her research in the Department of Commerce at PSGR Krishnammal College for Women, Coimbatore, 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 of any candidate of any university.

Signature of the Guide

Countersigned

Head of the Department

Principal

Declaration

DECLARATION

I, **B.NAVANEETHA** hereby declare that the thesis, entitled “**PERCEPTION OF CONSUMERS AND RETAILERS OF SELECT ECO-FRIENDLY PRODUCTS – AN ANALYTICAL STUDY**”, submitted to the Bharathiar University, in partial fulfilment of the requirements for the award of the degree of **DOCTOR OF PHILOSOPHY IN COMMERCE** is a record of original and independent research work done by me during **2013 – 2017** under the supervision and guidance of **Dr. (Mrs.) M. NAGAMANI M.Com., B.Ed., PGDCA., MBA., Ph.D.**, Associate Professor & Head, Department of Commerce and it has not formed the basis for the award of any Degree/Diploma/Associateship/Fellowship or other similar title of any candidate of any university.

Signature of the Candidate

*Certificate of Genuineness
of the Publication*

CERTIFICATE OF GENUINENESS OF THE PUBLICATION

This is to certify that the Ph.D. candidate Ms. **B. NAVANEETHA** working under my supervision has published a research article in the refereed journal named

1. **Indian Journal of Applied Research (Peer Reviewed & Refereed International Journal) ISSN: 2249 555X, Impact Factor: 2.1652** with Vol. No. 4, Issue 5, Page Nos. **4 - 6** and year of publication **May 2014** published by **World Wide Journals, The Global Journals Pvt Ltd.**
2. **Indian Journal of Applied Research (Peer Reviewed & Refereed International Journal) ISSN: 2249-555X, Impact Factor: 2.1652** with Vol. No. 4, Issue 10, Page Nos. **15-17** and year of publication **October 2014** published by **World Wide Journals, The Global Journals Pvt Ltd.**
3. **Imperial Journal of Interdisciplinary Research (Double Blind Reviewed)** with Vol. No. 2, Issue 4, **ISSN: 2454-1362, Impact Factor: 3.75.** Page Nos. **650 - 653** and year of publication **2016** published by **Finlogy Publication.**
4. **International Journal of Commerce and Management Research ISSN: 2455-1627, Impact Factor: RJIF 5.22** with Vol. No. **3, Issue 2,** Page Nos. **127 - 131** and year of publication **February 2017** published by **International Journal of Commerce and Management Research.**
5. **International Journal of Management Studies ISSN: 2249-0302, Impact Factor: GIF 0.684** with Vol. No. **IV, Special Issue 2,** Page Nos. **99 - 108** and year of publication **November 2017** published by **International Journal of Management Studies.**
6. **Intercontinental Journal of Marketing Research Review ISSN: 2321-0346, Impact Factor: 4.311** with Vol. No. **5, Issue 11,** Page Nos. **48 - 56** and year of publication **November 2017** published by **Online and Print International Research Journal.**

The contents of the publication incorporates part of the results presented in her thesis.

Research Supervisor

Countersigned

Principal

Head of the Department

Certificate of Plagiarism

Acknowledgement

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