PONDICHERRY UNIVERSITY

(CENTRAL UNIVERSITY)

SCHOOL OF MANAGEMENT

DEPARTMENT OF MANAGEMENT STUDIES - KARAIKAL CAMPUS

Date: **05-11-2026**

Public Ph.D Viva-Voce Presentation

Name of the Applicant	**MITHUN RAJ C**
Title of the Presentation	**Influence of Gamification on Customer Engagement and Behavioural Outcomes in E-Tail Settings**
Date and Time	**20-11-2026 Friday 11-30 am**
Venue	Hybrid Mode: Seminar Hall, Department of Management, PU-Karaikal + Google Meet Link: https://meet.google.com/igd-aahx-qwz
External Examiner	Dr. N. Udaya Bhaskar Professor Adikavi Nannaya University Head, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajamundry - 533 296, Andhra Pradesh.

All are cordially invited to attend the presentation

05.11.26

Signature of the HOD/Centre Head

HEAD
DEPARTMENT OF MANAGEMENT
PONDICHERRY UNIVERSITY
KARAIKAL CAMPUS

05/11/2026

Signature of the Supervisor

Dr. C. MADHAVAIAH, M.B.A., Ph.D.
Professor & Research Supervisor
Department of Management Studies
Pondicherry University - Port Blair Campus
SRI VIJAYA PURAM – 744 112
Andaman & Nicobar Islands, India.

Copy to:

1. A.R to The Vice Chancellor, for favour of information
2. A.R to The Registrar, for favour of information
3. A.R to The Director(SEI & RR), for favour of information
4. The Controller of Examinations
5. The Librarian
6. The DC Members
7. The Systems Manager, with a request to host in the University website
8. The Dean, School Of Management
8. The Head's (Concerned)