DECLARATION

I declare that the thesis entitled *A study of design aspects of web personalization for online users in India* submitted by me for the degree of Doctor of Philosophy is the record of research work carried out by me during the period from **October 2012** to **December 2016** under the supervision of **Prof. Dr. Satendra Kumar Professor and Research Head at C. K Shah Vijapurwala Institute of Management & Research(CKSVIM), Vadodara, Gujarat** and this has not formed the basis for the award of any degree, diploma, associateship, fellowship, titles in this or any other University or other institution of higher learning.

I further declare that the material obtained from other sources has been duly acknowledged in the thesis. I shall be solely responsible for any plagiarism or other irregularities, if noticed in the thesis.

Signature of the Research Scholar: ………………………… Date: …………………

Name of Research Scholar: **Darshana Desai**

Place: **Vadodara**