DECLARATION

I, K.S. Ranganatha, do hereby declare that this thesis entitled “Role of Advertising in Corporate Image Building: A Comparative Study of Selected Major Public and Private Undertakings” submitted to the University of Mysore for the award of the Degree of Doctor of Philosophy in Communication and Journalism is a record of original and independent research work done by me during 2006-2012 under the guidance and supervision of Dr.R.Kushal Kumar, Reader, Department of Studies in Communication and Journalism, University of Mysore, Manasagangotri. I also declare that the thesis has been revised and resubmitted on the basis of the evaluation report given by one of the examiners. This thesis in whole or part has not been previously submitted for the award of any Degree, Diploma, Associate ship, Fellowship etc., of any other University or Institute.

Manasagangotri-570006
Date:          K.S.Ranganatha
              (Research Scholar)
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