

## Ph.D NOTIFICATION

No. Ph.D (CF)/1-70/2022

Date: February 17<sup>th</sup>, 2022

It is notified for the information of all concerned that **Mr. Muhammad Ali**, Ph.D Scholar of **Centre for Media and Communication Studies** of **University of Gujrat, Gujrat** has completed all the requirements for Ph.D award including fulfillment of Ph.D quality criteria of HEC and the University. The scholar has become eligible for award of Doctor of Philosophy degree in the discipline of **Mass Communication** as per detail given hereunder:

Ph.D in Mass Communication			Cumulative Result			
Registration no. / Roll no.	Scholar's Name	Father's Name	Credit Hours			Cumulative Grade Point Average CGPA
			Course Work	Research Work	Total	
16030216065/ 16044316-002	Muhammad Ali	Khalid Mehmood	18	12	30	3.58

Research Topic: **"PROSPECTS OF ONLINE ADVERTISING IN PAKISTAN: ADVERTISERS' AND CONSUMERS 'PERCEPTIONS'".**

Supervisor Name: **Dr. Zahid Yousaf**  
Chairperson/ Associate Professor, Centre for Media and Communication Studies, University of Gujrat, Gujrat, Punjab, Pakistan

Foreign / External Examiners:

- a) **Professor Dr. Dennis K. Davis**  
College of Communications  
The Pennsylvania State University, University Park, PA 16802-5100  
United States of America (USA)  
Emails: [dkarldavis@live.com](mailto:dkarldavis@live.com), [dkd3@psu.edu](mailto:dkd3@psu.edu)
- b) **Dr. Rauf Arif**  
Assistant Professor  
College of Media and Communication, Texas Tech University  
Texas, United States of America (USA)  
Email: [raufarif@yahoo.com](mailto:raufarif@yahoo.com), [rauf.arif@ttu.edu](mailto:rauf.arif@ttu.edu)

Detail of Research Article Published on the basis of thesis research work:

**"Prospects of Business to Business Marketing in Pakistan: A Cross-Sectional Study"**

*Note: This result is declaration as notice only. Errors and omissions, if any, are subject to subsequent rectification.*

Copy to:

- i. Pro-Vice Chancellor, UOG
- ii. Registrar, UOG
- iii. Treasurer, UOG
- iv. Director ASRB and ORIC, UOG
- v. Dean, Chairperson and Scholar Concerned, UOG
- vi. Director of Media and Publications, UOG (for publication in national daily)
- vii. Chief Librarian, UOG
- viii. SSO to VC, UOG
- ix. DG, HEC
- x. Chairman, PHEC
- xi. Archive File

**Controller of Examinations**  
**University of Gujrat**