CERTIFICATE

I certify that this thesis entitled "A Study of Marketing Organization Structure and Strategies of Cellular Phone Operators in Gujarat" submitted to The Maharaja Sayajirao University of Baroda, Baroda for the award of Degree of Doctor of Philosophy in Commerce Including Business Administration is bonafide work done by Saini Sharanjit Kaur Joginder Singh under my supervision.

Dr. Umesh R. Dangarwala

Reader

Department of Commerce Including Business Administration

Faculty of Commerce,

The Maharaja Sayajirao University of Baroda.

Baroda.