

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
KARNATAKA, INDIA



This is to certify that

Prameela Kumari N

has been conferred the Degree of

Doctor of Philosophy

in

Faculty of Electrical and Electronics Engineering Sciences

for the thesis entitled

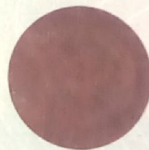
**Design Techniques for Quantum Dot Cellular Automata
Based Digital Blocks**

*in recognition of the fulfillment of requirements
for the said degree*

PH
13 000985

Given under the seal of the University

USN: 1RE11PEM01



BELGAUM

DATE : January 09, 2018

VICE CHANCELLOR

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
KARNATAKA, INDIA



This is to certify that

Prashant V Joshi

has been conferred the Degree of

Doctor of Philosophy

in

Faculty of Electrical and Electronics Engineering Sciences

for the thesis entitled

**Estimation & Optimization of Software Power for Real Time
Embedded Systems**

*in recognition of the fulfillment of requirements
for the said degree*

PH
13 000979

Given under the seal of the University

USN: 1RE11PEM03



BELGAUM
DATE : January 09, 2018

VICE CHANCELLOR

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM
KARNATAKA, INDIA



This is to certify that

Gyanappa A Walikar

has been conferred the Degree of

Doctor of Philosophy

in

Faculty of Computer and Information Sciences

for the thesis entitled

**Design and Development of Hybrid Multicast Routing
Mechanism in Mobile Ad Hoc Networks for Group
Communications**

*in recognition of the fulfillment of requirements
for the said degree*

PH 001092
13

Given under the seal of the University

USN: 1RE13PEN08



BELGAUM
DATE : January 09, 2018

VICE CHANCELLOR



Ref No: RU/Ph D/Exam/2017-18/014

Date: 2nd January, 2018

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Ms. SUMAN P.M** for the award of Ph D Degree in **Commerce** under the **Faculty of Commerce** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Ms. SUMAN P.M** is eligible to receive the Ph D Degree in **Commerce** at the coming Convocation.

Name of the Scholar	: Ms. SUMAN P M (R14PCM07)
Title of the Thesis	: FINANCIAL INCLUSION THROUGH MICRO FINANCE - A COMPARATIVE STUDY ON SUSTAINABILITY OF URBAN AND RURAL SHGs MEMBERS WITH REFERENCE TO TUMKUR DISTRICT
Discipline	: Commerce
Faculty	: Commerce
Name of the Guide	: Dr. M. SUBRAMANYAM

BY ORDER

REGISTRAR (EVALUATION)

To,
Ms. SUMAN P M
Research Scholar, Commerce

Copy to:

1. Chancellor, REVA University, Bangalore
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, School of Commerce, REVA University
6. Dr.M Subramanyam, REVA University, Bangalore

Ref No: RU/Ph D/Exam/2018-19/022

Date: 29th September, 2018

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Ms. Gattamraju Sreelatha** for the award of Ph D Degree in **Commerce** under the **Faculty of Commerce** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Ms. Gattamraju Sreelatha** is eligible to receive the Ph D Degree in **Commerce** at the coming Convocation.

Name of the Scholar	: Ms. Gattamraju Sreelatha (R14PCM02)
Title of the Thesis	: CUSTOMER SATISFACTION IN E-BANKING - A COMPARATIVE STUDY OF SELECTED BANKS IN SOUTH BENGALURU, KARNATAKA STATE
Discipline	: Commerce
Faculty	: Commerce
Name of the Guide	: Dr. M.Subramanyam and Dr. K.S. GopalaKrishna (Co-Guide)

BY ORDER



REGISTRAR (EVALUATION)

To,

Ms. Gattamraju Sreelatha
Research Scholar, **Commerce**

Copy to:

1. Chancellor, REVA University, Bengaluru
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, SOC, REVA University
6. Dr. M.Subramanyam, REVA University, Bengaluru
7. Dr. K.S. GopalaKrishna, BES Evening College, Bengaluru



REVA
UNIVERSITY
Bengaluru, India

Ref No: RU/Ph D/Exam/2018-19/021

Date: 29th September, 2018

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Mr. Murali S** for the award of Ph D Degree in **Commerce** under the **Faculty of Commerce** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Mr. Murali S** is eligible to receive the Ph D Degree in **Commerce** at the coming Convocation.

Name of the Scholar	: Mr. Murali S (R14PCM03)
Title of the Thesis	: CORPORATE SOCIAL RESPONSIBILITY ISSUES AND CHALLENGES – BUILDING A MODEL FOR INDIAN FIRMS
Discipline	: Commerce
Faculty	: Commerce
Name of the Guide	: Dr. P Narayana Reddy and Dr. Ashish Dash (Co-Guide)

BY ORDER

REGISTRAR (EVALUATION)

To,
Mr. Murali S
Research Scholar, **Commerce**

Copy to:

1. Chancellor, REVA University, Bengaluru
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, SOC, REVA University
6. Dr. P Narayana Reddy P, REVA University, Bengaluru
7. Dr. Ashish Dash, REVA University, Bengaluru



Ref No: RU/Ph D/Exam/2018-19/034

Date: 23rd July, 2019

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Mr. K R Pundareeka Vittala** for the award of Ph D Degree in **Commerce** under the **Faculty of Commerce** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Mr. K R Pundareeka Vittala** is eligible to receive the Ph D Degree in **Commerce** at the coming Convocation.

Name of the Scholar	:	Mr. K R Pundareeka Vittala (R15PCM04)
Title of the Thesis	:	Foreign Exchange Risk Management Practices of India's Service Sector – A Study on Currency Derivatives
Discipline	:	Commerce
Faculty	:	Commerce
Name of the Guide	:	Dr.M.Subramanyam & Dr.K.M.Manjunath(Co-Guide)

BY ORDER

REGISTRAR (EVALUATION)

To,

Mr. K R Pundareeka Vittala
Research Scholar, **Commerce**

Copy to:

1. Chancellor, REVA University, Bengaluru
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, School of Commerce, REVA University
6. Dr.M.Subramanyam, School of Commerce, REVA University
7. Dr.K.M.Manjunath (Co-Guide)



REVA
UNIVERSITY
Bengaluru, India

Ref No: RU/Ph D/Exam/2017-18/010

Date: 22nd August, 2017

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Mrs. Nitu Bose Ghosh** for the award of Ph D Degree in **Management Studies** under the **Faculty of Management Studies** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Mrs. Nitu Bose Ghosh** is eligible to receive the Ph D Degree in **Management Studies** at the coming Convocation.

Name of the Scholar	: Mrs. Nitu Bose Ghosh
Title of the Thesis	: EFFECTIVENESS OF EMOTIONAL INTELLIGENCE AND EMOTIONAL LABOR ON DECISION MAKING ABILITIES: A STUDY OF SELECTED IT FIRMS
Discipline	: Management Studies
Faculty	: Management Studies
Name of the Guide	: Dr.Geetha Rajaram

BY ORDER

REGISTRAR (EVALUATION)

To,
Mrs. Nitu Bose Ghosh
Research Scholar, Management Studies

Copy to:

1. Chancellor, REVA University, Bangalore
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, School of Management Studies, REVA University
6. Dr.Geetha Rajaram, REVA University, Bangalore



Ref No: RU/Ph D/Exam/2017-18/013

Date: 12th September, 2017

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Ms. C. SHAKEELA BANU** for the award of Ph D Degree in **Management Studies** under the **Faculty of Management Studies** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Ms. C. SHAKEELA BANU** is eligible to receive the Ph D Degree in **Management Studies** at the coming Convocation.

Name of the Scholar	: Ms. C. SHAKEELA BANU (R14PMS13)
Title of the Thesis	: Determinants for Adoption of ICT for Marketing Agricultural Output: An Analytical Study
Discipline	: Management Studies
Faculty	: Management Studies
Name of the Guide	: Dr. P. NARAYANA REDDY and Dr. RAJU R GONDKAR (Co-Guide)

BY ORDER

REGISTRAR (EVALUATION)

To,
Ms. C. SHAKEELA BANU
Research Scholar, Management Studies

Copy to:

1. Chancellor, REVA University, Bangalore
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, School of Management Studies, REVA University
6. Dr. Narayana Reddy P, REVA University, Bangalore
7. Dr. Raju R Gondkar, Brindavan College of Engineering, Bangalore



We, the Chancellor, the Vice-Chancellor, Members of the Management Council and the Academic Council of the Swami Ramanand Teerth Marathwada University, certify that the degree of

Doctor of Philosophy

In the faculty of Computer Studies (Computer Science) has been conferred on *Suvanam Sasidhar Babu* on *Twenty Fourth March Two Thousand Twelve* who has been found duly qualified for the same. In testimony whereof is set the seal of the said University.

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नंदेड

सुवानम ससिधर बाबु

हे / ह्या

विद्यावाचस्पती या पदवीस पात्र ठरल्यामुळे त्यांना स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठाचे कुलपती, कुलगुरू, व्यवस्थापन परिषद आणि विद्या परिषद सदस्य यांच्या अनुमतीने

संगणक अभ्यास (संगणक शास्त्र)

विद्याशाखांतर्गत

विद्यावाचस्पती

ही पदवी दिनांक चोवीस मार्च दोन हजार बारा

रोजी प्रदान करण्यात येत आहे. याची साक्ष म्हणून विद्यापीठाची अधिकृत मुद्रा येथे अंकित करण्यात येत आहे.

AT

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

BELGAUM – 590 014



A Secrecy Deployment System based on the Exploration into Anti-Counterfeit Strategies and Investigations in Consumer Behaviour on Counterfeits

A thesis submitted in partial fulfilment for the requirements of the degree of Doctor of Philosophy by

Suhasini A V

USN: 5VX13PMN63

Research Scholar

VTU – RRC

Under the guidance of

Dr. Ramalinga Reddy Y

**Professor and Head of the Department
Reva Institute of Technology and Management**

Bangalore - 560064

VISVESVARAYA TECHNOLOGICAL UNIVERSITY
BELGAUM – 590 014



**A Secrecy Deployment System based on the Exploration into
Anti-Counterfeit Strategies and Investigations in Consumer
Behaviour on Counterfeits**

*A thesis submitted in partial fulfilment for the requirements of the degree of
Doctor of Philosophy*

Suhasini A V
USN: 5VX13PMN63
Research Scholar
VTU – RRC

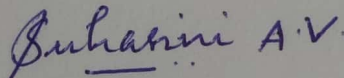
Under the guidance of

Dr. Ramalinga Reddy Y
Professor and Head of the Department
Reva Institute of Technology and Management
Bangalore - 560064

CERTIFICATE

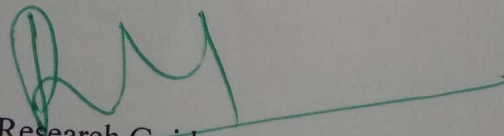
This is to certify that the thesis work entitled, "A Secrecy Deployment System based on the Exploration into Anti-Counterfeit Strategies and Investigations in Consumer Behaviour on Counterfeits" is carried out by Mrs. Suhasini A V, USN: 5VX13PMN63, a bonafide student of VTU RRC, in partial fulfilment for the award of Doctor of Philosophy at Visvesvaraya Technological University, Belgaum.

To the best of my knowledge, the work reported in this thesis work has not been submitted elsewhere for the award of any degree and is not a copied work of others.



Signature of the candidate
Suhasini A V

To the best of my knowledge, the above statement made by the research Scholar Mrs. Suhasini A V bearing USN: 5VX13PMN63 is true.



Research Guide
Dr. Ramalinga Reddy Y

Head of the Department
Civil Engineering
Reva Institute of Technology and Management
Yelahanka, Bangalore - 560 064

Abstract

The counterfeit market in the global arena has its dynamic share despite of its well-known ill-effects and complexities. This degree of conflict is an alarming issue with the presence of anti – counterfeiting strategies. This research makes an investigation on the anti – counterfeit strategies at consumer level to learn the uses and reliability of these strategies at the time of purchase and post purchase. The findings inferred from this study shows that counterfeit is a personality trait that is associated with the self-image. The need of such consumers is creating a demand for the potential market of counterfeit sales. The role of internet is creating a wider range for the counterfeit supply chain. The uses of anti – counterfeit strategies are applauded to a level for the consumers who are protected. This study presents that anti – counterfeit strategies do not help consumers in authenticating the original product all the time. Indeed these strategies confuse the consumer and mislead during certain purchases. However this research aims in protecting the legitimate consumer from deception. The interesting inference of this research is that anti – counterfeiting strategies do not bother the process of counterfeiting as even without these strategies the counterfeit products are sold.

Further it is also evident that relying on the current anti-counterfeit techniques could be at risk as it is either tedious to authenticate the original product as the anti-counterfeit techniques are easily imitable. Identifying the factors that prove the efficiency of anti – counterfeit techniques the secrecy deployment system was developed. This is the prototype developed to fulfil the research gaps, aims and objectives of this research.

It is the ethical value of consumers that can curb counterfeits with the support of local governing laws and brands trying to protect their consumers and their business value.

Ref No: RU/Ph D/Exam/2017-18/015

Date: 3rd August, 2018

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Ms.LATHA B M** for the award of Ph D Degree in Electronics & Communication Engineering under the **Faculty of Engineering & Technology** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Ms. LATHA B M** is eligible to receive the Ph D Degree in **Electronics & Communication Engineering** at the coming Convocation.

Name of the Scholar	: Ms. Latha B M (R15PEC06)
Title of the Thesis	: DEVELOPMENT OF SCLERA BIOMETRIC SYSTEM USING MACHINE LEARNING APPROACH
Discipline	: Electronics & Communication Engineering
Faculty	: Engineering and Technology
Name of the Guide	: Dr.Veena K N and Dr.Ushadevi M B (Co-Guide)

BY ORDER



REGISTRAR (EVALUATION)

To,
Ms. LATHA B M
Research Scholar, Electronics & Communication Engineering

Copy to:

1. Chancellor, REVA University, Bangalore
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, School of Electronics & Communication Engineering, REVA University
6. Dr. Veena K N, REVA University, Bangalore
7. Dr.Ushadevi M B, JNNCE, Shimogga



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ

WISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

KARNATAKA, INDIA

PH 18 000045

Provisional Degree Certificate

This is to certify that Mr./Ms. Mallanagouda Patil is qualified for the award of the degree of Doctor of Philosophy Faculty of Electrical and Electronics Engineering Sciences (w.e.f. 13.07.2018) of this University for having fulfilled the requirements for the award of the said Degree by submitting the thesis titled :

"Study on Physical and MAC Layer Issues in Multihop Wireless Sensor Networks"

with University Seat No. 1RE12PEN07

The degree will be conferred on him / her at the next convocation or thereafter.

Belagavi

Date : 17.07.2018



Amiga

Registrar (Evaluation)

Ref No: RU/Ph D/Exam/2017-18/016

Date: 7th August, 2018

NOTIFICATION

Sub: Declaration of result of Ph D Degree.

It is hereby notified that the Vice-Chancellor, under the authorisation of the Board of Governors and on the recommendation of the Board of Examiners, has accepted the following thesis submitted by **Ms. Pushpa Mohan** for the award of Ph D Degree in **Computer Science and Engineering** under the **Faculty of Engineering & Technology** as per the REVA University Regulations Governing the Standards and Procedures for the Degree of Doctor of Philosophy (Ph D), 2013. Further it is declared that **Ms. Pushpa Mohan** is eligible to receive the Ph D Degree in **Computer Science and Engineering** at the coming Convocation.

Name of the Scholar	: Ms. Pushpa Mohan (R14PCS12)
Title of the Thesis	: INVESTIGATIONS AND DESIGN OF PREDICTIVE ANALYTICAL MODELS AND ALGORITHMS FOR AGRICULTURAL APPLICATIONS
Discipline	: Computer Science and Engineering
Faculty	: Engineering and Technology
Name of the Guide	: Dr.Kiran Kumari Patil

BY ORDER



REGISTRAR (EVALUATION)

To,
Ms. Pushpa Mohan
Research Scholar, Computer Science and Engineering

Copy to:

1. Chancellor, REVA University, Bangalore
2. Vice Chancellor, REVA University
3. Registrar, REVA University
4. Director, R & D, REVA University
5. The Director, Computer Science and Engineering, REVA University
6. Dr. Kiran Kumari Patil, REVA University, Bangalore