



# AMET

**ACADEMY OF MARITIME EDUCATION AND TRAINING**  
**DEEMED TO BE UNIVERSITY**  
(Under Section 3 of UGC Act 1956)

135, East Coast Road, Kanathur, Chennai-603112

**CENTRE FOR RESEARCH**  
**PRE-PHD PRESENTATION NOTIFICATION**

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Name of the PhD Scholar : Mr. Ashutosh Kumar  
Registration No and date : 2013496104; 07-10-2013  
Category : Part Time Ph.D.,  
Department : AMET Business School; Faculty of Management Studies  
Supervisor /Guide : Dr. A. Shameem  
Co- Supervisor : Dr. M. Jayaprakshvel  
Title of the synopsis : **STRATEGIES ADOPTED BY CEMENT INDUSTRY TO  
PENETRATE INTO MARKETING LABYRINTH AND INTRICATE  
MAZE OF COMPETITORS IN B2B RELATIONSHIP**

**AND**

**MANAGEMENT OF AIR POLLUTION AROUND CEMENT  
FACTORIES USING INDIGENOUS FLORA**

Date and Time : 17-12-2018; 11.30 am  
Venue : DNV-II, B - Block, 3rd Floor, AMET

All the Faculty members, Research Scholars and students are cordially invited to attend the above pre PhD presentation.

Registrar

Copy to

1. PS to Vice Chancellor
2. Office of the Registrar
3. Controller of Examinations
4. Dy. Director Research (PhD programme)
5. Professor and Head, Dept of AMET Business School
6. All Deans and HoDs of all Departments for the favor of circulation and display in notice board
7. Public Relations Officer for placing in University website
8. Director E Governance for SMS notification to Faculty Members