

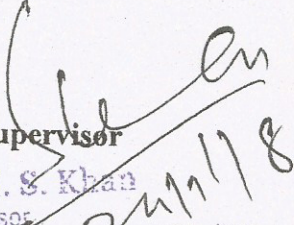
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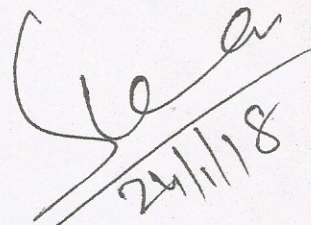
CERTIFICATE

This is to certify that the thesis titled "Traversing E-Commerce in India: An Empirical Study Explicating the Enigma of Satisfaction Loyalty Paradigm in E-Tailing focusing Generation-Y Customers in Lucknow, Uttar Pradesh, India" submitted by Mr. Urooj Ahmad Siddiqui is an original research work and has not been previously submitted in part or full for the award of any degree or diploma to this or any other university.

The thesis submitted to Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow satisfies all the requirements as stipulated in the *Doctor of Philosophy (Ph.D.) regulation – 1999 as amended in 2008/2010/2013* and is fit for submission and evaluation for the award of degree of Doctor of Philosophy of the University.

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