



## The Institute of Chartered Financial Analysts of India University, Jharkhand

### Press Release

24th Sep 2020

#### **PhD Viva Voce Conducted at ICFAI University through Video Conferencing**

PhD Viva Voce of the PhD Scholar, Mr. Aniruddha Bhowmick was conducted today at ICFAI University, Jharkhand through Video-Conferencing. External Examiners were Dr S K Dubey, Director, Institute of Management Studies, BHU, Varanasi and Dr Manoj Mishra, Asst Professor, Chanakya National Law University, Patna. Mr Bhowmick did PhD on “Factors Influencing Consumer Preferences for Over-The-Counter (OTC) Allopathic Medicine”. Dr Mridanish Jha was his supervisor. After Viva Voce, Mr Bhowmick was declared eligible for the award of PhD, subject to completion of formalities.

Congratulating Mr Bhowmick on his achievement, Prof O R S Rao said, “A lot of people, particularly in urban and rural areas , go in for Over-The-Counter Allopathic Medicines for minor ailments like cold, cough, indigestion etc ,as they can be purchased without prescription and also because of low cost. In view of this, the topic of research is very relevant as it throws light on consumer behavior for purchasing the same.” “One of the major recommendations of the study is the need to build awareness among the people on the OTC medicines for specific ailments and their side-effects so that they are not missed”, added Prof Rao.

Both the external examiners appreciated the rigour of the PhD process of the University, due to which quality of the research is insightful. Mr Bhowmick thanked the University and his supervisor for the guidance and facilitation for conducting quality research.

Prof Arvind Kumar, Registrar, Dr Bhagabat Barik, Asst Dean , Dr Rumna Bhattacharyya, Professor and other faculty members and PhD scholars participated in the open Viva voce.

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**About the ICFAI University Jharkhand:** The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education in India. More details on IUJ can be found by visiting its website at [www.iujharkhand.edu.in](http://www.iujharkhand.edu.in) or its Face Book page at [www.facebook.com/icfaijharkhand](http://www.facebook.com/icfaijharkhand).