

Certificate

I hereby certify that the thesis titled “*Six Sigma Marketing: An innovative approach to achieve strategic goals*” submitted for the award of Degree of Doctor of Philosophy in the faculty of Science, The Maharaja Sayajirao University of Baroda, Vadodara, embodies the results of bonafide research work carried out by Ms. Neha Raval under my guidance and supervision. I find the work comprehensive and complete and fit for the purpose of sending it to the examiners.

I further clarify that the help or source of information as she been availed of in her thesis has been duly acknowledged and no part of the thesis whatsoever has been submitted elsewhere for any degree in any university.

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