

Declaration

The work contained in this thesis is carried out by me during the course of my PhD on the topic titled “Role of Trust in Online Social Media Marketing: A Model Building Approach” under the supervision of Prof. Anil K. Bhat in BITS Pilani (Pilani Campus). Scholars who are interested in more details about this work may contact me for any clarification or collaboration.

This work is being shared purely for the purpose of knowledge dissemination. Copying of any content of this thesis without my explicit approval is strongly discouraged.

Nirankush Dutta

2011PHXF422P

Department of Management

Birla Institute of Technology & Science, Pilani

Pilani Campus

Date: