



**ISLAMIC UNIVERSITY OF SCIENCE & TECHNOLOGY
KASHMIR**

OFFICE OF THE CONTROLLER OF EXAMINATIONS

Notice of Ph.D. Viva-Voce Examination

Name of the Candidate: Mehvish Riyaz

Title of Thesis: Antecedents of Environmentally Driven Purchase Intention:
Investigating the Moderating Role of Generational Cohorts
and Price Sensitivity

Venue: Academic Block-1 (Business Lab)

Date and Time: 17th of April, 2025 at 11:30am

All faculty members, research scholars and interested students are invited to attend the online open Ph.D. Viva-Voce Examination.

**Sd/-
I/C Controller of Examinations**

No. IUST/Exam-Deptt/Viva /25/669

Dated: 10-04-2025