

**TO MEASURE THE EFFECTIVENESS AND VIABILITY OF CELEBRITY  
ENDORSEMENTS TO BUILD STRONG BRANDS**

A  
RESEARCH PROPOSAL

SUBMITTED TO THE

SHRI JAGDISHPRASAD JHABARMAL TIBREWALA UNIVERSITY,  
VIDYANAGARI, JHUNJHUNU, RAJASTHAN

FOR THE DEGREE OF

**DOCTOR OF PHILOSOPHY**

IN

**MANAGEMENT**



By

**RAHUL P. MADHYANI**

Registration No. 20114403

UNDER THE GUIDANCE OF  
DR. KALIM KHAN

**SHRI JAGDISHPRASAD JHABARMAL TIBREWALA UNIVERSITY,  
VIDYANAGARI, JHUNJHUNU, RAJASTHAN - 333001  
YEAR 2012**

**Title of Research work:** To Measure The Effectiveness And Viability Of Celebrity Endorsements To Build Strong Brands

1. **Name of Scholar:** Rahul Madhyani
  
2. **Subject:** Management
  
3. **Registration No:** 20114403
  
4. **Name of Guide:** Dr. Kalim Khan
  
5. **Designation:** Director
  
6. **Guide working place:** Rizvi Institute of Management Studies and Research