



**JAIN**  
DEEMED-TO-BE UNIVERSITY

SCHOOL OF  
COMMERCE

**Certificate of Merit**  
**AN ONLINE INTERNATIONAL CONFERENCE**  
**ON**  
**BUSINESS AND EDUCATION IN THE NEW GLOBAL REALITIES**

This is to certify that **Dr. K.V.N. Lakshmi** of **JAIN (Deemed-to-be University)** has participated & presented a Research Paper titled "**Service Quality -The Quantifying Tools SERVQUAL+CUT Model**" & won **1<sup>st</sup> prize** in an online International Conference organised by **Faculty Research Cell - Samshodhana, JAIN (Deemed-to-be University), Bangalore** held on **22<sup>nd</sup> December 2020.**

**Dr. Dinesh Nilkant**  
Director, School of Commerce  
JAIN(Deemed-to-be University)

**Dr. Easwaran Iyer**  
Dean - Faculty of Commerce and  
Director- Industry Interface & Key Projects  
JAIN(Deemed-to-be University)