



## Notice for the PhD Viva Voce Examination

Ms Kavita Rawat (Registration Number: 1720072), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend her PhD thesis at the public viva-voce examination on Monday, 11 December 2023 at 11.30 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029.

- Title of the Thesis** : **Exploring Determinants of User Generated Content: A Consumer Behaviour Perspective**
- Discipline** : **Management**
- External Examiner** : **Dr R Saravanan**  
(Outside Karnataka) Professor  
VET Institute of Arts and Science College  
Thindal, Erode – 638012  
Tamil Nadu
- External Examiner** : **Dr Subhash Sharma**  
(Within Karnataka) Professor and Director  
Indus Business Academy  
Lakshmipura, Thataguni Post  
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Bengaluru – 560062  
Karnataka
- Supervisor** : **Dr Sunita Kumar**  
Associate Professor  
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Bengaluru - 560076  
Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

**Place:** Bengaluru

**Date:** 05 December 2023

  
**Registrar**

## ABSTRACT

Many online applications, platforms and apps have mushroomed in recent times to cater to the increasing business demand of vast online users. The current era dynamic portals now allow generation of information in real time by online community of users. Business is flooded with prized real time data and benefits by extracting meaningful information of market trends early. Despite immense benefits, many challenges have surfaced in recent times. Many users search, scan and vote for only the top few reviews. Aged reviews accumulate votes over time and retain their near top position in the helpful review list, compared to recent quality reviews. Potential customer reads only these top few reviews and make a purchase decision. The current study applies statistically and scientifically derived helpfulness scores for ranking reviews and placing them at their appropriate positions.

The study has applied the Elaboration Likelihood Model (ELM) to examine the Central and Peripheral Cues attribute's impact on review helpfulness. Random forest (RF), Linear regression (LR), and Gradient-Boosting Regression (GBR) methods are employed for the prediction of online review helpfulness. A survey method provided end-user validation of the helpfulness of the re-ranked reviews compared to the original ranking. The study applied Information Acceptance Model (IACM) to assess the influence of helpful review information on purchase intention. The study concludes that re-ranked reviews would be more beneficial to end users and would be helpful to mitigate uncertainty in the decision-making process.

**Keywords:** *Online review, review helpfulness, Elaboration likelihood model (ELM), Information Acceptance Model (IACM).*

### **Publications:**

1. **Rawat, K., & Kumar, S.** (2022). A Meta-Analysis on the Determinants of Online Product Reviews with Moderating Effect of Product Type. *Academic Journal of Interdisciplinary Studies*, 11(6), 313-323.
2. **Rawat, K., & Kumar, S.** (2023). Impact of helpful reviews on customer purchase intention with special reference to mobile phone reviews. *International Journal of Management and Sustainability*, 12(1), 1-12.