



Notice for the PhD Viva Voce Examination

Mr Melvin Victor, Registration Number: 2090117, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Monday, 23 June 2025 at 10.30 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	Experimental Investigation on the Ramification of Cross-Platform Based Instant Messaging Applications on Women Run Rural Businesses in Karnataka
Discipline	:	Management
External Examiner - I	:	Dr Manohar Kapse Associate Professor Jaipuria Institute of Management, Indore Dakachiya, Indore Dewas Road Near Shipra Naka Indore - 453771 Madhya Pradesh
External Examiner - II	:	Dr P Viji Professor and Senior Principal Apparel Training and Design Centre (Govt. of India) KTM-Centre of Excellence, Tirupur Main Road Kaikattipudur Post, Avinashi Tirupur - 641654 Tamil Nadu
Supervisor	:	Dr Elangovan N Professor School of Business and Management CHRIST (Deemed to be University) Bengaluru - 560029 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: 16 June 2025


Registrar (Academics)

ABSTRACT

The business environment of Karnataka, India, is dominated by large corporates, with MSMEs constituting a substantial share—of which only 20% are women-owned, and rural women entrepreneurs form an even smaller fraction. These women face unique challenges such as limited capital, restricted market access, and inadequate use of technology. Although digital tools like WhatsApp are widely adopted, their role in empowering rural women entrepreneurs remains underexplored. This study bridges this gap by examining how WhatsApp can help rural women entrepreneurs overcome traditional barriers, diversify markets, improve packaging, and innovate marketing strategies. Insights are drawn from three rural women entrepreneurs adept with smartphones, highlighting WhatsApp's potential in fostering sustainable development and promoting gender inclusivity.

Keywords: *Women Entrepreneurs, Rural Development, Technology, Digital Literacy, WhatsApp, Women Empowerment.*

Publications:

1. **Victor, M., & Elangovan.** (2022). Impact of the pandemic on entrepreneurial ecosystems. *International Journal of e-Entrepreneurship and Innovation*, 12(1), 1–15.
<https://doi.org/10.4018/ijeei.301610>
2. **Victor, M., Elangovan, Halaswamy, D., & Sonia, M.** Financial Freedom, Social Capital, and the Development of Rural Women Entrepreneurship in India. *Finance: Theory and Practice*.
<https://doi.org/10.26794/2587-5671-2025-29-6-1347-01>