



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE | DELHI NCR | PUNE

Notice for the PhD Viva Voce Examination

Ms Sneha V, Registration Number: 1910090, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Thursday, 26 February 2026 at 11.45 am in Room No. 044, Ground Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

- Title of the Thesis** : **The Impact of Content Marketing Strategies on Customers' Purchase Intention in Creative Business Units**
- Discipline** : **Commerce**
- External Examiner - I** : **Dr Surya Prakash**
Professor
Department of Commerce
Shri Ram College of Commerce
Delhi University
Maurice Nagar
New Delhi - 110007
Delhi
- External Examiner - II** : **Dr K Ramachandra**
Professor
Department of Commerce
Maharani Cluster University
Palace Road
Bengaluru - 560001
Karnataka
- Supervisor** : **Dr Kavitha R**
Associate Professor
Department of Commerce
School of Commerce, Finance and Accountancy
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: 13 February 2026

Registrar

ABSTRACT

As the economy evolves, the focus is moving more and more towards technologically sophisticated businesses that put a premium on quantitative results. Small, time-consuming creative businesses that depend on the creative and intellectual prowess of unpaid labourers are frequently marginalised by this. However, these businesses are an essential part of the creative economy, and their continued existence hinges on increased awareness and successful market participation. There is a lot of promise in this area for content marketing, a strategic and economical approach made possible by information technology breakthroughs. Content marketing solves the problem of short consumer attention spans in hectic, multitasking settings and strengthens customer relationships by encouraging prolonged interaction. In order to show how creative business units can use content marketing to draw attention and encourage purchase intentions, this study aims to integrate three dimensions: the creative economy, content marketing, and the attention economy. The research design used was a mixed-method approach. Structured interviews were used to gather qualitative data from 30 creative business units, which examined issues, marketing strategies, adoption levels of content marketing, and viewpoints on intellectual property rights. Quantitative information on attention cues influencing purchase behaviour was gathered from creative consumers using structured questionnaires.

According to the analysis, content marketing has a big impact on customers' attention spans and intentions to buy. The effectiveness of tactics like creating unique selling propositions, highlighting regional and cultural ties, and enhancing brand visibility on social media is highlighted by thematic insights. Demographic differences in attention and purchasing behaviour are further illustrated by statistical analyses (t-tests and one-way ANOVA). In order to advance the creative economy, the study ends by suggesting a comprehensive content marketing model for creative businesses, with implications for researchers, practitioners, consumers, and policymakers.

Keywords: *Creative Economy, Content Marketing, Intellectual Property Rights, Attention Economy, Customers' Attention, Purchase Intention.*

Publication:

1. **Venkatesh, S., & Kavitha, R.** (2024). Developing a Model of Content Marketing in Creative Economy Marketing Strategies to Influence Consumer Purchase Intentions. *Contributions to Finance and Accounting, Part F3769*, 555–566. https://doi.org/10.1007/978-3-031-67547-8_47
2. **Sneha, V., & Kavitha, R.** (2024). Exploring the economy of creativity and culture in the light of Industry 5.0: a systematic literature review of the setup of creative industries. *Journal of Strategy and Management, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/JSMA-05-2023-0095>
3. **Venkatesh, S., M, A. S. R., M, A., L, M., & M, A.** (2023). Infusing Circular Reporting Model and Creative Marketing Mix for a Progressive Orange Economy: A Study with reference to Creative Business Units in Karnataka, India in the Post Covid-19 Pandemic. *Asian Journal of Interdisciplinary Research*, 6(3), 26–48. <https://doi.org/10.54392/ajir2334>