



**CAPITAL UNIVERSITY OF SCIENCE & TECHNOLOGY
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DISSERTATION DEFENCE

Management Sciences Department

Topic

**The Role of Avatar Identification, Aesthetic Design &
Motivational Factors in Influencing In-Game
Purchase Behavior in the Metaverse Gaming
Industry: A Self-Determination Theory Approach**

By

Shehla Naureen

Supervisor: Dr. Shazia Faiz

September 30, 2026 at 10:30 AM (Wednesday)

Venue : Workshop Room, 'B' Block (Second Floor)

Everyone is invited to attend.