



INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

UGC ID - 44854

Impact Factor* : 6.893

Ref: CASIRJ/2023/A1019381

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

MANDEEP SINGH

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
THE POWER OF USER-GENERATED CONTENT IN SHAPING CONSUMER BEHAVIOR

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 14 , Issue – 8 Aug , 2023



Editor in Chief

