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

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