

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SCIENCE AND TECHNOLOGY

An Internationally Indexed Peer Reviewed & Refereed Journal



UGC ID - 47959

Impact Factor* : 8.1026

Ref:IRJMST/2025/A1021271

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

ISSN – 2250 – 1959 (0) 2348 – 9367 (P)

THIS CERTIFIES THAT
PRAKHYAT KUMAR ROY
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**PERCEPTION MEETS PRACTICALITY: HOW BRAND IMAGE SHAPES SMARTPHONE CHOICES IN
REGIONAL INDIA**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 16 , Issue – 4 Apr , 2025



Editor in Chief



www.IRJMSST.com



Computer Science Directory

