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UGC ID - 47959

Impact Factor* : 5.8413

Ref:IRJMST/2018/A107147

DOI : HTTPS://DOI.ORG/10.32804/IRJMST

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

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HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

ROLE OF THEORY OF PLANNED BEHAVIOR MODEL IN DESIGNING MARKETING STRATEGIES AND FORMING CUSTOMER PERCEPTION TOWARDS ORGANIZED RETAIL

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 9 , Issue – 8 Aug , 2018

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