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THIS CERTIFIES THAT

DR. GEETA NEMA

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

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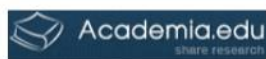
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