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This is to certify that the research article titled: "**INFLUENCE BY DESIGN: HOW CONTENT FORMAT AFFECTS CONSUMER PERCEPTION AND BEHAVIOR ON INDIAN SOCIAL MEDIA**"

Authored by **Dr. S. Anitha Bose**

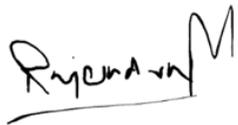
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