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This is to certify that the research paper titled: **“SOCIAL COMMERCE AS A CATALYST FOR BRAND GROWTH: BEHAVIOURAL INSIGHTS AND TRUST DYNAMICS AMONG GENERATION Z DIGITAL CONSUMERS”**

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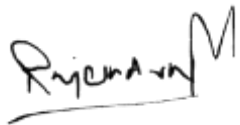
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