

CERTIFICATE

This is to certify that the thesis entitled “*Analyzing framework for the right content mix used for different categories of product and services advertised on social media*” submitted by “**Ridhwan Un Nissa**” to **School of Management Studies, Ansal University, Gurgaon**, Haryana for the award of the degree of Doctor of Philosophy is a bonafide record of the research work carried out by her under my supervision and guidance. The content of the thesis in full or parts have not been submitted to any other institute or university for the award of any other degree or diploma.

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