

www.conferenceworld.in

International Conference on Recent Innovation and Interdisciplinary Research

CERTIFICATE

This certificate acknowledges and honours

M. Priya

for presenting & publishing his/her paper on

THE ROLE OF BRAND CELEBRITY PERSONALITY
CONGRUENCE IN ENHANCING ADVERTISING EFFECTIVENESS

in RIIR-2021 with ISBN: 978-81-948668-7-9

Organized by:

International Association of Research and Developed Organization

[Under the Banner of India Educational Charitable Trust (Regd.)] Ghaziabad

In association with:

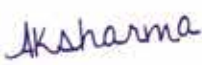
All India Council for Productive Education, Research & Training

Affiliated to Vigyan Prasara, DST, Govt of India,
Regd by Ministry of Skill Development & Entrepreneurship, Niti Ayog
National Human Rights Commission, Govt. of India

13th February 2021

Date


Dr. Mohammed Wasi Baig
AICPERT Chairman


Dr. A.K. Sharma
IARDO Director

A3095



Google Meet