

ISSN No: 2277- 8160 IMPACT FACTOR: 4.547



Index Copernicus (IC) Value: 80.26

## Certificate of Publication

This is to certify that

Mr./Mrs./Ms./Prof./Dr. N.SAKTHVEL

has contributed a paper as author/ Co-author to

## GLOBAL JOURNAL FOR RESEARCH ANALYSIS

A Peer Reviewed, Referred, Refereed & Indexed International Journal

Title "PERCEPTION OF COLLEGE STUDENTS TOWARDS EFFECTIVENESS OF SOCIAL MEDIA ADVERTISEMENTS: STRUCTURAL EQUATION MODELING APPROACH

and has got published in volume ... 06..., Issue ... 12..., December 2017

The Editor in Chief & The Editorial Board appreciate the

Intellectual Contribution of the author/co-author

Blomon

Executive Editor

Editor in Chief

Member, Editorial Board

BRathod



ISSN No: 2277- 8160 IMPACT FACTOR: 4.547



Index Copernicus (IC) Value: 80.26

## Certificate of Publication

This is to certify that

Mr./Mrs./Ms./Prof./Dr. SHENBAGAM KANNAPPAN

has contributed a paper as author/Co-author to

## GLOBAL JOURNAL FOR RESEARCH ANALYSIS

A Peer Reviewed, Referred, Refereed & Indexed International Journal

Title "PERCEPTION OF COLLEGE STUDENTS TOWARDS EFFECTIVENESS OF SOCIAL MEDIA ADVERTISEMENTS: STRUCTURAL EQUATION MODELING APPROACH

and has got published in volume ... 06 ..., Issue ... 12 ..., December 2017

The Editor in Chief & The Editorial Board appreciate the Intellectual Contribution of the author/co-author

Stormon

Editor in Chief

Member, Editorial Board

BRathod