

## INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT (IJNRD) | IJNRD.ORG

An International Open Access, Peer-reviewed, Refereed Journal

Ref No : IJNRD / Vol 8 / Issue 5 / 557

To, Mrs P. Selvi Published in : Volume 8 | Issue 5 | May-2023



 $\mathbb{V}$ 

MENDELEY

publons

Subject: Publication of paper at International Journal of Novel Research and Development (IJNRD).

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal of Novel Research and Development (ISSN: 2456-4184). Following are the details regarding the published paper.

About IJNRD : ISSN Approved - International Peer Reviewed Journal, Refereed Journ	al,
Indexed Journal, Impact Factor: 8.76, ISSN: 2456-4184	
Registration ID : IJNRD_194158	
Paper ID : IJNRD2305557	
Title of Paper : A STUDY ON THE EFFECTIVE ADVERTISEMENT AND ITS	
INFLUENCE ON CUSTOMER BUYING BEHAVIOR	
Impact Factor : 8.76 (Calculate by Google Scholar)	
DOI :	
Published in : Volume 8   Issue 5   May-2023	
Publication Date: 2023-05-23	
Page No : f332-f337	
Published URL : http://www.ijnrd.org/viewpaperforall.php?paper=IJNRD2305557	
Authors : Mrs P. Selvi, Shivam Pandey	

Thank you very much for publishing your article in IJNRD. We would appreciate if you continue your support and keep sharing your knowledge by writing for our journal IJNRD.

Editor In Chief International Journal of Novel Research and Development (IJNRD) (ISSN: 2456-4184)

Indexing Google scholar Statistical Academic Research Gate Academia.edu

CiteSeer" SSRN .docstoc Google Scribd. OPEN CACCESS

An International Scholarly, Open Access, Multi-disciplinary, Monthly, Indexing in all Major Database & Metadata, Citation Generator Manage By: IJPUBLICATION Website: www.ijnrd.org | Email ID: editor@ijnrd.org