



Verify Us Here

# ACADEMICA : An International Multidisciplinary Research Journal

(Double Blind Refereed & Peer Reviewed Journal)

This certificate presented to :

Lakshay Gupta, Dr. Rajni Kant Singh

for publication of research article :

EXPLORING THE ROLE OF USER-GENERATED CONTENT IN BUILDING BRAND  
IMAGE & REPUTATION OF FMCG BRAND

Vol 14, Issue 4, April 2024

doi : 10.5958/2249-7137.2024.00007.3



DR. B.S. RAI  
PUBLISHING EDITOR