



Verify Us Here

ACADEMICIA : An International Multidisciplinary Research Journal

(Double Blind Refereed & Peer Reviewed Journal)

This certificate presented to :

T. Dushyenthan

for publication of research article :

INTEGRATED MAREKTING COMMUNICATION AND ITS EFFECT ON CUSTOMER PERCEPTION
TOWARDS BANKING SERVICES IN JAFFNA DISTRICT SRI LANKA
(SPECIAL REFERENCE IN CORE PRIVATE LOCAL BANKS IN JAFFNA SRI LANKA)

Vol 15, Issue 3, March 2025

doi: 10.5958/2249-7137.2025.00012.2



DR. B.S. RAI
PUBLISHING EDITOR