ISSN 2249 - 7137 Impact Factor SJIF 2022 : 8.252 GIF-4 2019 0.682

## ACADEMICIA: An International Multidisciplinary Research Journal

(Double Blind Refereed & Peer Reviewed Journal)

This certificate presented to:

Dr Sivakami R, Ms. Noorein Khannum



2991 Junit Hals

## for publication of research article :

FOMO AS A SOCIAL MEDIA MARKETING TOOL -ETHICAL IMPLICATIONS AND CONVERSION IMPACT AMONGST GEN Z

**Vol 15, Issue 11, November 2025** 

























