



Verify Us Here

# South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)

**This certificate presented to :**

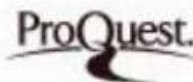
Lavisha Sachdev, Shilpa Bagdare

**for publication of research article :**

BRAND LOYALTY IN THE DIGITAL AGE:  
INVESTIGATING THE ROLE OF DIGITAL CUSTOMER EXPERIENCE AND  
PERSONALIZATION

**Vol 14, Issue 5-6, May-June 2024**

**doi : 10.5958/2249-877X.2024.00007.3**



DR. DALBIR SINGH  
PUBLISHING EDITOR