



# INSPIRA

Reg. No. SH-481 R- 9-V P-76/2014

Dated : 07-10-2017

## *Certificate for Publication*

This certifies that research paper / article titled

**IMPACT OF SOCIAL MEDIA ON CONSUMER'S BUYING  
BEHAVIOUR: A STUDY**

"....."

authored by : ..... **Suruchi Madan & Pallavi Chaturvedi** .....

Assistant Professor, Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan.  
Assistant Professor, Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan.

has been published in **Volume 07 No. 04 Issue October, 2017** of INSPIRA - Journal of  
Modern Management & Entrepreneurship, ISSN : 2231-167X (Print), General Impact Factor 2.3982.

**Indexing Status: Inspira-JMME is Indexed and Included in:**

COSMOS Foundation & Electronic Journal Library EZB, Germany||  
International Accreditation and Research Council (IARC) || Research Bible || Academic Keys  
International Society for Research Activity (ISRA) || Open Academic Journals Index (OAJI)  
Directory of Research Journal Indexing (DRJI) || International Scientific Indexing (ISI)  
Journal Factor (JF) || General Impact Factor (GIF) || Scientific World Index (SCIWIN)  
International Institute of Organised Research (I2OR) || Global Society for Scientific Research (JIF)  
International Innovative Journal Impact Factor (IIJIF).

**JMME- INCLUDED IN LIST OF APPROVED JOURNALS BY THE UGC AT Serial No. 714, Journal No. 45138.**

**Prof. (Dr.) S.S. Modi**

Chief Editor