



International Journal of Business and Management Invention

e-ISSN: 2319 – 8028 p-ISSN: 2319 – 801X

CERTIFICATE

It is certify that the paper entitled by “An Empirical Study On Role Of Consumer’s Need Hierarchy In Choice Of Cognitive Biases To Be Used In Marketing” has been published in International Journal of Business and Management Invention (IJBMI).

Your article has been published with following details:

Author's Name: Dr. Shilpa Jain, Ms. Nitya Khurana, Mr. Deepankar Tanwar
Journal Name: International Journal of Business and Management Invention (IJBMI)
Journal Web: www.ijbmi.org
Journal Type: Online & Offline
Review Type: Peer Review Refereed
Publication Year: 2019
Publication Month: Aug
Vol No.: 08
Issue No.: 08



Editor-In-Chief
International Journal of Business and Management Invention (IJBMI)
E-mail ID: ijbmi@invmails.com
Web: www.ijbmi.org

UGC Approval Serial Number: 4485 & UGC Journal Number: 46889