

## V.S.S.D. College, Kanpur

### Details of DOI

S.No.	Student Name	Class	Editorial/Research Paper	Date of Publish	DOI No.
1	ARSHIYA ANWAR	M.Com II	IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR CASE STUDY OF KANPUR	28-02-2026	<a href="https://doi.org/10.82471/26g8k-syg69">https://doi.org/10.82471/26g8k-syg69</a>
2	ASHWIN RAJ GUPTA	M.Com II	“A Comparative Study on Traditional and Digital Marketing Strategies in the Consumer Durable Industry”	28.02.2026	<a href="https://doi.org/10.82471/3c0y0-dy273">https://doi.org/10.82471/3c0y0-dy273</a>
3	SNEHA BAHARWANI	M.Com II	“IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO DIFFERENT APPAREL BRANDS”	28.02.2026	<a href="https://doi.org/10.82471/t4ajd-gnk19">https://doi.org/10.82471/t4ajd-gnk19</a>
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