



**SUDARSHAN**  
RESEARCH JOURNAL

CERT NO: SRJ/2024/02/07/04

# CERTIFICATE

OF PUBLICATION



**DR. CHETNA ARORA**

*authoring and publishing the research paper titled*  
***EXPLORING EFFECTIVENESS OF EMOTIONAL***  
***APPEALS IN ADVERTISING***

*in Sudarshan Research Journal (Multi-Disciplinary)*

*International Peer Reviewed Refereed Journal, ISSN: 2583-8792 Volume : 02 / Issue : 07*

*Impact Factor: 3.179 (SJIF)*

  
**Dr. Sunaina Grover**  
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**DR. RAJNI CHUGH**

*authoring and publishing the research paper titled*  
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