



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE

Arumbakkam, Chennai - 106 (Autonomous)
An initiative by

*PG & Research Department of Economics &
Department of Business Administration (BBA)*



E- CERTIFICATE OF APPRECIATION

This is to certify that Mr./Ms./Dr. **T.A.M. HAMEED KAN**
has contributed research paper

**INFLUENCE OF BRAND NAME IN THE CONSUMERS BUYING BEHAVIOUR ON THE PURCHASE OF
SOFTWARES**

in The New Economist (ISSN 2347 - 7172) - An initiative by PG & Research Department of Economics and
Department of Business Administration in Redefining Economics & Business in the context
of 3Cs - Contemporary Challenges, Ceaseless Competition & Changing Consumerism
on the Global Confront 2020.

Dr. T. S. Prema
Convener - Economics
Head Economics

August 2020

Prof. J. P. Jaideep
Convener - Management
Head BBA