## BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI

## **CERTIFICATE**

This is to certify that the thesis entitled "Role of Trust in Online Social Media Marketing:

A Model Building Approach" and submitted by Nirankush Dutta ID No 2011PHXF422P for award of Ph.D. of the Institute embodies original work done by him under my supervision.

Signature of the Supervisor

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