



# INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

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THIS CERTIFIES THAT  
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**STIMULATING FACTORS AFFECTING IMPULSIVE BUYING BEHAVIOUR**  
APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN  
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Editor in Chief





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**PROF. RASHMI BANSAL**

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

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