



# INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

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HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**ANTECEDENTS OF CUSTOMER ENGAGEMENT AND BRAND LOYALTY: A STUDY OF INDIAN  
FASHION RETAIL INDUSTRY**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

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**DR. (PROF) TULIKA SAXENA**

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