

624-Tracing Reflections of Cognitive and behavioural aspects of consumers in advertising

The paper lacks in conceptual clarity. in quoting contemporary relevant references and deals with a field with a very large scope(not a topic) and lacks novelty.

The candidates are advised to maintain the following characteristics before the final submission:

Novelty/Realistic

Practical Feasibility

Expected Outcome

Some important links to understand how to write a research paper/manuscript:

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