

14TH Asian Business Research Conference
30 – 31 December, 2016, BIAM Foundation, Dhaka, Bangladesh

Journal Best Paper Certificate

Certified that “Analyze the Impact of Celebrity Endorsement through Advertising on Consumer Behavior” Authored by Suman Prosad Saha, Independent University, Bangladesh and Shadman Shakib, Bangladesh has won Journal best paper award at the above international conference.

Congratulations for this achievement!



Prof. Dr. Mohammad Hoque
Conference Chair

