

Impact Factor* : 5.1026

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSI](https://doi.org/10.32804/IRJMSI)

Ref:IRJMSI/2021/A1012109

ISSN 2582-5445 (O)

THIS CERTIFIES THAT
DHIRAJ KUMAR MISHRA
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**INFLUENCE OF CUSTOMER LOYALTY PROGRAMS ON CUSTOMER SATISFACTION AND ON CUSTOMER
LOYALTY**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 8 , Issue – 2 Jul , 2021



www.IRJMSI.com

A handwritten signature in blue ink, appearing to read 'V. Khanna', positioned above the Editor in Chief title.

Editor in Chief