

## **CERTIFICATE**

I certify that Rahul Sharma has prepared his thesis entitled “A STUDY ON VALUE CREATION THROUGH CONSUMER ENGAGEMENT WITH SOCIAL NETWORKING SITES”, for the award of PhD degree of the Lovely Professional University, under my guidance. He has carried out the work at the Department of Management, Lovely Professional University.

Dr. Rajesh Verma  
Management  
Lovely Professional University  
Jalandhar-Delhi, G.T. Road (NH-1)  
Phagwara, Punjab (INDIA) 144411

Date: