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Santhana Lakshmi E

In recognition of the publication of the paper entitled
Effectiveness of Social Media Influencer Marketing on Generation Z's Skincare Product Purchase Decisions in India

Published in Volume 11 Issue 1, January-2026, | Impact Factor: 9.15 by Google Scholar

Co-Authors - Hepizbah R, Sireesha.P, Sidharth R



Paper ID - IJSDR2601058
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