A Study on Creative Determinants of Viral Video Advertising on Social Networking Platforms

A

Thesis submitted to

Navrachana University

For the Degree

of

DOCTOR OF PHILOSOPHY

IN

MANAGEMENT

Supervisor: Dr. Hitesh Bhatia **Researcher: Rushit Dubal**



SCHOOL OF BUSINESS AND LAW NAVRACHANA UNIVERSITY, VADODARA

July, 2022