



**DECLARATION**

I, **Rushit Dubal** registered as Research Scholar, bearing Registration No **16721003** for the Doctoral Program in the School of Business and Law of Navrachana University do hereby declare that this PhD thesis titled, '**A Study on Creative Determinants of Viral Video Advertising on Social Networking Platforms**' submitted by me to Navrachana University, Vadodara, Gujarat, India, is original research work. Wherever contributions of others are involved every effort is made to indicate this clearly, with due reference to the literature (including but not limited to books, journals and web) and acknowledgment of collaborative research and discussions.

I do hereby declare that this work contains no plagiarism and has not been submitted for the award of any other degree/diploma of the same Institution where the work was carried out or to any other Institution.

Rushit Dubal

I endorse the above declaration made by the scholar

Supervisor

**Dr. Hitesh Bhatia**

**Associate Professor,**

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Navrachana University, Vadodara

Date: 9<sup>th</sup> July, 2022

Place: Vadodara, Gujarat



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### CERTIFICATE

This is to certify that the thesis titled '**A Study on Creative Determinants of Viral Video Advertising on Social Networking Platforms**' has been prepared by **Rushit Dubal** under my supervision and guidance. The thesis is his original work completed after careful research and investigation. The work of the thesis is of the standard expected of a candidate for PhD Program in Management and I recommend that it be sent for evaluation.

Supervisor

Dr. Hitesh Bhatia

Date: 9<sup>th</sup> July, 2022

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