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This certifies that the research paper entitled **“Motivation Triggers Customer Referral Behaviour and Effectiveness of Referral Programs in Customer Acquisition”** authored by **“Shamshana V C”** was reviewed by experts in this research area and accepted by the board of “Quest Journals Publication” which has published in **“Quest Journal of Research in Business and Management”**, ISSN (Online): 2347-3002, Volume-12, Issue-2, Page No.: 151-159, [2024].

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