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This certifies that the research paper entitled “**Factors Affecting Brand Equity Management in Service Sector: A Case of Dashen Bank S.C. Hawassa Branches**” authored by “**Mr. Ayele Fettera Dewiso**” 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-9, Issue-10, Series-3, Page No.: 09-20, October-2021.

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