



PRESENTER'S CERTIFICATE



13th Annual International Conference of IFIM Business School

It is our pleasure to confirm that

Dr. S. Shyam Prasad

has presented the paper entitled

Consumer Perceptions towards Immersive Reality

Advertisements: Their impact on customer evaluation process in buying behavior

at Convergence-2018, 13th Annual International Conference on
Applied and/or Interdisciplinary Research:

Emerging Economy Perspectives
held at IFIM Business School, Bangalore
on 21st and 22nd December 2018.

A. K. Chattopadhyay

Dr. Atish Chattopadhyay
Director - IFIM Business School,
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Dr. Githa Hegde
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