

Department of Commerce Including Business Administration  
Faculty of Commerce  
M.S.University of Baroda  
Baroda.

CERTIFICATE

This is to certify that this Ph.D. Work, entitled "A COMPARATIVE STUDY OF THE EFFECTIVENESS OF THE CELEBRITY AND UNKNOWN MODELS IN ADVERTISING MESSAGES ON THE BRAND BELIEFS OF CONSUMER AUDIENCES" submitted by Mr. Majdi Salah Abd El-Muhdi, at the Department of Commerce including Business Administration, The M.S. University of Baroda, has been carried out under my guidance and supervision and that this work has not been submitted anywhere for any degree.

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