

DECLARATION

I hereby declare that the research work presented in this doctoral thesis titled '**Social Media Communications for Corporate Social Responsibility (CSR) Branding in Select Indian Central Public Sector Enterprises (CPSEs): A Study**' represents the results of my own independent research. The descriptions and narrations found therein are entirely original. Throughout the work, both in the text and bibliography, I have clearly cited and acknowledged the various sources from which information is drawn.

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