



PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND
MANAGEMENT RESEARCH

Print ISSN : 2321-3604 Online ISSN: 2321-3612

Certificate of Excellence

THIS IS TO CERTIFY THAT **DR SHARMILA S** HAS PUBLISHED RESEARCH ARTICLE
ENTITLED "Q-COMMERCE AND THE TRANSFORMATION OF MARKETING
STRATEGIES: AN EMPIRICAL STUDY OF CONSUMER ENGAGEMENT AND BRAND
BUILDING " IN **PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND
MANAGEMENT RESEARCH** VOLUME NO.14, ISSUE NO-1, APRIL –JUNE, 2026

T. Rajeswari

Prof. T. Rajeswari
Chief in Editor
Bengaluru, Karnataka

Dr. V. Selvaraj
Managing Editor
Bengaluru, Karnataka



PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND
MANAGEMENT RESEARCH

Print ISSN : 2321-3604 Online ISSN: 2321-3612

Certificate of Excellence

THIS IS TO CERTIFY THAT **ROHINI S** HAS PUBLISHED RESEARCH ARTICLE ENTITLED “Q-COMMERCE AND THE TRANSFORMATION OF MARKETING STRATEGIES: AN EMPIRICAL STUDY OF CONSUMER ENGAGEMENT AND BRAND BUILDING ” IN **PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH** VOLUME NO.14, ISSUE NO-1, APRIL –JUNE, 2026

T. Rajeswari

Prof. T. Rajeswari
Chief in Editor
Bengaluru, Karnataka

Dr. V. Selvaraj
Managing Editor
Bengaluru, Karnataka



PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND
MANAGEMENT RESEARCH

Print ISSN : 2321-3604 Online ISSN: 2321-3612

Certificate of Excellence

THIS IS TO CERTIFY THAT **GOUTHAM S** HAS PUBLISHED RESEARCH ARTICLE ENTITLED
“Q-COMMERCE AND THE TRANSFORMATION OF MARKETING STRATEGIES: AN
EMPIRICAL STUDY OF CONSUMER ENGAGEMENT AND BRAND BUILDING ” IN
**PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT
RESEARCH** VOLUME NO.14, ISSUE NO-1, APRIL –JUNE, 2026

T. Rajeswari

Prof. T. Rajeswari
Chief in Editor
Bengaluru, Karnataka

Dr. V. Selvaraj
Managing Editor
Bengaluru, Karnataka