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Final Year Project Report

Masters

PhD

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This declaration is made on the 26th of July day of ..... 2024..... (year).

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I Ejaz Ahmed Matric No 20010177, faculty of Economics & Business / university Malaysia, Sarawak

(PLEASE INDICATE STUDENT'S NAME, MATRIC NO. AND FACULTY/INSTITUTE) hereby declare that the work entitled The Impact of Value Co-creation Behaviour on Brand Equity of Pakistan Banking Sector: The Moderating Role of Social Media is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

Ejaz Ahmed (20010177)

Student's Name and Matric No.

26th July 2024

Date submitted

#### Supervisor's Declaration:

I Dr. Harry Ak Entebang (SUPERVISOR'S NAME) hereby certifies that the

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\* partial/full fulfillment for the conferment of Doctor of Philosophy

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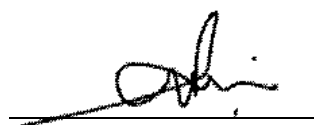
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