

ISSN : 2278-5655

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Peer Reviewed Referred Journal (Single-Blind), ISSN-2278-5655, Volume-XIII, Issue-I, Jan-Feb, 2024, SJIF Impact Factor: 8.343*

**A STUDY ON SUSTAINABLE STRATEGIES: NAVIGATING THE SHIFT FROM HYPE TO HARMONY
IN COLLEGE CAMPUS ON GREEN MARKETING**

The Editor in chief and The Editorial Board appreciate the Intellectual Contribution of the author/co-author.

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