



International Journal of Research in Humanities and Social Sciences (IJRHS)

(Online & Print International, Peer Reviewed, Refereed & Indexed Monthly Journal)

ISSN: 2320-771X (o) & 2347-5404 (p)

Website: www.ijrhs.net | Email: editor@ijrhs.net

Date: 22 May 2026

To,
Vandana M. Dodiya

Subject: Confirmation of Research Paper Publication

Dear Vandana,

We are pleased to confirm that your research paper titled **“Beyond Rational Choice: A Review of Emotional, Behavioural, and Institutional Perspectives in Consumer Decision-Making”** has been successfully published in the International Journal of Research in Humanities and Social Sciences (IJRHS), Volume 14, Issue 05, May 2026, with ISSN: 2320-771X (O) & 2347-5404 (P), Impact Factor: 8.921

DOI: <https://doi.org/10.63345/ijrhs.net.v14.i5.4>

Your paper is now available online at: [Link](#)

Page No: 32-48

The editorial board extends its sincere appreciation for your valuable contribution to our journal. Your research work demonstrates a high standard of academic excellence and adds significant value to the journal.

We congratulate you on this achievement and look forward to your continued association with IJRHS in future publications.

With best regards,

Dr. Vinod Kumar Jain
Editor-in-Chief

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