



7th Annual Conference
The Society of Economics and Development
Department of Economics
Punjabi University, Patiala, Punjab, India



No. TSOED-7AC-26166

Dated: 04/09/2026

Subject: Acceptance of Paper for Presentation at the 7th Annual Conference, 2026

Dear Ms./Mr./Dr. Bannor,

The Organising Committee of the 7th Annual Conference of the Society of Economics and Development is pleased to inform you that your paper, ***Mass Communication Advertisement and Celebrity Mentioning Influence on The Marketing of Seeds and Agrochemicals (26166)***, prepared jointly by ***Abdallah Abdul Rahman and Richard Kwasi Bannor*** has been accepted for **presentation** at the Conference to be held on **October 30–31, 2026**, at the Department of Economics, Punjabi University, Patiala, Punjab, India.

We cordially invite you to present your research and contribute to the academic deliberations of the Conference. Kindly submit your full research paper at the earliest, following the prescribed format of the *Indian Journal of Economics and Development*.

Publication: Papers submitted for publication will undergo peer review by experts constituted by the Society of Economics and Development. Selected papers, subject to reviewers' recommendations and the journal's editorial policies, will be considered for publication in the *Indian Journal of Economics and Development*.

Important Information

- This Acceptance Letter is issued/e-mailed only to the corresponding author.
- Each author/co-author intending to attend the Conference must complete a **separate registration** to avail accommodation, conference kit, meals, participation/presentation certificate, and other conference facilities.

Kindly complete your registration at the earliest to facilitate necessary arrangements. The registration fee may be remitted through [Make Payments](#) by selecting the appropriate option, followed by registration through the Google Form:

[Conference Registration Form](#)

We look forward to your active participation and valuable contribution to the success of the Conference.

Yours sincerely

(Dr. Jasdeep Singh Toor)
Conference Director

Dr. Richard Kwasi Bannor
Professor
Department of Agribusiness Management and Consumer Studies
University of Energy and Natural Resources
Sunyani (Ghana)

P.S. Those who do not submit the Google Form and/or complete their registration by September 25, 2026, will be required to make their own accommodation arrangements.