



**eEditorial Discovery**  
Supporting Your Editorial Experience

---

**REVIEWER CERTIFICATE**

Dear Dr. PREMENDRA SAHU,

Thank you for submitting your evaluation form for the book chapter manuscript, "Decoding Customer DNA: Leveraging Marketing Intelligence for Future Engagement", which is currently under consideration for publication in *Improving Service Quality and Customer Engagement With Marketing Intelligence*.

As I'm sure you are aware, all contributions submitted to IGI Global publications must undergo a rigorous, double-anonymized, peer review by multiple industry professionals/academicians before a contribution is selected to appear in any IGI Global book or journal. By serving as a peer reviewer and completing this evaluation, you have played a critical role in this process. Additional detailed information on the rigorous IGI Global peer review process may be found at <https://www.igi-global.com/publish/peer-review-process>.

Also, if you haven't done so already, we recommend registering for an ORCID iD. Registering for one is free and easy and will allow you to connect your works published and manuscript reviews through IGI Global to your ORCID iD, providing you with greater visibility and credit for your scholarly contributions. You can register for an ORCID iD at the following link: <https://orcid.org/register>. Additionally, to ensure a streamlined and easy-to-use process, authentication is provided within IGI Global's eEditorial Discovery system, and also in the IGI Global Online Bookstore.

Please find more information on IGI Global's integration with ORCID here: <https://www.igi-global.com/submissions/orcid/>

**Name – Dr. Premendra Sahu**  
**Associate Professor**  
**Reviewer**  
**of**  
**IGI Global Journal and Publication**