

Letter of Acceptance

Paper No. : ABS-166
Paper Title : THE EFFECT OF PRODUCT BRANDING
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Dear Authors,

I am pleased to inform you that the paper you kindly submitted to the The 3rd International Conference on Business, Economics, Social Sciences, and Humanities 2020 (ICOBEST 2020) has now been accepted and the first author is invited to present the paper in the conference. Your interest in ICOBEST 2020 is very much appreciated. I look forward to meeting you at the conference.

Bandung, December 2020



International Conference on Business
Economics, Social Sciences & Humanities

Dr. Poni Sukaesih Kurniati, S.IP, M.Si.

Chief of The Conference