

# Retraction notice

The publisher wishes to retract the article “Evaluating the influence of social media on brand sacralization: an empirical study among young online consumers” authored by Payel Das and Santanu Mandal, in *South Asian Journal of Global Business Research*, Volume 5, Issue 3, 2016. It has come to the attention of Emerald that subsequent to a corrigendum to the article (*South Asian Journal of Global Business Research*, Volume 5, Issue 3, 2016) the validity of the data and reported findings in this paper are flawed and cannot be independently verified. The authors and *South Asian Journal of Global Business Research* sincerely apologise for this error.

