



National Press Associates

Website:  
[www.npajournals.org](http://www.npajournals.org)

# CERTIFICATE OF PUBLICATION

This is awarded to

**Anju Bala**

For Publication of Paper Titled

**THE EMERGING ROLE OF ARTIFICIAL INTELLIGENCE IN  
SHAPING CONSUMER BEHAVIOR: A GLOBAL PERSPECTIVE**

For National Research Journal Titled  
**“National Research Journal of Social Sciences”**

Peer Reviewed Refereed Research Journal

Volume-10, Issue: 2, Year: 2025 (July-December)

ISSN: 2348-473X Impact Factor: 6.95



Publisher

