ISSN: 2278-5655

Multidisciplinary Scholarly Research Association, India Aarhat Journals and Aarhat Publications







AARHAT MULTIDISCIPLINARY INTERNATIONAL EDUCATION RESEARCH JOURNAL

Peer Reviewed Referred Journal (Single-Blind)

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has contributed a paper as author/co-author to Aarhat Multidisciplinary International Education Research Journal (AMIERJ)

Peer Reviewed Referred Journal (Single-Blind), ISSN-2278-5655, Volume-XIV, Issue-I, Jan - Feb, 2025, SJIF Impact Factor: 8.343

TO STUDY THE OVERVIEW OF IMPLEMENTATION OF PERSONALIZED SHOPPING EXPERIENCE

USING RECOMMENDATION ENGINES AND DYNAMIC PRICING

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