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## CERTIFICATE OF PRESENTATION

**Dr. S.Jayakani**

**Professor**

**Vels Institute of Science, Technology & Advanced Studies (VISTAS), Chennai**

*has presented a paper titled*

**“The Impact of Artificial Intelligence on Consumer Behaviour in E-commerce: Strategies for Success”**

*at the ICSRR 2025, conducted online on August 17, 2025,  
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