

Academe

Journal of Education & Psychology

CERTIFICATE OF PUBLICATION

This is awarded to

Ayisha Banu

For Publication of Paper Titled

**ROLE OF AI-DRIVEN ONLINE MARKETING ECOSYSTEM IN
SHAPING CONSUMER BUYING BEHAVIOR PATTERNS:
AN EMPIRICAL STUDY**

For National Research Journal Titled

“Academe Journal of Education & Psychology”

Special Issue: Ai, Ethics and Human Values : Shaping the Future of Higher Education

Organised by : Government First Grade College, Channapatna, Bangalore South District, Karnataka

Peer Reviewed Refereed Research Journal

Volume-16, Issue-1, (Special Issue: June 2026)

ISSN: 2249-040X Impact Factor: 6.25



UGC-approved journal list No. 47208



**Journal Website:
www.academejournal.in**



Publisher