



National Press Associates

CERTIFICATE OF PUBLICATION

This is awarded to

Sandeep Kumar

For Publication of Paper Titled

**ETHICAL IMPLICATIONS OF AI TARGETING: EXAMINING THE
ROLES OF PRIVACY CONCERN, TRANSPARENCY, AND FAIRNESS IN
SHAPING CONSUMER TRUST AND BEHAVIOURAL RESPONSES**

For National Research Journal Titled

“National Research Journal of Sales and Marketing Management”

Volume-II, Issue No: 2. Year: 2024 (July-December)

ISSN: 2349-512X (Print) Impact Factor: 6.5



Book Publisher



Website:
www.npajournals.org



National Press Associates

CERTIFICATE OF PUBLICATION

This is awarded to

Anushka

For Publication of Paper Titled

**ETHICAL IMPLICATIONS OF AI TARGETING: EXAMINING THE
ROLES OF PRIVACY CONCERN, TRANSPARENCY, AND FAIRNESS IN
SHAPING CONSUMER TRUST AND BEHAVIOURAL RESPONSES**

For National Research Journal Titled

“National Research Journal of Sales and Marketing Management”

Volume-II, Issue No: 2. Year: 2024 (July-December)

ISSN: 2349-512X (Print) Impact Factor: 6.5



Book Publisher



Website:
www.npajournals.org