

Certificate

of Publications

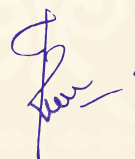
Proudly presented to:

Jovin. R B, Arockia Rajasekar

has successfully published the research article “**The Use of AI in Personalized Digital Marketing**” in the **International Journal of Business and Economics Research (IJBER)** e ISSN: 2455-3921 as part of the International Multidisciplinary Conference on "Advancing Smart Research Writing With AI For A Transformative Future" held on 28 March 2025 at Rani Anna Government College for Women, Tirunelveli.



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