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## **Certificate of Publication**

The Board of  
International Journal for Research Trends and Innovation

Is hereby awarding this certificate to

**Dr. P. SUMATHI**

In recognition of the publication of the paper entitled

**MATHEMATICAL MODELING IN MARKETING AND CONSUMER BEHAVIOR: A  
COMPREHENSIVE REVIEW OF TRENDS (2015â€“2025)**

Published in Volume 11 Issue 2, March-2026

*Co-Authors - U.Hemapriya, M. DEEPALAKSHMI, R  
ASRAF SITHIKA, Z. Fahmeedha Nahaar*

**Paper ID - IJRTI2602118**

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