



Ref No : IJRTI / Vol 11 / Issue 2 / 118

**To,
Dr. P. SUMATHI**

Subject: Publication of paper at International Journal for Research Trends and Innovation.

Dear Author,

With Greetings we are informing you that your paper has been successfully published in the International Journal for Research Trends and Innovation (ISSN: 2456-3315). Following are the details regarding the published paper.

About IJRTI : ISSN Approved - International Scholarly open access, Peer-reviewed, and Refereed Journal, Impact Factor: 8.14, (Calculate by google scholar and Semantic Scholar | AI-Powered Research Tool), Multidisciplinary, Monthly, Online, Print Journal, Indexing in all major database & Metadata, Citation Generator, Digital Object Identifier(DOI)

Registration ID : IJRTI_ 210016

Paper ID : IJRTI2602118

Title of Paper : MATHEMATICAL MODELING IN MARKETING AND CONSUMER BEHAVIOR: A COMPREHENSIVE REVIEW OF TRENDS (2015–2025)

Impact Factor : 8.14 (Calculate by Google Scholar) | License by Creative Common 3.0

DOI :

Published in : Volume 11 | Issue 2 | March-2026

Page No : b151-b154

Published URL : <https://ijrti.org/viewpaperforall.php?paper=IJRTI2602118>

Authors : Dr. P. SUMATHI, U.Hemapriya, M. DEEPALAKSHMI, R ASRAF SITHIKA, Z. Fahmeedha Nahaar

Thank you very much for publishing your article in IJRTI.

Editor In Chief
International Journal for Research Trends and Innovation
(ISSN: 2456-3315)

