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An International Open Access, Peer-reviewed, Refereed Journal

ISSN : 2456-4184

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In recognition of the publication of the paper entitled

**Investigating the Role of Personality Traits in Impulse Buying Behavior: A
Systematic Literature Review**

Published In IJNRD (www.ijnrd.org) ISSN Approved & 8.76 Impact Factor



Published in Volume 8 Issue 5, May-2023 | Date of Publication: 2023-05-24

Co-Authors - Dr RAJENDRA PRASAD BADONI

Registration ID : 196284

Paper ID - IJNRD2305609

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INTERNATIONAL JOURNAL OF NOVEL RESEARCH AND DEVELOPMENT | IJNRD

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IJNRD | ISSN : 2456-4184

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