

**A Study On Impact Of AI (Artificial Intelligence) On
Digital Marketing With Special Reference To Amazon**

Project Report submitted to the University of Mysore in partial fulfillment
of the requirements of IV Semester MBA Degree examinations 2023

by

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IV Semester MBA

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Under the Guidance of

Prof. D. Anand

Professor


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GUIDANCE CERTIFICATE

This is to certify that the project report “A Study On Impact Of AI (Artificial Intelligence) On Digital Marketing With Special Reference To Amazon” is a bone fide project work based on the original study conducted by **ABDUL BASIT NEKBEEN** (Reg. No. **P01ZZ21M0177**) Under my guidance and supervision during the year 2023, Project Report submitted to the University of Mysore in partial fulfilment of the requirements of IV Semester MBA Degree examinations 2023.

Date: 24/8/23
Place: Mysore


Prof. D. Anand
Project Guide


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CERTIFICATE

This is to certify that Mr. **ABDUL BASIT NEKBEEN**, a student of IV Semester MBA course in the institute has bearing Re. NO. **P01ZZ21M0177**. The student has prepared a project entitled **“A Study On Impact Of AI (Artificial Intelligence) On Digital Marketing With Special Reference To Amazon”** In partial fulfilment of the requirements of the VI semester degree examinations for the academic year -2023.

Date: 24/8/23

Place: Mysore


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