

Acceptance Letter

To,
Vishal Sharma,

We are pleased to inform you that the research paper / article titled " **THE INFLUENCE OF MOBILE MARKETING STRATEGIES ON GEN Z BUYING BEHAVIOR**" submitted by you, has been selected for publication in Volume 4 Issue 1 dated 10th October 2024, in **Airo National Journal**.

We wish you a bright research and academic prospects ahead.



Anushka Mishra
Authorized Signatory
Editorial, Airo Journals

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