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Personalised pricing

Vijay Victor

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Journal Publications

VICTOR, V., JOY THOPPAN, J., JEYAKUMAR NATHAN, R., & FEKETE-FARKAS, M. (2018). Factors influencing consumer behavior and prospective purchase decisions in a dynamic pricing environment—An exploratory factor analysis approach. *Social Sciences*, 7(9), 153. **UGC CARE GROUP I, SCOPUS Q2** (International)

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ARCHITECTING INDIAN MANAGEMENT SCHOLARSHIP IN THE ERA OF DISRUPTION, INDAM Conference - IIM Trichy, India

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How to get foreign Scholarships – Malayala Manorama

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