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- 1) Dasgupta, K., Datta, J., Chawla, U.

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(2024) Sustainability in Marketing Practice: Strategies for Industry 4.0, pp. 3-16.

- 1) <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85199092836&partnerID=40&md5=22c7d6290bfabae6339750d53c59de>

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