

Acceptance Letter

To,
Nidhi Malhotra,

We are pleased to inform you that the research paper / article titled "**ADAPTING TO CHANGE: EVOLVING ELEMENTS OF MARKETING STRATEGY IN THE PRESENT ERA**" submitted by you, has been selected for publication in Volume 2 Issue 2 dated 3rd May 2023, in **Airo International Journal**.

We wish you a bright research and academic prospects ahead.



Swati Gupta
Authorized Signatory
Editorial, Airo Journals

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