



ISSN -P-2455-0515
E-2394-8450

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ISSN P-2455-0515 E-2394-8450, Volume-XIII, Issues-I, Jan – Feb 2026, Impact Factor: 8.327

A Study on the Impact of Market Fluctuations on Managerial Decision-Making in Modern Businesses:

A Behavioral Economics Perspective

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ISSN P-2455-0515 E-2394-8450, Volume-XIII, Issues-I, Jan – Feb 2026, Impact Factor: 8.327

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ISSN P-2455-0515 E-2394-8450, Volume-XIII, Issues-I, Jan – Feb 2026, Impact Factor: 8.327

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ISSN P-2455-0515 E-2394-8450, Volume-XIII, Issues-I, Jan – Feb 2026, Impact Factor: 8.327

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