



PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND  
MANAGEMENT RESEARCH

Print ISSN : 2321-3604 Online ISSN: 2321-3612

Certificate of Excellence

THIS IS TO CERTIFY THAT **DR. C.S. SRIVIDYA PRATHIBA** HAS PUBLISHED RESEARCH  
ARTICLE ENTITLED “INVESTIGATION OF EMERGING ARTIFICIAL INTELLIGENCE IN  
EMPLOYEE RETENTION (REFERENCE TO IT COMPANIES IN CHENNAI)” **IN PRIMAX  
INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH**  
VOLUME NO.14, ISSUE NO-1, APRIL –JUNE, 2026

*T. Rajeswari*

Prof. T. Rajeswari  
Chief in Editor  
Bengaluru, Karnataka

Dr. V. Selvaraj  
Managing Editor  
Bengaluru, Karnataka



PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND  
MANAGEMENT RESEARCH

Print ISSN : 2321-3604 Online ISSN: 2321-3612

Certificate of Excellence

THIS IS TO CERTIFY THAT **PRIYA VARATHAN** HAS PUBLISHED RESEARCH ARTICLE  
ENTITLED “INVESTIGATION OF EMERGING ARTIFICIAL INTELLIGENCE IN  
EMPLOYEE RETENTION (REFERENCE TO IT COMPANIES IN CHENNAI)” **IN PRIMAX  
INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH**  
VOLUME NO.14, ISSUE NO-1, APRIL –JUNE, 2026

*T. Rajeswari*

Prof. T. Rajeswari  
Chief in Editor  
Bengaluru, Karnataka

Dr. V. Selvaraj  
Managing Editor  
Bengaluru, Karnataka