

Title of paper	Name of the author/s	Name of journal	Calendar Year of publication	ISSN number	Link to website of the Journal	Link to article / paper / abstract of the article	Type of Journal
A Review Of Challenges And Opportunities In Adopting DOOH Technology For Advertising: A Business Perspective Through TAM	Dr. Santosh Shinde	Empirical Economics Letters	2023	1681 8997	https://www.eel.my100megs.com	1_Review_Challenges_Opportunities_Dooh_Tec.pdf (sbpatilmba.com)	ABDC Journal

