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abstract“mobile banking has marked itself as an emerging technology adopted by banks around the globe. the purpose of this research is to identify the key factors of mobile technology adoption which influence customer satisfaction in pakistan. **journal of economic behavior and organization I (1980 ...** - 40 r. thaler, toward a positive theory of consumer choice important prediction in economics, has been shown to be negative even if consumers choose at random [-becker (1962)]. recent research has

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