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CERTIFICATE OF PARTICIPATION & PRESENTATION

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Bousrih Myriam

Has attended the 13th International Conference on Business Economics, Marketing & Management Research (BEMM-2026) from April 27, 2026 to April 30, 2026 in Istanbul, Turkey and made an oral presentation of the paper entitled :

« Artificial Intelligence as a Strategic Lever for Business Model Transformation: Toward a Hybrid Model in the Luxury Sector ».



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