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CERTIFICATE

IT IS TO CONFIRM THAT

*Dai Chung Hy, Ngo Thi Ngoc Hiep, Truong Thi Kim Thanh, Le Ngo Dang Danh,
Nguyen Thi Nhu Thuan*

Participated in the 4th Global Conference

Entrepreneurship and Economy in an Era of Uncertainty 2024

Presenting the Paper:

Exploring the effect of social media content of virtual influencers on generation Z's purchase intention: An elaboration likelihood model approach

On 27-29 November, 2024, Da Nang, Vietnam

SEBASTIAN KOT

EEEU24 Conference Chair

BILAL KHALID

EEEU24 Conference Chair