



# 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

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Presenting the Paper:

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

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**SEBASTIAN KOT**

*EEEU24 Conference Chair*

**BILAL KHALID**

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