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Zineb Keyt

Has attended the 8th International Conference on Innovation in Business, Economics & Marketing Research (IBEM - 2026) from November 10, 2026 to November 11, 2026 in Rome, Italy and made an oral presentation of the paper entitled : « AI-Driven Customer Segmentation and Hyper-Personalization: A Bibliometric Mapping of Research Trends and Emerging Frontiers »

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