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Najwa El Alaoui El Izzi

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 Marketing Personalization in Museums: A Conceptual Model Linking Perceived Attractiveness and Epistemic Curiosity »

co-author(s) : Lebzar Bouchra

General Chair
Marco Valeri (ITA)

CNPSI Director
Dr. Ahmed Rhif (TUN)