CERTIFICATE

OF PARTICIPATION & PRESENTATION

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THIS IS CERTIFY THAT

Harleen Kaur Sahai

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 online presentation of the paper entitled : « Integrative Taxonomic Analysis of Strategic Marketing Development and Execution Capabilities: A Two-Decade Evidence Synthesis of Content-Process Dynamics Across Formulation and Implementation Mechanisms »

General Chair
Marco Valeri (ITA)

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